



Dear Friend,

The Walldogs on Nicollet are gearing up for the Walldogs Meet from July 24th to 27th, 2008 and we would like you to sponsor this important event.

The Walldogs on Nicollet is an exciting new project organized by the Lyndale and Kingfield Neighborhood Associations that will involve local and national artists and volunteers coming together to paint six to ten murals along Nicollet Avenue from Lake Street to 46th Street. The Walldogs on Nicollet Meet will be the first urban Walldogs Meet in the country and one of the largest creations of public art in Minneapolis' history.

The project's purpose is to use the creation of public art to build community, create a new aesthetic, spur economic development and create a safer environment along Nicollet Avenue in South Minneapolis.

These goals will be accomplished through the creation of murals along Nicollet Avenue. History has shown that murals are a proven deterrent to graffiti and a significant asset in establishing a unique identity for businesses and neighborhoods alike. To create the murals, the neighborhoods will utilize hundreds of community members and artists from around the Twin Cities and the country.

Surrounding the creation of the murals will be a continuous stream of events and activities for the artists, their families, community members and the general public. Events will include: family art activities, live music, food, a mural crawl, and much, much more.

What makes this project unique is the use of public art as a focal point for bringing together the diverse communities that use this important urban corridor. The Walldogs on Nicollet project will:

- Utilize the talent and energy of community members to create a historical moment in the neighborhoods' histories that serves as the jumping off point for the revitalization of this historic corridor.
- Demonstrate the role that public art can have in spurring economic development and in enhancing public safety.
- Use the murals to create a sense of place that is appealing to and reflects the many cultural groups who use the Nicollet corridor as well as to create and preserve neighborhood history.
- Create murals that have a lasting appeal to the future generations who will inhabit the community.

We hope you will join us and be part of Walldogs on Nicollet as a sponsor. Attached are the Sponsor Levels and Benefits, and a Sponsor Agreement Form. We would be happy to sit down and talk with you about the project and the important role that sponsors will play in making this project a success. If you have any questions or would like to set up a time to discuss this further, please feel free to contact Mark Hinds at mark@lyndale.org / 612.824.9402x16 or Sarah Linnes-Robinson at kfna@email.com / 612.823.5980. You can also visit the Walldogs on Nicollet website at www.walldogs.lyndale.org.

On behalf of the Lyndale and Kingfield Neighborhoods and the Walldogs on Nicollet project, we appreciate your consideration of our request.

Sincerely,

Mark Hinds
LNA Executive Director

Sarah Linnes-Robinson
KFNA Executive Director