



GALLERY ON GAZEBO

140 Gazebo Park · Johnstown, PA 15901

Project Proposal: Shoe Your Pride

Project Overview

“Shoe Your Pride” is an interactive Pride Month celebration at Gallery on Gazebo that showcases artist-designed shoes as symbols of self-expression, identity, and inclusion. The event will feature a curated shoe exhibition, with a call to artists to design shoes. Visitors can have an interactive experience, judging their three favorite pairs of shoes and take along a coloring page to personalize. This event is free to attend, ensuring accessibility while incorporating multiple revenue streams to support Gallery on Gazebo’s mission and sustainability.

Goals & Objectives

- Celebrate Pride Month through an inclusive and creative event.
- Showcase local artists by featuring uniquely designed shoes reflecting LGBTQ+ identity and experiences.
- Encourage community engagement by providing donated shoes for the public to design.
- Generate revenue through business partnerships without charging admission.
- Promote Gallery on Gazebo’s mission as a community art hub.

Business-Artist Shoe Collaboration Program

To generate revenue while supporting local artists, Gallery on Gazebo will offer businesses an opportunity to have their name appear as a sponsor for a particular pair of artist-designed shoes. Businesses can begin choosing their shoes between when we begin accepting artist submission on 5/31 and the exhibit opening 6/7, but may choose to sponsor at any subsequent time as well. This will offer the business promotional exposure through the Gallery on Gazebo’s marketing campaign. At the end of Pride Month exhibit, businesses have the option to purchase their shoes or donate them for auction.

Shoe Your Pride – Business Sponsorship Form

Thank you for supporting “Shoe Your Pride” at Gallery on Gazebo! This event celebrates LGBTQ+ identity and community through artistic expression. As a business sponsor, you will collaborate with a local artist to create a custom-designed pair of shoes reflecting both your brand and the spirit of Pride Month. Your sponsored shoes will be displayed at the gallery’s Pride exhibit.

Please fill out the form below to confirm your sponsorship.

Business Information

****Business Name:**** _____

****Contact Person:**** _____

****Email:**** _____

****Phone Number:**** _____

****Business Address:**** _____

Sponsorship Level

Please select your sponsorship tier:

- ☐ Standard Sponsorship (\$250) – 1 pair of custom-designed shoes with your business credited with the artist on the exhibit label + social media feature.
- ☐ Premium Sponsorship (\$400) – 1 pair of custom-designed shoes + artist interview feature + small business signage.
- ☐ Elite Sponsorship (\$750) – 1 pair of custom-designed shoes + artist process video + press release feature.
- ☐ Corporate Pride Partner (\$1,500+) – 2+ pairs of custom shoes + custom video feature + premium marketing benefits.

Post-Event Options

At the end of Pride Month, you may:

- ☐ Keep your sponsored shoes for display at your business (\$75 additional fee for finishing and preservation).
- ☐ Donate your sponsored shoes to the gallery to sell

Please return this completed form along with your branding materials (logo, etc.) to:

Gallery on Gazebo, 140 Gazebo Park, Johnstown, PA 15901

Email: info@galleryongazebo.org

Shoe Your Pride – Artist Entry Form

Thank you for supporting “Shoe Your Pride” at Gallery on Gazebo! This event celebrates LGBTQ+ identity and community through artistic expression. As an artist entrant, you will create a custom pair of shoes for display in the gallery’s Pride exhibit.

Artist Information

****Artist Name:**** _____

****Email:**** _____

****Phone Number:**** _____

****Mailing Address:**** _____

Entry Type

Please select any/all applicable options:

☐ Self Entry (\$20) – Opportunity to display one pair of shoes that you have designed, styled, and decorated

Post-Event Options

At the end of Pride Month, for Self Entries, you may:

☐ Keep your sponsored shoes (\$75 additional fee for finishing and preservation).

☐ Donate your shoes to the gallery to sell

Agreement & Signature

By signing below, you confirm your entry commitment and agree to provide an entry by the deadline, 6/6/25

****Authorized Signature:**** _____

****Printed Name:**** _____

****Date:**** _____

Entry Instructions

Please return this completed form to:

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