

A Man Fortune Story-Telling Mural

Waterbury Sponsorship
Opportunities

ALEX
BREANNE
CORPORATION





ABOUT WATERBURY'S THE MAN FORTUNE MURAL PROJECT

The Alex Breanne Corporation and the Waterbury community are partnering with public art nonprofit, RiseUP for Arts, and a collaboration of other community nonprofits & partners to create a highly visible mural that depicts the story and symbols of the enslaved Waterbury man, Fortune.



Large-scale mural celebrating diversity and inclusion and The Man Fortune's life



Community-wide participation in advancing diversity and inclusion



Mural Reveal celebration to memorialize commitment to telling The Man Fortune's story



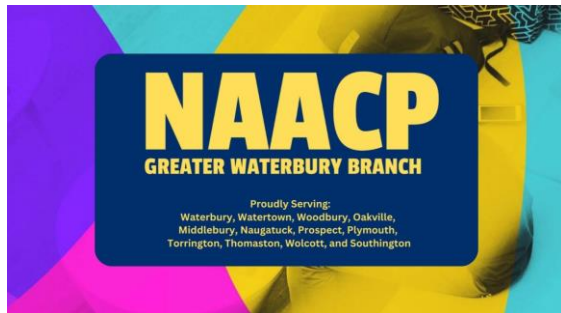
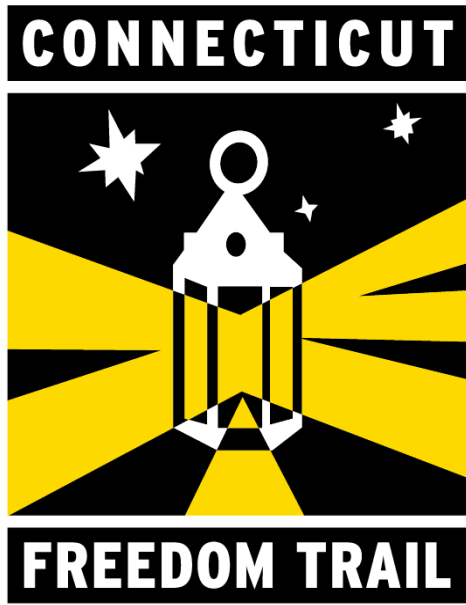
ARTISTS

The mural in Waterbury will be completed by a Greater-Waterbury based professional artist, Katiana Jarbath-Smith, along with local emerging artists and the community. The Man Fortune Mural will be a symbol the Waterbury community to demonstrate their commitment to racial equity and fighting injustice.

PARTNERSHIPS

This Project is Supported by a long-list of community partners, collaborating to tell the Man Fortune Story for everyone to see:

- Alex Breanne Corporation
- Connecticut State Historic Preservation Office
- Silas Bronson Library
- St. John's Episcopal Church
- Riverside Cemetery
- Waterbury Public Schools
- NAACP, Greater Waterbury Chapter
- Connecticut Freedom Trail
- Waterbury Arts & Tourism Commission
- Waterbury, CT Mayor's Office
- Art & Culture Collaborative, Waterbury Region





IMPORTANCE OF THE MAN FORTUNE MURAL PROJECT

Historical Recognition: A tribute to Fortune, an 18th-century enslaved man in Waterbury, acknowledging a crucial, often overlooked part of our local and national history.

Educational Value: Serves as a vivid tool for community learning about the realities of slavery and racial injustice, engaging especially with the youth.

Dialogue and Healing: Fosters community conversations and healing around racial history, encouraging inclusivity and understanding.

Community Collaboration: Unites artists, historians, educators, and leaders, exemplifying unity and cooperative effort.

Cultural Significance: Enhances cultural tourism in Waterbury, celebrating diversity and enriching the local economy.

Enduring Legacy: Ensures Fortune's story and its teachings endure, contributing to our collective memory and future awareness.

ABOUT ALEX BREANNE CORPORATION

What We Do

Research, interrogation and presentation of lesser known stories representing the life experience of the American enslaved, **presented from an African American perspective.**

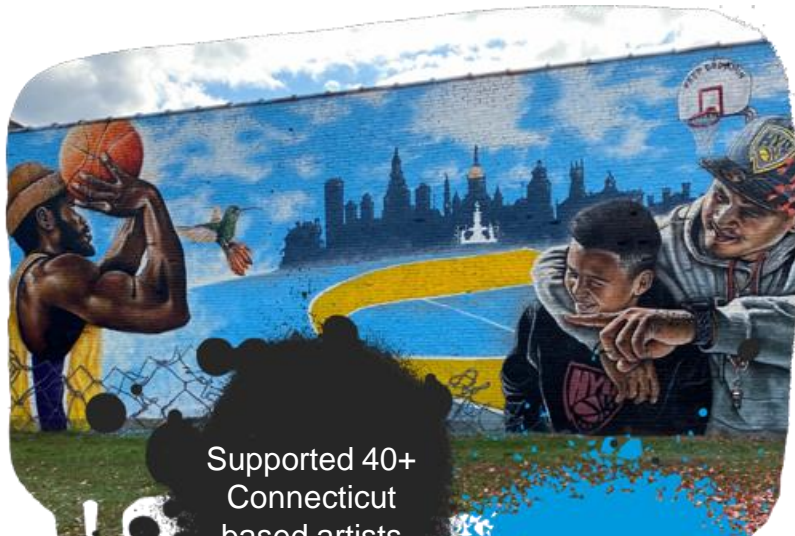
Why (*Our Mission*)

It's our belief that limited representation in education and unconsidered context regarding the enslaved experience has played a role in persisting historical biases and inequities.

Our mission is to use research and broader context to identify and address the many reverberating effects of chattel slavery.

More information at: alexbreanne.org/





Supported 40+ Connecticut based artists

Completed over 250+ mural projects throughout Connecticut

Partnered with over 1,000 organizations

Host 1000+ volunteers per year to help create our public art

**ALEX
BREANNE
CORPORATION**

ABOUT RISEUP

RiseUP for Arts is a project started by the non-profit, The RiseUP Group, in 2015 to create public art that is inclusive and accessible for anyone.

We have completed over 250 murals and place-making projects (and counting) throughout Connecticut, we work with 40+ local artists, partner with 100's of communities and organizations and host 1,000+ volunteers per year to help paint our murals. RiseUP for Arts creates public art through donations, grants, and community goodwill.

We support artists, cities, other nonprofits, companies, and local community members in making their mural projects come to life. We help create the vision and manage the entire process to beautify communities through public art.

View some of RiseUP's previous projects at www.theriseupgroup.org







WHY SPONSOR THE Man Fortune MURAL?

- Community Enrichment:** Support a project that educates and unites the community.
- Brand Visibility:** Gain exposure and recognition for your commitment to cultural and social responsibility.
- Historical Connection:** Associate your brand with the preservation and celebration of local history.
- Corporate Responsibility:** Demonstrate leadership in addressing social and historical issues.
- Valuable Networking:** Connect with key community figures and organizations.
- Lasting Legacy:** Contribute to a permanent landmark that honors and educates.

WHAT DOES YOUR SPONSORSHIP GET?

1. Platinum Sponsor - \$10,000+

1. Premier logo placement on the mural site and all promotional materials.
2. Featured in press releases and top-tier recognition in media coverage.
3. Exclusive invitation to VIP events related to the mural.
4. Special recognition at the mural unveiling ceremony.
5. Opportunities for featured content in social media campaigns.
6. Permanent acknowledgment on the project's webpage.

2. Gold Sponsor - \$5,000 - \$9,999

1. Prominent logo placement on the mural site and promotional materials.
2. Recognition in press releases and media coverage.
3. Invitation to VIP events related to the mural.
4. Acknowledgment at the mural unveiling ceremony.
5. Inclusion in select social media campaigns.
6. Acknowledgment on the project's webpage.

3. Silver Sponsor - \$2,500 - \$4,999

1. Logo placement on promotional materials.
2. Recognition in select press releases and media coverage.
3. Invitation to the mural unveiling ceremony.
4. Acknowledgment in social media posts.
5. Listing on the project's webpage.

4. Bronze Sponsor - \$1,000 - \$2,499

1. Name listed on promotional materials.
2. Recognition at the mural unveiling ceremony.
3. Acknowledgment in group social media posts.
4. Listing on the project's webpage.

5. Community Sponsor - Up to \$999

1. Name listed at the mural unveiling ceremony.
2. Group acknowledgment on social media.
3. Listing on the project's webpage.

WHAT IS THE BUDGET FOR AN MLK MURAL?

The mural will cost an estimated \$25,000-\$30,000 based on final size and design. The cost includes all costs to professionally execute the mural, host community workshops, and organize a Community Mural Reveal Ceremony.

Item/Activity	Budget Amount
Mural Artwork	\$19,250
Artist/Management Fee	\$15,000
Primer	\$250
Lift/Scaffolding	\$7,000
Paint	\$1,000
Anti-graffiti Clearcoat	\$750
Other supplies	\$250
Community Engagement	\$2,500
Community workshops/events	\$1,500
Community Paint-Day Supplies	\$1,000
Reveal Ceremony*	\$2,500
Live Entertainment/DJ/Music	\$750
Videographer/Photographer	\$500
Other Reveal Cost: Food, PPE, etc.	\$1,250
Subtotal	\$14,843
Contingency	\$750
Grand Total	\$30,000

*Reveal ceremony costs are estimates depending on what is planned by the committees.

RACIAL EQUITY TOUR PROJECT MEDIA COVERAGE

Hartford Courant



39 Martin Luther King Jr. murals, one for each year of his life, planned across Connecticut

[VIEW ARTICLE](#)

we-ha.com
We have it all in West Hartford.



MLK39: Racial Equity Mural Tour Planning Large Installation in West Hartford, Looking for Input

[VIEW ARTICLE](#)

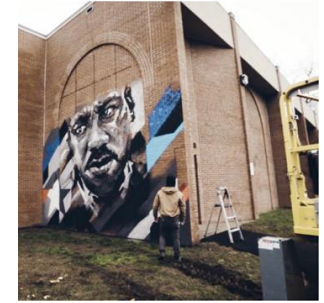
Better manchester



Manchester Seeks Community Input on RiseUP's Next Civil Rights Legends Project

[VIEW ARTICLE](#)

Better manchester



Birthing of a Legacy MLK Mural

[VIEW ARTICLE](#)

Hartford Courant



Manchester's new Martin Luther King mural a symbol of 'strength and hope'

[VIEW ARTICLE](#)

FOX61



Rev. Dr. Martin Luther King Jr. mural painted in Bristol

[VIEW ARTICLE](#)

CT



Manchester Mural Honors Martin Luther King's Legacy

[VIEW ARTICLE](#)

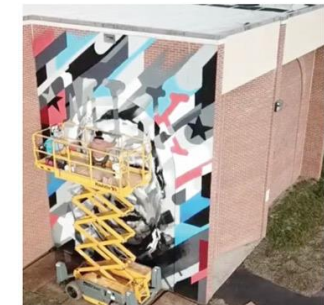
NEWS8
wtnh.com



Manchester pays tribute to Martin Luther King Jr. with enormous mural

[VIEW ARTICLE](#)

Bloomfield Public Schools
bloomfieldpublicschools.org



CT Murals project: Exciting New Project Coming to Bloomfield

[VIEW ARTICLE](#)

