



Iron Butterfly Trails

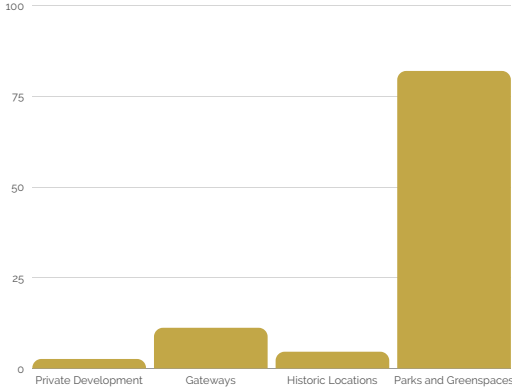
in Cartersville and Bartow County, GA

The Iron Butterfly Trails

In late 2021, an effort was birthed within the Cartersville-Bartow Chamber of Commerce's Leadership Bartow Program to reinvigorate the Cartersville and Bartow County Trail systems through the arts.

Community Arts Survey

Art in Bartow conducted a survey of 200+ people, 90% of whom live or work in Bartow County. When asked "How important are arts and culture to your quality of life?" more than 70% answered "important" or "most important." When asked where they wanted to see public art, overwhelmingly parks and greenspaces won with 81.9 percent of voters selecting it.



Iron Butterfly at the Trailhead

While Cartersville and Bartow County have amazing trails already in use, there wasn't a unifying theme to promote these local trails. Enter The Iron Butterfly, a nod to our industrial past and a symbol of growth, becoming and our reach to a better, healthier future.



Launch of Ottocast App

We've launched "an app for that" partnering with Ottocast, an app that provides mobile maps and more with QR codes, audio recordings, and collectable badges. It has the ability to integrate sponsor representation directly into the interface.



What is Included in Sponsorship?

- 1 Individualized Iron Butterfly & Placement Options
- 2 Logo on Readerboard
- 3 Logo in Ottocast App and on Maps
- 4 Sticker for Display at Business
- 5 Unveiling Event
- 6 Special Sponsorship and Promotional Opportunities

Proceeds benefit Art in Bartow, Bartow County's public arts commission to further the arts in Cartersville and Bartow County.

INITIAL
SPONSORSHIP
\$2500

ANNUAL
SPRING
RENEWAL
\$1000

INCLUDED FOR THE ARTISTS

- Naming on the readerboard, app and maps
- \$500 in supplies and stipend



Thank you

Partnerships are what allow projects like this to succeed.
We want to thank those who have supported Art in Bartow from the
start and we are eager to welcome new sponsors as we launch
The Iron Butterfly Trail Project.



CARTERSVILLE-BARTOW
CHAMBER

