Clarke Quay Mural
(Tan Tye Gate)
Presented by
SocialCreatives

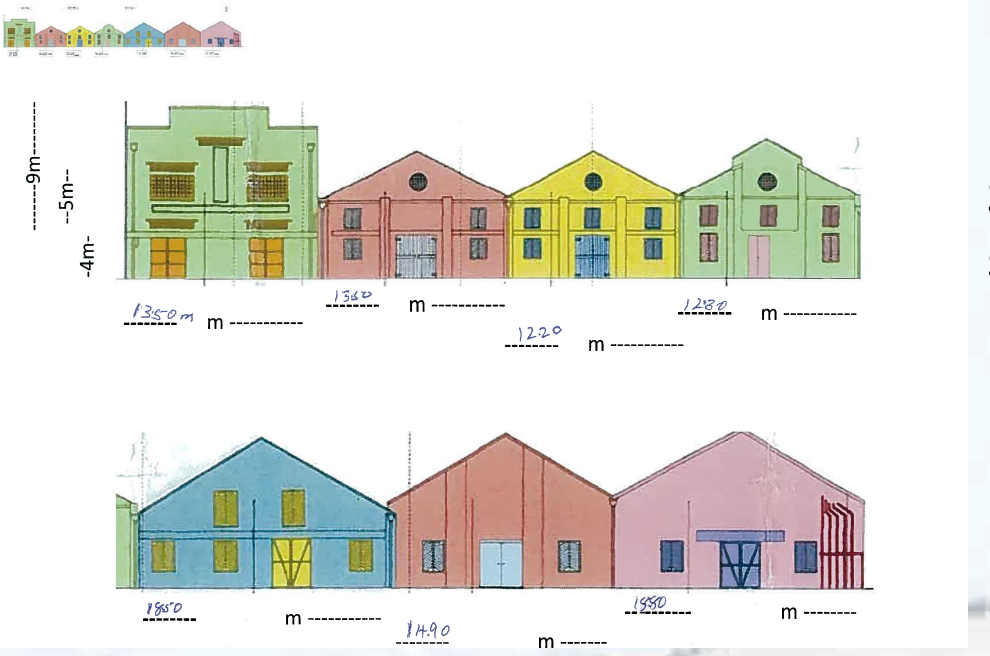
Social Creatives has received an informal permission to paint murals at Clarke Quay.

An area of about 100metres have been selected. It is called Tan Thye Gate.

Unfortunately the budget from the venue only covers a new paint background. Social Creatives needs to find a main sponsor or some sponsors. We thought of you !

This location is the most prime location of Social Creatives' murals to date

Partnership overview



Facing Liang Court

Longest mural surface in

Singapore's history

Infront of coach bustop

Surfaces is the façade of seven "warehouse"

Location brief

Artworks brief

1. Significance to the areas
2. Relation to services/products of the area
3. Heritage of the centre and/or link to 50th anniversary
4. Style relates to architecture and physical demographics of the wall and area
5. Target audience focus
6. Street art focus
7. Interactive artworks that engages the audiences

Artwork References

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By Social Creatives

1. Identifications of walls
2. Base works and treatments to the walls
3. Design consultation
4. Artwork conceptualization

5. Community engagement
6. Maintenance for 2 years

By Adopter

1. Monetary support
2. Community recruitment (if any)

Partners involvement

Artworks brief

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Scope of partnership

Budget

Logistics costs:	30%	(Paints, basecoating etc.)
Artistic costs:	30%	(Facilitators, painting materials)
Design costs:	30%	(Artworks, conceptualisation)
Management fee:	10%	

Sponsor: $30,000

- Logo placement of A4 Size

Main Sponsor $80,000

- Logo Place of A3 Size
- Media rights
- Community engagments

Adoption Package

Exterior Plastered Surfaces

Apply one coat Nippon Vinilex 2000 Wall Sealer.
Apply two coats of **Nippon Weatherbond** Emulsion.

**** A Period OF 5 Years Warranty Will Be Issued By Nippon Paint (S) Co Pte Ltd Upon Completion**

Metal / Wooden Substrate

Apply one coat Nippon Bodelac 9000 Alkyd Resin Undercoat.
Apply one coat Nippon Bodelac 9000 Alkyd Resin Enamel.
Or Apply two coats Nippon Timbercoat on the exterior wooden finishes.

Budgetary Quotation

Lump Sum Price For The Exterior Painting Work	= S$18,900
Cost Of Wooden Scaffolding	= S$16,800
Arrest Water Seepage (Waterproofing Work)	= S$18,000
Artistic costs	= $12,000
Design costs	= $4000
Management fee	= $8000

Budget and Logistics

Summary: Core Values

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