



## The Alliance for Downtown New York Funding Statement

Spectropolis: Mobile Media, Art and the City is a three-day event that highlights the diverse ways artists, technical innovators and activists are using communication technologies to generate new urban experience and public voice. The event explores what is possible when wireless communications (both new and old), mobile devices and media converge in public space.

Spectropolis requests \$10,000 in sponsorship funding from the Alliance for Downtown New York (DTA). Funding for this event will be used for:

- (a) Sponsoring Art projects created by Artists selected by a jury coordinated by LMCC
- (b) Travel expenses for those selected Artists to New York City for 4 nights
- (c) Event operational expenses to produce Spectropolis, including tables, power, and other necessary items
- (d) Marketing and promotional expenses, including event signage and handouts, and the creation of a Website

As a Sponsor of Spectropolis, the DTA will receive Corporate Identity placement and acknowledgement in:

- The cover of all event materials including program and curatorial statement
- The front page of the Spectropolis Website with link
- All on-site event signage visible throughout the art show
- The Splash Page (the first page users of the wireless network see) for the event as well as the splash page for the entire Lower Manhattan Wireless Network during the month before the event
- All Spectropolis promotional material including Lower Manhattan Cultural Council (LMCC), Downtown Alliance, and NYCwireless direct mailings, email blasts, and websites

NYCwireless will operate as the sole distributor of money for Spectropolis. Receipts for all expenses, including travel and Artist expenses, will be collected in order to process reimbursements.

NYCwireless promotes open wireless hotspots in public spaces throughout the New York region. These public spaces include parks, coffee shops, and building lobbies. NYCwireless intends to work with public and other nonprofit organizations to bring broadband wireless Internet to underserved communities. NYCwireless is a registered 501(c)3 non-profit organization. It is funded through donations from companies and individuals, as well as membership dues paid by active NYCwireless Members.

Dana Spiegel  
Director, NYCwireless  
Producer, Spectropolis

**nycwireless**