

# Concept Proposal Cover Sheet

Clearly Print or Type – Illegible materials will not be accepted.

Complete the cover sheet; do NOT write your name on the Concept Proposal Outline.  
Tape the Cover Sheet to the BACK of the Concept Proposal Outline.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: CA Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone number: (\_\_\_\_\_) \_\_\_\_\_

You may submit only ONE concept proposal. It must be submitted on the template along with the completed Cover Sheet with no other additional sheets or attachments. The Concept Outline Proposal must be printed at 11"x17".

The concept proposal should show and describe in detail the artwork you would propose for the Water Tower. The Template consists of a Cover Sheet and the Concept Proposal Outline. The Proposal Outline contains three sections:

- A. Section A: a 360 degree view of the surface of the water tower tank.
- B. Section B: Two 'sightline' views: how your concept will appear on the water tower when viewed from two different locations such as north view and south view.
- C. Section C: Narrative Description: (2200 character maximum) The narrative description should neatly typed and clearly describes the nature of your proposal. The description should include the general concept, discuss the aesthetic content/imagery, materials to create the design, and how the concept relates to the vision and goals of the community.

The completed Concept Proposal Template should be submitted to:

San Jose Public Art Program: Spartan Keyes  
Office of Cultural Affairs – City Hall  
200 E. Santa Clara Street, 4<sup>th</sup> Floor  
San Jose, CA 95112

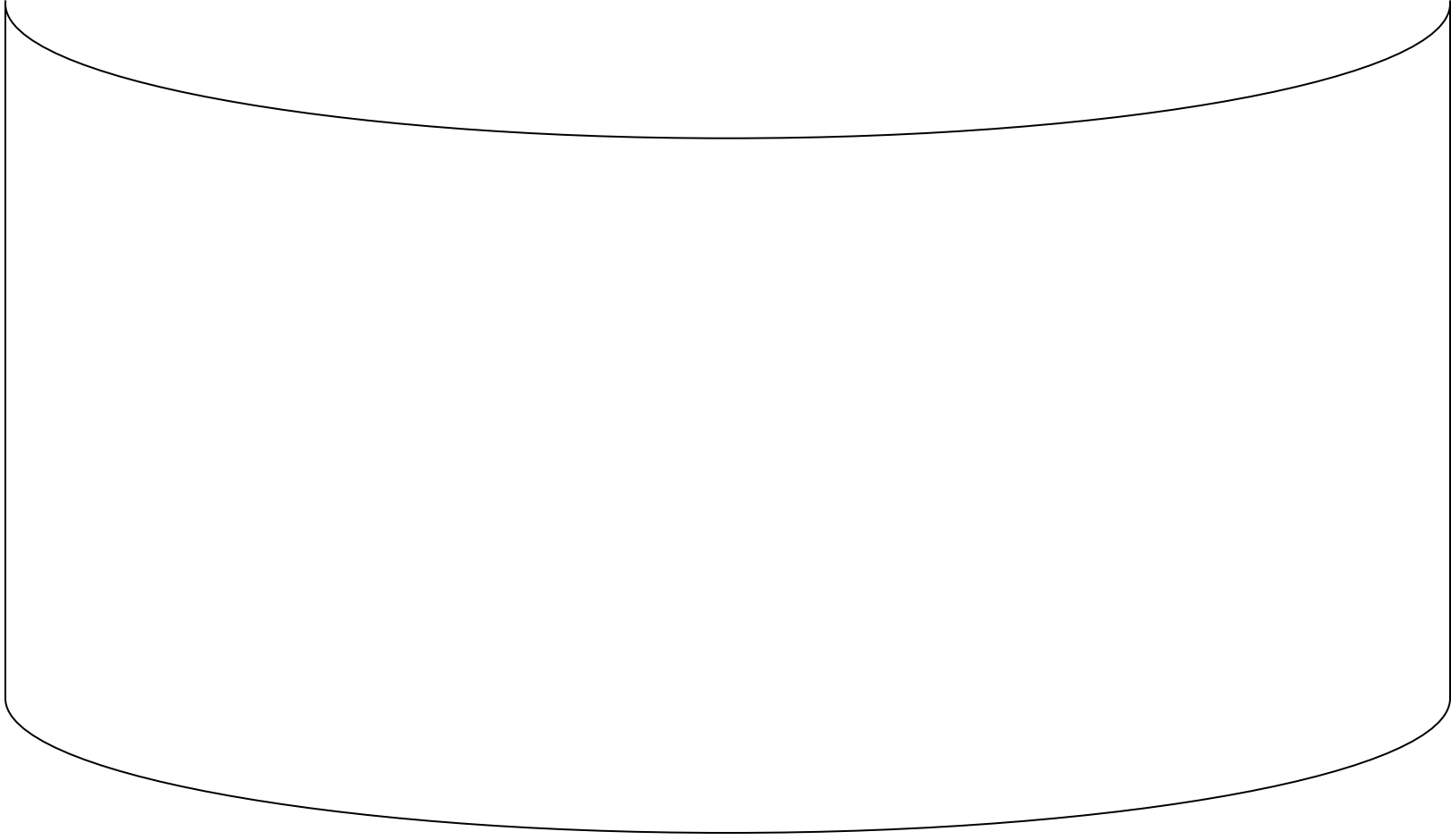
The Concept Proposal Template must be received by the deadline: 5:00 p.m. on Friday, August 20, 2010. It may be mailed OR delivered in person to the Office of Cultural Affairs on the 4<sup>th</sup> Floor in City Hall between the hours of **9:00 a.m. and 5:00 p.m.**

# Concept Proposal Outline

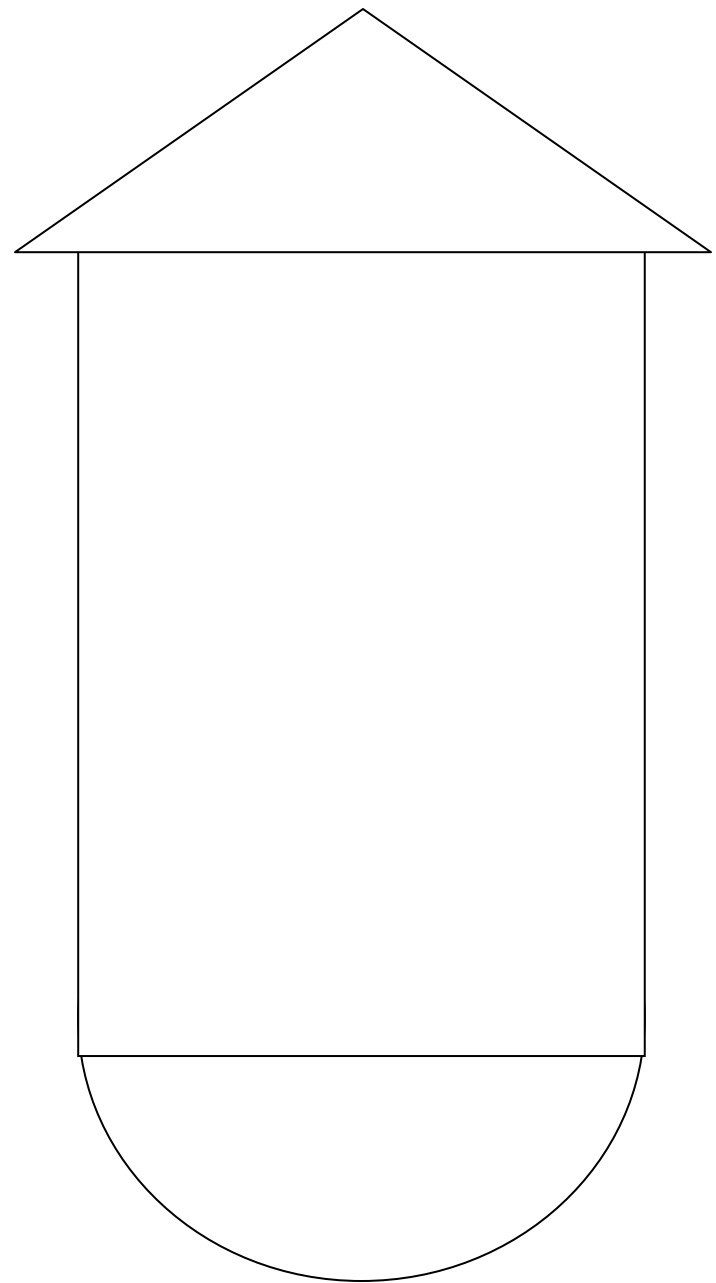
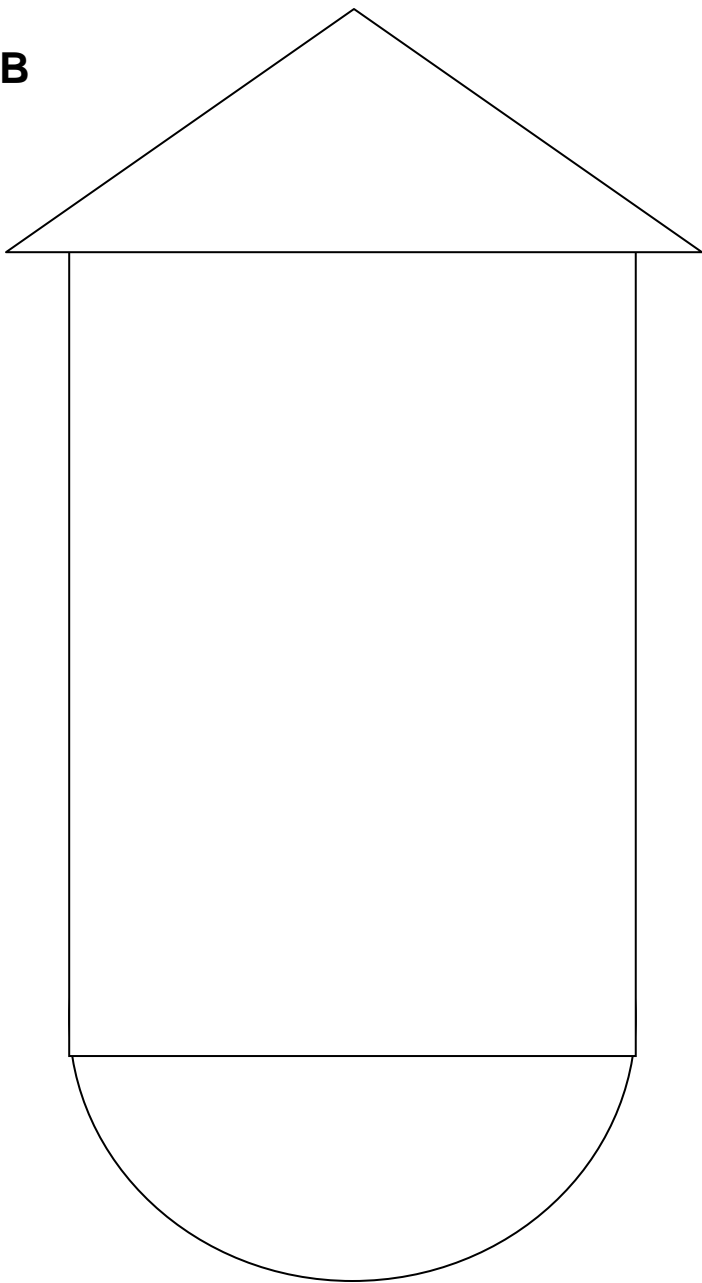
This template is to be used for the concept proposal only and is not to scale.  
Do not put your name on this Outline.

Application # \_\_\_\_\_  
(To be completed by OCA staff)

## Section A



## Section B



## Section C: Narrative Description:

