



## U.P. ARTISTS' CIRCLE FRATERNITY

Amorsolo Hall, College of Fine Arts, UP Diliman Quezon City

THE U.P. ARTISTS' CIRCLE FRATERNITY

ANNUAL ART EXHIBIT

K A L I P U N A N I I



**Kalipunan 1-Opening night of the Exhibit. Around 500 U.P. Students and Art Collectors attended the event. Paintings were being sold even before the ribbon was cut.**

Although last year's Kalipunan, was a stand-alone project, this year's Kalipunan may be highlighted by some events that will both add content and advertise the exhibit.

The Fraternity may hold any of these events during preceeding the show. It will be dubbed "LINGGO NG

KALIPUNAN"-  
Tatlumpu't apat na taon ng Kapatiran sa Artists' Circle Fraternity.

Members of the U.P. Artists' Circle have been rendering support for the arts and the community ever since it's inception in 1972. Conducting artworkshops in depressed communities and public schools, volunteering as assistants and art teachers in some CWTS classes, Clean-up and Fund raising events for the college and other well meaning organizations, The U.P. Artists' Circle recently did a 7 X 9 feet mural for the Greenpeace Organization which is displayed at their National Headquarters in Quezon City. Their most prominent works are displayed at the Second floor of the Palma Hall Lobby and the Vinzon's Lounge at U.P. Diliman. Some of their alumni were leading figures in the

struggle during Martial Law by enriching their art that is passed on today to their young successors. Some of the names that will grace the exhibit are Brod. Armand Bim Bacaltos '72, Brod. Leonardo Rosete '74, Brod. Neil Doloricon '74, Brod. Benjie Cabangis '74, Brod. Rock Drilon '74, Brod. Paul Quiano '89, Brod. Rodel Tapaya Garcia '97 and Brod. Ian Aycocho '04. This is also an opportunity to showcase the Residents who have been relatively successful in their field, winning the Major Arts Contest sponsored by SHELL, PLDT, Philipp Morris, Nokia and CCP. Although the College of Fine Arts has been the home of the Artists' Circle their art has been widely defined in Literature, Music, Theatre and Architecture as well.

PROJECTED BUDGET

This is the calculated expense of the exhibit with feasible sponsorship assistance.

A. Publicity (posters, teasers, streamers, Print, TV and Radio Announcement)	P 20,000
B. Brochures and Catalogues	P7,000
C. Food	P 7,000
E. Art Gallery	Free
D. Provident Fund (fund for the student's painting and sculpture expenses)	P 5,000 (shouldered by the faculty)
	Total: <u>P 52,000</u>



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### Marketing Packages (**FOR PRIVATE SPONSORS**)

THE U.P. Artists' Circle's aggressive publicity and promotions scheme for this event guarantees optimal exposure for YOUR COMPANY to the UP Diliman Studentry. We will not only bring you to your target markets, but also will serve as the catalyst in achieving your expected, as well unexpected returns of your investment. Furthermore, we assure your companies exposure in all the Fraternity's activities.

### **SUPREME SPONSORSHIP**

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#### **P30,000**

Your company will have PRIMARY BILLING in all promotional tools and will be named GOLD SPONSOR with the following benefits:

Inclusion of the company logo in an artwork's nameplate and the 10 ft. by 15 ft. Mural aptly named Kalipunan.

Inclusion of the company logo in the three 3mx5m streamers of the event to be prominently placed at large billboards along the University Avenue, in front of Vinzons Hall and at Palma Hall which will be viewed by over 35000 population of UP students, faculties and personnel and the passer-bys en-route.

Inclusion of the company logo in the A3 size posters of the event and in other Fraternity activities, which will be tacked in all academic units that includes 25 schools and colleges in UP Diliman, all waiting sheds, and all organization tambayans.

TWO-WHOLE PAGE will be allotted for the company in the Event's souvenir booklet which will be distributed to all participating organizations (100) and spectators (2, 000).

Inclusion of company logo in the handouts and kits to be distributed during the event.

Option to DISTRIBUTE FLIERS and/or FREEBIES during the event and in all The Fraternity's activities precedent and subsequent relating to Kalipunan (Promotions event), as provided by your company

Option to set-up maximum of one (1) COMPANY STREAMER at the venue of the event.

Option of conducting PRODUCT SAMPLING during the event and/or SETTING UP A BOOTH during the event.

Acknowledgement of your company BEFORE and AFTER the program of the EVENT and in all the programs of the Fraternity activities in the following manner: "U.P. Artists' Circle Fraternity ... in cooperation with (company name) presents..."

## **GRAND SPONSORSHIP**

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### **P25,000**

Your company will have SECONDARY BILLING to all promotional tools and will be named MAJOR SPONSOR with the following benefits:

Inclusion of the company logo in the three 3mx5m streamers of the event to be prominently placed at large billboards along the University Avenue, in front of Vinzons Hall, Palma Hall and at the art gallery which will be viewed by over 35000 population of UP students, faculties and personnel and the passer-bys en-route.

Inclusion of the company logo in the A3 size posters of the event, which will be tacked in all academic units that includes 25 schools and colleges in UP Diliman, all waiting sheds, and all organization offices and tambayans.

ONE-WHOLE PAGE will be allotted for the company in the exhibit's souvenir booklet which will be distributed to all participating contestants and their spectators.

Inclusion of company logo in the handouts and kits to be distributed during the event.

Option to DISTRIBUTE FLIERS and/or FREEBIES during the event and in all other Fraternity activities, as provided by your company.

Option to set-up maximum of one (1) COMPANY STREAMER at the venue of the event.

Acknowledgement of your company BEFORE and AFTER the program of the EVENT and in all the programs of the Fraternity activities in the following manner: "UP Artists' Circle ... presents ... .. also brought to you by (company name)..."

## **MAJOR SPONSORSHIP**

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### **P 15,000**

Your company will have TERTIARY BILLING to all promotional tools and will be named MINOR SPONSOR with the following benefits:

Inclusion of the company logo in the three 3mx5m streamers of the event to be prominently placed at large billboards along the University Avenue, in front of Vinzons Hall and at Palma Hall which will be viewed by over 35000 population of UP students, faculties and personnel and the passer-bys en-route.

Inclusion of the company logo in the A3 size posters of the event, which will be tacked in all academic units that includes 25 schools and colleges in UP Diliman, all waiting sheds, and all organization tambayans.

ONE-HALF PAGE will be allotted for the company in the ACLE souvenir booklet which will be distributed to all participating organizations that is approximately 100.

Inclusion of company logo in the handouts and kits to be distributed during the event.

Option to set-up ONE (1) COMPANY STREAMER with standee at the venue of the event.

Acknowledgement of your company BEFORE and AFTER the program of the EVENT and in all the programs of the Fraternity activities in the following manner: "UP Artists' Circle ... presents ... .. also brought to you by (company name)..."



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In our quest for academic excellence among the members of the fraternity and fellow students of the College of Fine Arts, the Fraternity will be traditionally launching its Annual Freshman Art Exhibit for the year 2006.

The U.P. Artists' Circle Fraternity Annual Art Exhibit is a month long event of promotion held from January to February culminating with an exhibit on the 14<sup>th</sup> of February.

We invite your office to partner with us in making this wholesome event a success. Attached are a detailed background of the THE U.P. ARTISTS' CIRCLE FRATERNITY ANNUAL ART EXHIBIT our proposed budget and marketing packages for your perusal.

Please contact Mr. Geronimo F. Cristobal by mobile phone at **09276459069** or by email through **jun@tinig.com** for any query or concern. You may also visit the website at **[www.upartistscircle.org](http://www.upartistscircle.org)** for additional A.C. inquiry. We hope to receive your response before the second week of January.

Thank you for your time and support.

Best regards,

Cristian D. Molina '03  
Supreme Master

Prof. Leonardo C. Rosete '74  
Faculty Adviser

Geronimo F. Cristobal Jr. '04  
Master of External Affairs/ Project Coordinator



## **U.P. ARTISTS' CIRCLE FRATERNITY**

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34 years of Service through Art

Founded by some of the most prominent names in the art scene, The U.P. Artists' Circle today is the only Fraternity in the College of Fine Arts. The Fraternity today enjoys the privileges of a University Fraternity. Some members of our distinguished Alumni includes Prof. Neil Doloricon '74 former Dean of the UP-College of Fine Arts, Rock Drilon '74, Mark Meily '84, film maker and director; Mark Gary '78, Film maker and multi-awarded artist; Rodel Tapaya-Garcia '97, winner of numerous international art awards and scholarship grants, Dino Ignacio; and innumerable names that have added color and vigor of service in the Philippine Art Scene.

In our 34<sup>th</sup> year we hope to strengthen our identity not only as a Fraternity but also an Honor Society which focuses on Excellence both inside and outside of our working studios. Being a fellowship of mostly student and faculty artists, the fraternity substantiates the prevalence of an Academic atmosphere within the university.

Among our scheduled exhibitions for the year 2005 include,

KALIPUNAN- A joint exhibition of faculty and resident members (January)

ARTS AND MUSIC FESTIVAL 2005

Photo and Painting exhibit at the Megatrade hall 3 of selected works from residents and alumni, SM Megamall Ortigas (May)

Unraveling of the Greenpeace Mural and office warming (June)

KALIPUNAN II- - A joint exhibition of faculty and resident members (February 2006)



## **U.P. ARTISTS' CIRCLE FRATERNITY**

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### U.P. Artists' Circle Fraternity

#### Annual Art Exhibit

One of the major projects for the academic school year 2005-2006 is our Annual Art Exhibit. This project involves the entire resident and faculty population of the U.P. Artists' Circle as exhibitors and the 28,000 students and spectators of the Opening Exhibit and Concert. The exhibit will run from February 14 (Tuesday) until the 14th of March. A Parallel opening ceremony will be held in another venue

featuring other works in a later date. The main purpose of this event is to establish a truly artistic atmosphere during the National Arts Month among the U.P. Diliman Studentry featuring the works of famous and promising artists.



**Kalipunan 2 The 10 ft by 15 ft Mural**

Conceived and spearheaded by Executive Committee of the U.P. Artists Circle Fraternity in cooperation with the College Student Council and the Faculty members of the College of Fine Arts, this will serve as the major highlight in the Fine Arts Week Celebration on February.



## LIST of EXHIBITORS- Kalipunan II U.P. Artists' Circle Fraternity

RESIDENTS	FACULTY
Cristian Molina (Sigwa) '03	Prof. Armand "Bim" Bacaltos (Pioneer) '72
Mike De Vera '03 (Sigwa) '03	Prof. Leonardo Rosete (Ugat) '74
Jun Cristobal (Abo) '04	Prof. Neil Doloricon (Ugat) '74
Dan Mendoza (Tankay) '04	Prof. Johnny Reynoso (Ugat) '74
Patterson Galapon (Tankay) '04	Prof. Benjie Cabangis (Ugat) '74
Christian Tatoy (Tangkay) '04	Prof. Joey Tanedo (Honorary)
Ralph Cedro (Katala) '05	Prof. Tatz Enrique (Honorary)
Redd Nacpil '05	Prof. Paul Quiano (Balat) '89
Gino Bueza (Taghoy) '05	
Lex Marcos (Ningas) '97	
Rodel Tapaya Garcia (Ningas) '97	
Vic Baltazar (Tambuli) '01	
Manolo Sicat (Kalso) '04	
Ian Darren Aycocho (Kalso) '04	
Tomas Leonor (Kalso) '04	
Drix Flores (Igong) '05	
A.C. Baizas (Anino) '05	
Jonathan del Mundo (Anino) '05	
Arturo Lalog (Talim) '05	