

The Cranes are Coming Back to Kearney!

Kearney Dawn
Rotary
Club



CRANES
ON
PARADE



Every Spring, Kearney Becomes the Center of Attention

Each year, nearly **800,000 Sandhill Cranes** migrate through Central Nebraska, attracting thousands of visitors from across the country and around the world.

The Annual Crane Migration generates **millions of tourism dollars** for Kearney area businesses including restaurants, hotels, retail shops, and attractions.

OPPORTUNITY AWAITS!

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What if Kearney Could Celebrate the Cranes Year-Round?

Cranes on Parade 4 transforms one of Nebraska's most celebrated natural events into a lasting public art experience.

Custom-designed aluminum crane sculptures will be displayed throughout Kearney's business districts—creating beauty, visibility, conversation, and community pride.

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Your Business. Your Crane. Your Visibility.

Each light pole installation features:

- Two opposing cranes mounted back-to-back
- Sponsor recognition plaque
- QR code integration
- Highly visible Kearney placement

Each light pole will have two opposing cranes mounted back to back. Mounted approximately 6.5' above the sidewalk will give visitors a view of sponsor/artist name and QR code just above eye level.

59"

34.5"



The Concept

- 59" x 34.5" Laser-cut Aluminum Crane
- Two Cranes Mounted Back-to-Back
- Select Artist's Designed, Painted
- Select Prominent Business District Locations
- Clear Coated for long-term Outdoor Display
- Installed approximately 6.5' above Sidewalk
- QR Code linked to Business page on CranesOnParade.com

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Why Businesses are Getting Excited

HIGH VISIBILITY

Installed directly in high-traffic business areas

YEAR-ROUND EXPOSURE

A long-term Permanent installation—not a temporary advertisement

SOCIAL ENGAGEMENT

Photo-worthy installations encouraging sharing & interactions

COMMUNITY LEADERSHIP

Align your business with Art, Culture & Community Investment

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Not a 30-Day Campaign ... but a Multi-Year Landmark

Unlike traditional advertising, Cranes on Parade installations remain visible for years—creating ongoing recognition for sponsors and continued enjoyment for residents and visitors.

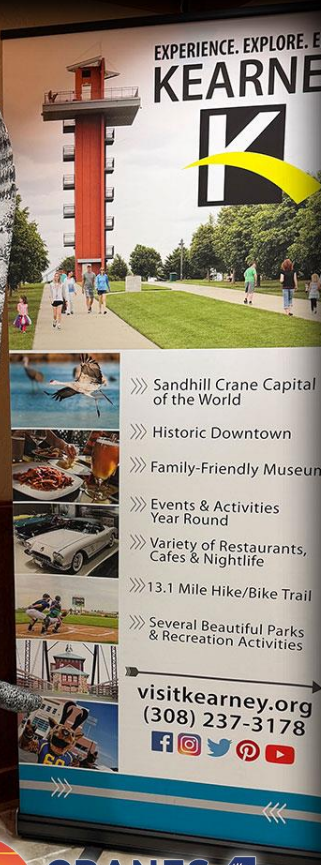
Visible 24/7 • Every Season • Every Year



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Be a Part of the Visitor Experience

Visitors already travel to Kearney to experience the Sandhill Crane Migration.

Cranes on Parade extends that experience into downtown shopping districts, restaurants, hotels, and community spaces—encouraging exploration throughout the city.

Thousands of Visitors Millions in Economic Impact



Local Artists. Local Creativity. Local Pride.

Each crane installation will be uniquely decorated by selected artists, creating one-of-a-kind pieces that reflect creativity, culture, and the spirit of Nebraska.

Artists gain:

- **Public Exposure**
- **Portfolio Recognition**
- **Community Engagement Opportunities**

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Building on a Successful Tradition

Previous Cranes on Parade projects brought together:

- Artists
- Sponsors
- Community organizations
- Rotary volunteers

The result was a memorable public art experience that generated excitement, visibility, and meaningful community impact.

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Supporting Meaningful Community Projects

Funds raised through previous Cranes on Parade projects have supported numerous local and international initiatives, including:

- Press on Ministries
- Safe Center
- KACF
- MONA
- Water for Haiti
- Rotary Polio Plus
- Rotary RotoPlast
- Rotary Children of the Dump
- The ARC of Buffalo County
- Rowe Sanctuary
- Kearney Children's Museum
- Himanchal Foundation
- The Nature Conservancy
- CASA of Buffalo County

... and MANY more

Art with a Purpose

Cranes on Parade 4 Beneficiaries will be:

1. The Safe Center
2. Family Advocacy Network
3. The Kearney Area Children's Museum
4. Kearney Community Sustainable Housing

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Sponsorship Opportunity

\$2,500

- One PAIR of opposing Aluminum Cranes
- Committee will assist in determining placement
- Sponsor Recognition Plaque
- QR Code linked to CranesOnParade.com
- Promotion of YOUR Business on ALL Promotional Materials, Posters, & Maps
- ... Additional Public Opportunities

Your Lasting Investment in Public Art for the Kearney Community

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Sponsorship Benefits

- Partner with signature Kearney Project
- Community Recognition
- Highly Visible Community Locations
- Crane Migration Tourism Exposure
- Long-Term Cranes on Parade Visibility
- Social Media Recognition Opportunities
- ... Additional Public Appearances

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**CRANES
ON
PARADE** 4



Project Timeline



Reserve Your Crane Pair Today

Join Kearney Dawn Rotary Club in creating a lasting public art experience that celebrates our community, supports local artists, and welcomes visitors for years to come.

Contact Information

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- Celebrating Art
 - Causes • Community
 - Crane Migration
- Are you All in?**



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