



The Bay Lights

- Largest contemporary art LED light sculpture in the world
- Created by Leo Villareal
- Shines nightly dusk 'til dawn
- Streamed live online nightly at thebaylights.org/view
- 1.8 miles wide x 500 ft. high
- 25,000 white LED lights
- Solar credits energy offset
- Over 50 million visitors
- Billions of media impressions
- Privately funded \$8M artwork
- \$200,000 grassroots support
- 9,378 Facebook Likes
- Instagrams: 4,321 #baylights, and 1,078 #thebaylights
- Grand Lighting March 5, 2013
- Slated for 2013–2015
- Presented by Illuminate the Arts

KEEP 'EM LIT THROUGH 2026

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Create a Legacy of Light

KEEP THE BAY LIGHTS LIT THROUGH 2026!



THE BAY LIGHTS two-year installation was made possible through the generous support of visionary patrons and civic leaders, government agencies, corporate partnerships, private and non-profit civic and cultural groups who spearheaded this iconic artwork in the spirit of igniting civic pride. In concert with THE BAY LIGHTS First Anniversary March Festivities, nonprofit presenting organization Illuminate the Arts has launched "\$12M Will Keep 'Em Lit Through 2026" fundraising campaign to keep Leo Villareal's gorgeous gift to the world shining for an additional ten years.

Gift it Forward for a New Generation

Without strong and immediate support, THE BAY LIGHTS will go dark forever in March 2015. While permitting is in the approval process for converting the artwork into a more permanent, transformative presence on San Francisco's vibrant waterfront, extending THE BAY LIGHTS' life and impact through 2026 will be an act of monumental brilliance again made possible by visionary patrons, corporate partners and a groundswell of ongoing community support.

Join Illuminate the Arts in its campaign to keep THE BAY LIGHTS lit through 2026:

- **Visionary Patronage.** Patrons who join this iconic civic project now have an opportunity to give a potent gift to the community that will significantly influence the cultural life and international image of the Bay Area for years to come.
- **Corporate Membership.** Innovate a new annual support model with Illuminate the Arts that includes groundbreaking workshops, presentations and new collaborations that deliver more lasting value within your community for leadership, employees and partners.
- **Individual Support.** There are many ways to let the world know THE BAY LIGHTS matters to you—support the campaign, give a gift, join us at events, share the news and get involved!

About Illuminate the Arts

Illuminate the Arts aims to alter the arc of human history through the creation of transformational works of public art. Our mission is to produce and promote innovative contemporary art with civic impact, social activation and global reach to stimulate a culture of generosity, community, collaboration and love worldwide. 501(c)3 organization. illuminatethearts.org