

Do you wanna build a snowman?

Expanding our Snowman Stroll...

The Snowman Stroll was created by the Rock Springs Main Street/URA in partnership with the Community Fine Arts Center in 2021. The project grew out of a discussion on ways we could embrace winter more in our community. The snowmen are designed to brighten Downtown Rock Springs during the darkest and often most dreaded part of the year. We aim to give the community something to look forward during that time.

The first round of snowmen were placed during the winter of 2022 with an additional 6 added each subsequent winter. We plan to add at least 6 more for the winter of 2026!

Throughout Downtown Rock Springs, 48" tall snowmen were painted by local artists and on display from early January and February. The public is invited to take the Snowman Stroll. Along with the public art pieces, we also created family activities to go along with the Stroll and further engage the community in the project.

During the off-season, the snowmen are stored and brought back out annually. This is a dynamic project with additional snowmen added each year, creating a family-friendly activity that our entire community embraces.





DOWNTOWN ROCK SPRINGS

Where do you fit in?

We're looking for organizations to symbolically adopt each snowman. Each snowman will be hand-painted by a local artist and on display for years to come. In exchange for your underwriting, your organization will receive:

- Logo placement on the base of your snowman (throughout the life of the snowman) (We'll coordinate the design with you and the selected artist)
- Logo placement on the webpage created for the [Snowman Stroll](#)
- Logo placement on the brochures & maps created for the [Snowman Stroll](#)
- Ongoing social media mentions recognizing your support for the [Snowman Stroll](#)
- Official snowman "Certificate of Adoption" suitable for display in our office
- Opportunity to support a community-wide celebration

Adoption Fee:

- \$1,500 per snowman

(actual costs of the snowman, supplies and artist's stipend top \$2,000 each but due to several grants, we're able to keep the adoption fees at just \$1,500 each.)

Space is limited and time is critical as each fiberglass snowman is made-to-order. To adopt a snowman for your company, please contact us ASAP. We'll then order the snowman and issue a Call for Artists.

**All artists must submit designs in advance so we can make sure they're family-friendly and will work with your brand. Snowmen will be displayed throughout Downtown Rock Springs.*

Please contact us with any questions or to adopt your snowman:

Rock Springs Main Street/URA

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