



Creating art that showcases the human potential

Combine the effectiveness of mobile billboards with outstanding PR by advertising on our “sculpture trucks”



Aspire to Greatness is launching “sculpture trucks” in a new format in Phoenix and Scottsdale, Arizona that will excite spectators by showcasing re-imagined artworks that will remind them of our collective human potential.

This presentation outlines a special awareness opportunity to promote your brand on the truck on which the statues ride. This placement will provide millions of monthly impressions and excellent PR guaranteed to make your brand the “talk of the town.”





Aspire to Greatness is a unique promotional company that creates larger-than-life statues as well as other artworks based on famous iconic people who have aspired to greatness.

This is our way to pay tribute to the many people who have built our great nation.

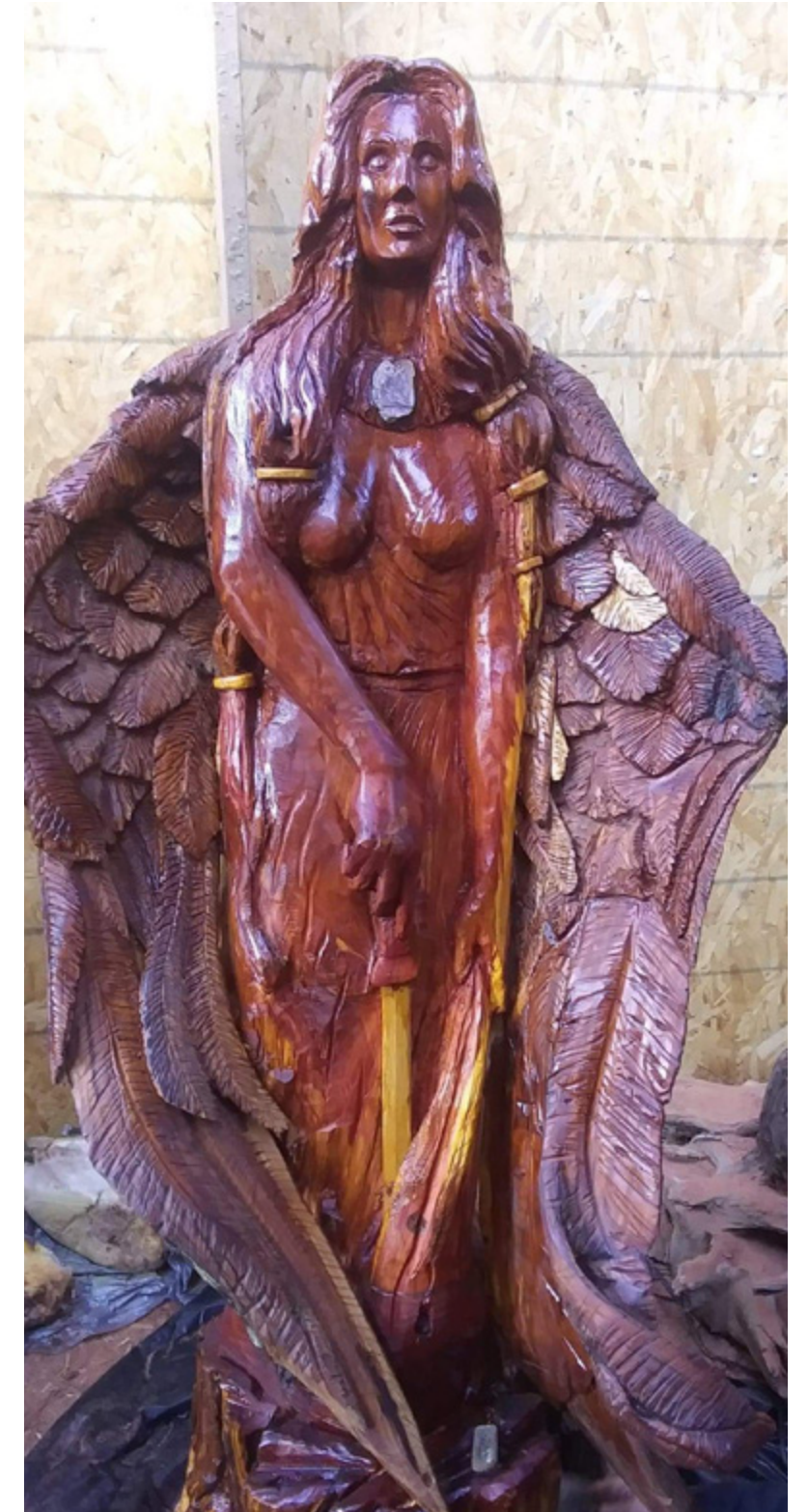
Our mission is to motivate people by showcasing what we have done as a community in the past through our art and service while demonstrating our love and respect for humanity.



Gregory Kirschenbaum paints with metal and textures and oxidizes the copper for the natural effects.



Blake Emory paints and sculpts in a wide range of media.





## SCULPTURE TRUCK HISTORY

Inspiration Behind the First Statue Truck



When the photo *Lunch Atop a Skyscraper* was taken in 1932, it became an American icon. The photo is a PR stunt that shows 11 ironworkers building Rockefeller Center during the Great Depression. Aspire to Greatness pays homage to these great workers and to Charles C. Ebbets for taking the photo that made American history.

Photo by Charles C. Ebbets



## SCULPTURE TRUCK HISTORY

An Icon of Hope and American Spirit



Gregory Kirschenbaum is a native New Yorker who was part of the first sculpting project depicting *Lunch Atop a Skyscraper*. Alongside artist Sergio Furnari, Kirschenbaum worked on and displayed the iconic statue at Ground Zero after 9/11 to give all who viewed it a ray of hope during a very dark time.





Now, 20 years later, Kirschenbaum has partnered with Blake Emory and has created a new statue of American ironworkers for the Scottsdale and Phoenix area to commemorate the heroes of America.

“I cannot think of a harder-working city more deserving of this iconic piece. I have been humbled to be a part of the creation and look forward to making an impact on the southwest and in a place that represents the American dream.”

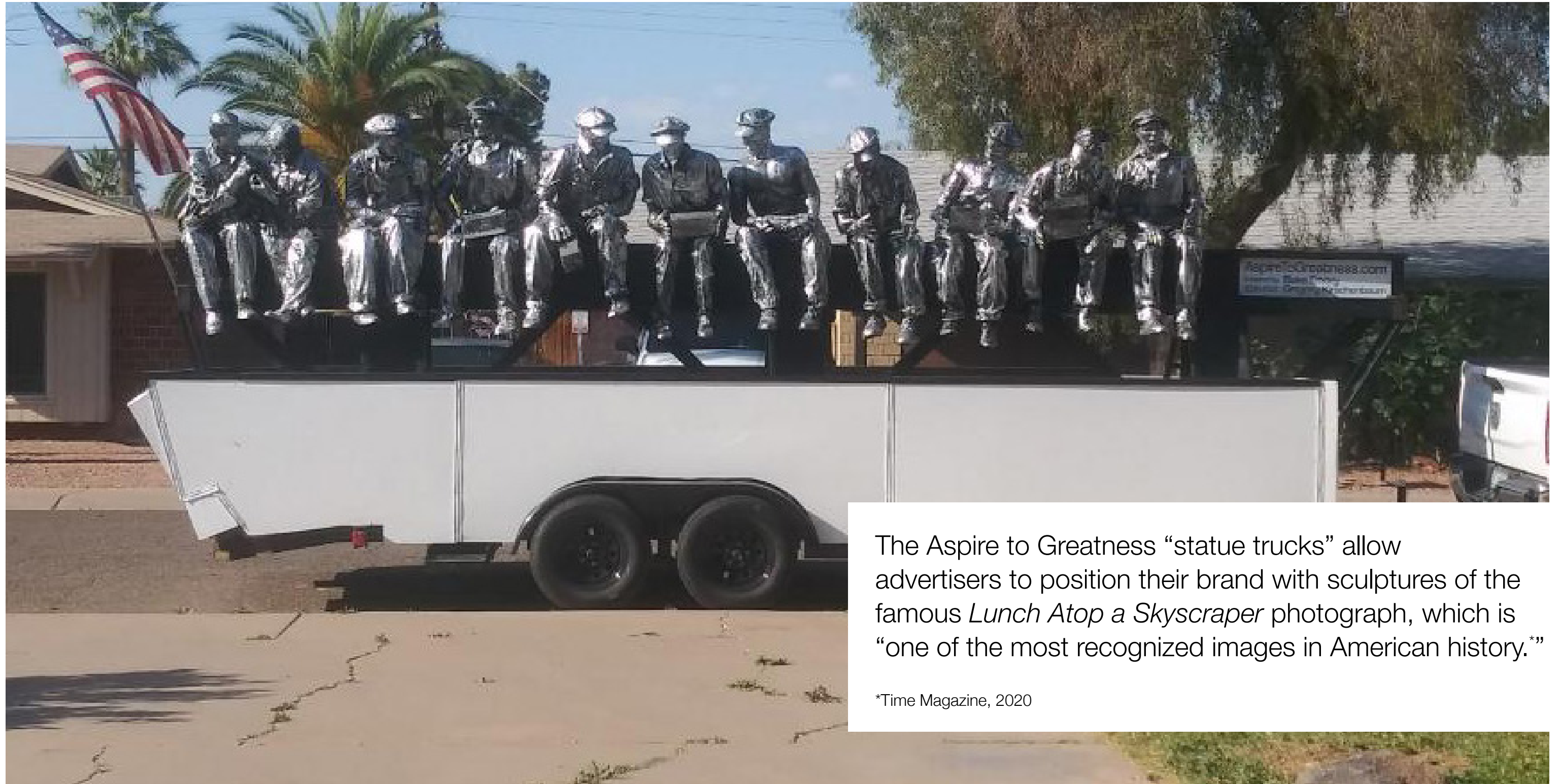
—Gregory Kirschenbaum





The new creation for Arizona now provides OOH truck decal ad space for brands that are seeking to align with what it means to be a great human.





The Aspire to Greatness “statue trucks” allow advertisers to position their brand with sculptures of the famous *Lunch Atop a Skyscraper* photograph, which is “one of the most recognized images in American history.”\*

\*Time Magazine, 2020



Full truck wrap on one of  
the most visible mobile  
billboards in America

Placement near the most  
recognized image  
in American history

We will help you with the  
creative and will oversee all  
production and installation

Vehicle specs: Dodge Ram  
2500 with Hemi

3-month minimum  
exclusive ad space

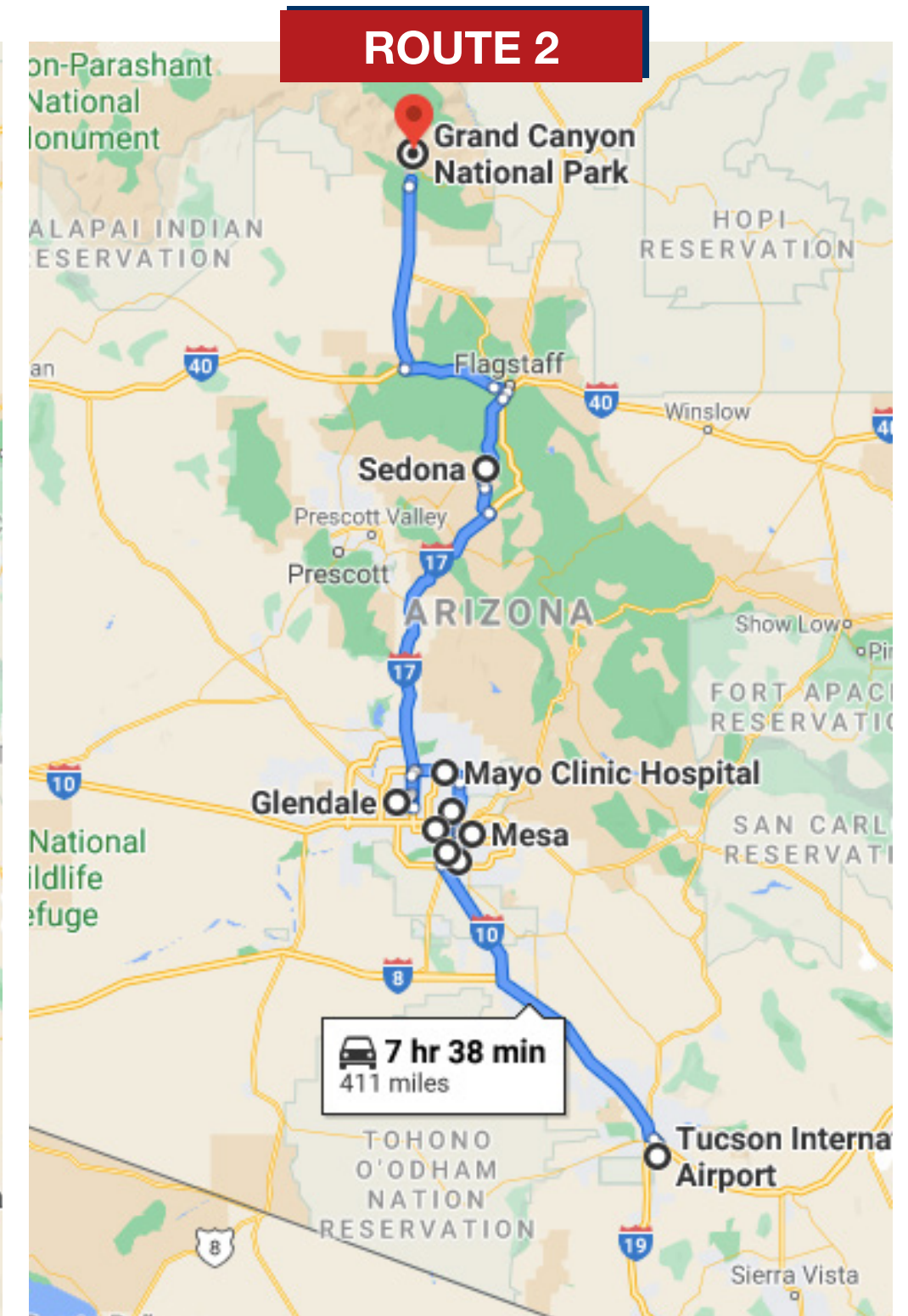
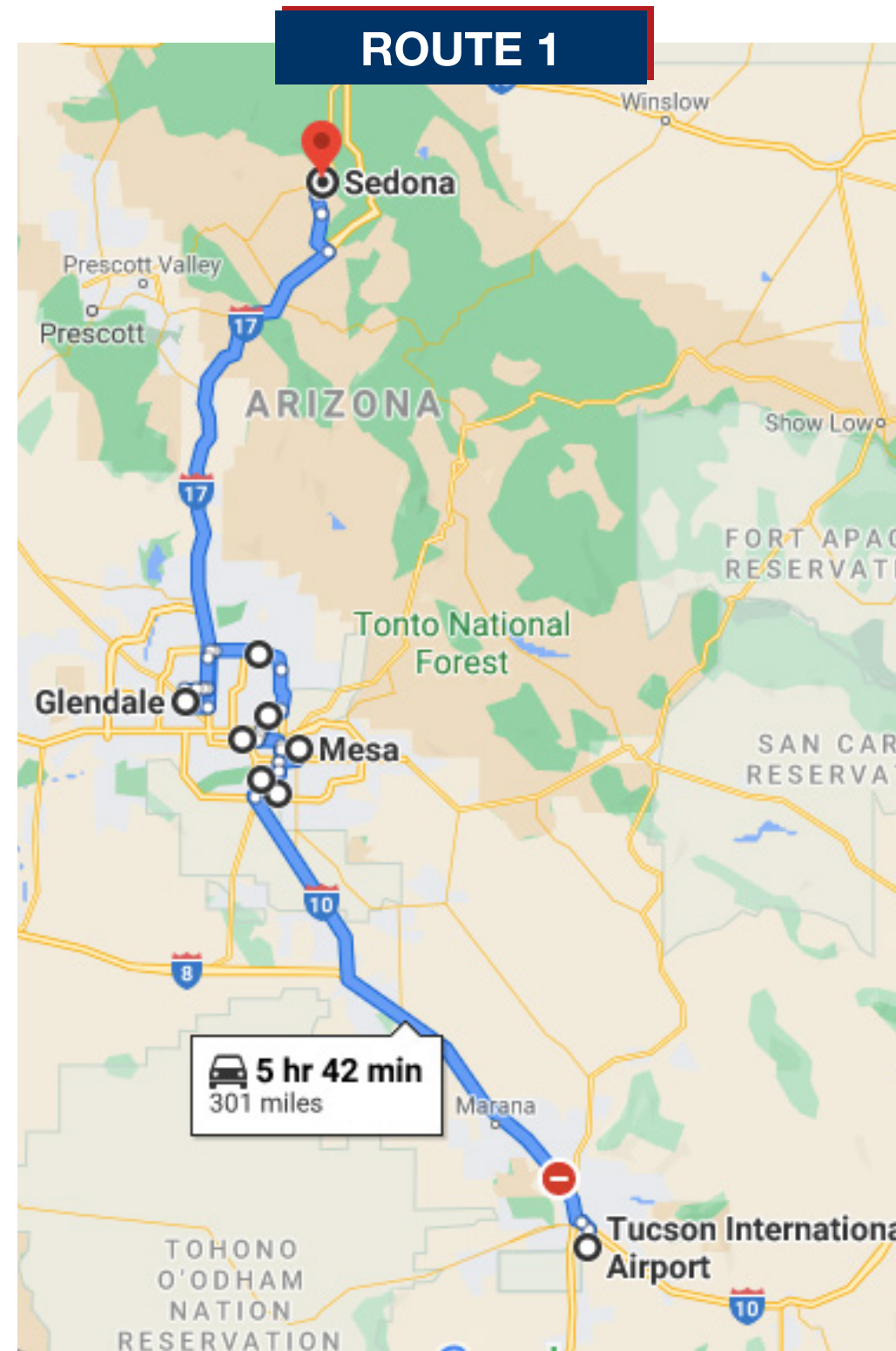
Aspire to Greatness reserves the right to have their logo placed tastefully with the final ad creative.



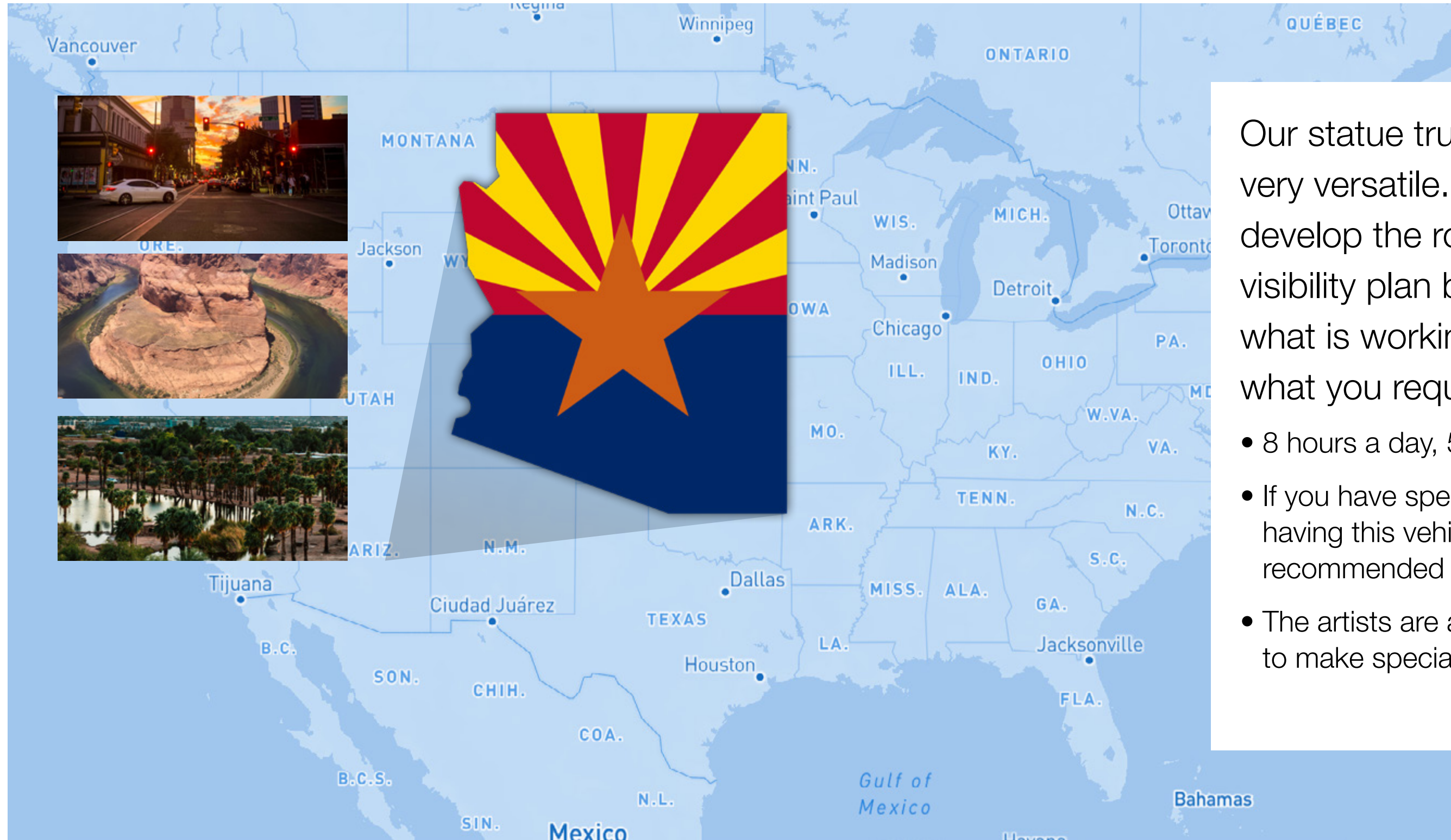


## THE ROUTE

We have two pre-determined routes, but can customize a route based on your preference. If you are looking to focus on specific areas of Arizona, you may build your own route.



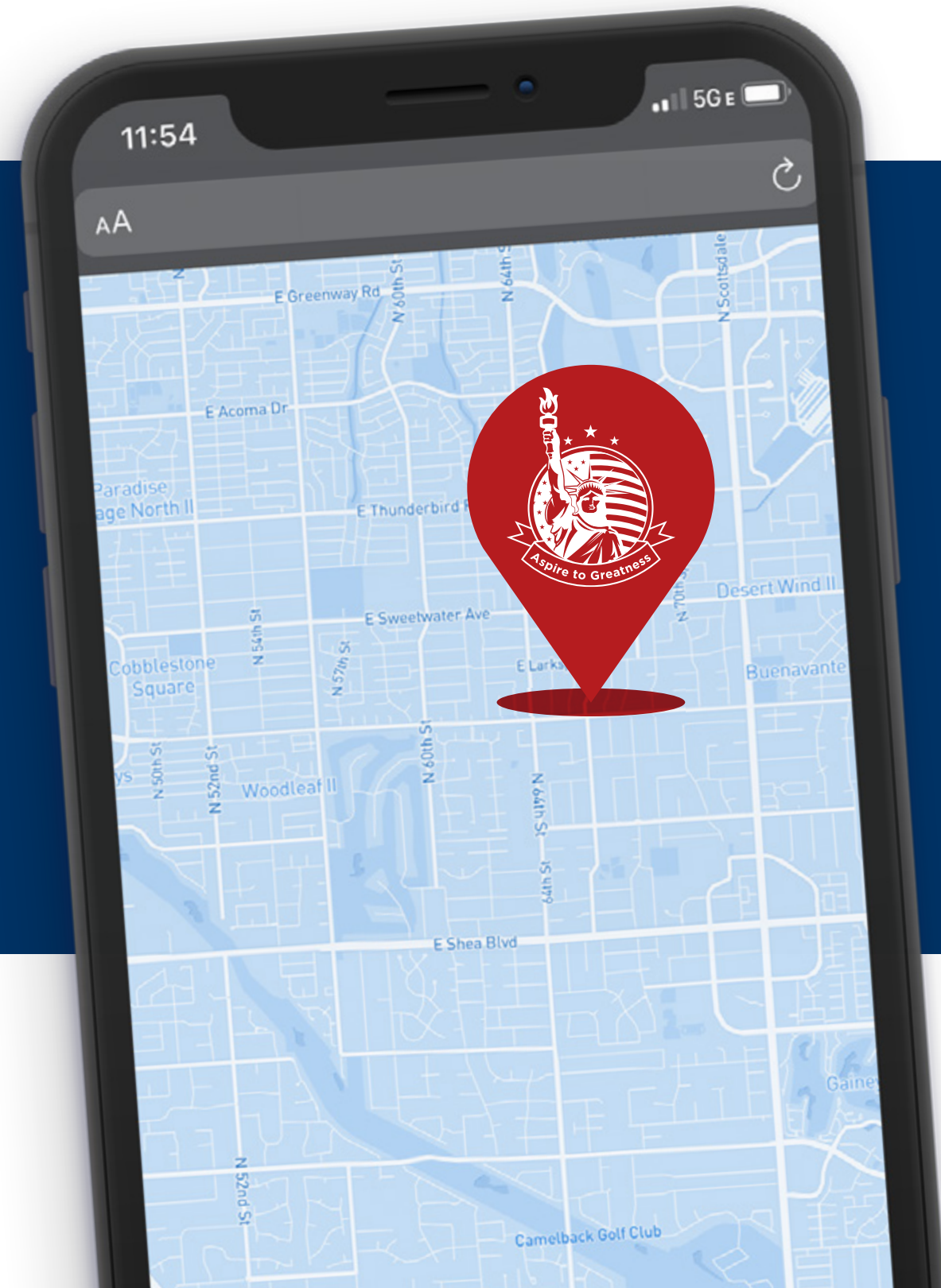




Our statue trucks are very versatile. We can develop the route and visibility plan based on what is working and what you require.

- 8 hours a day, 5 days a week
- If you have special events, having this vehicle on site is recommended
- The artists are also available to make special appearances

Our trucks have GPS tracking so that you always know where your ad is. We pride ourselves in complete transparency to ensure you maximize the return on your ad spend.





A minimum 3-month commitment is required.



Production and installation is charged outside of the media spend.



Ad spend is billed monthly and is due 1 week prior to the first of the month.

**DMA**

Phoenix/Scottsdale, Arizona

**DEMOGRAPHIC**

18+ yrs/All

**POPULATION**

4,355,600

**MEDIA**

- OOH Mobile Billboard
- Statue Truck
- 20th Anniversary  
*Lunch Atop a Skyscraper*

**WEEKLY TRP**

300

**4-WEEK IN-MARKET IMPRESSIONS**

52,543,538

**4-WEEK REACH %**

79.8

**4-WEEK FREQUENCY**

15.1

**4-WEEK TOTAL RATE**

\$135,000

**CPP**

\$97

**CPM**

\$2.23



### 3-Month Total Rate

\$135,000/month = **\$405,000 total investment**

### 6-Month Total Rate

\$121,500/month = **\$729,000 total investment**

### 12-Month Total Rate

\$98,000/month = **\$1,176,000 total investment**





A minimum 3-month commitment is required.



Production and installation is charged outside of the media spend.



Ad spend is billed monthly and is due 1 week prior to the first of the month.

**DMA**

Phoenix/Scottsdale, Arizona

**DEMOGRAPHIC**

18+ yrs/All

**POPULATION**

48,955,000

**MEDIA**

- OOH Mobile Billboard
- Statue Truck
- 20th Anniversary  
*Lunch Atop a Skyscraper*

**WEEKLY TRP**

300

**4-WEEK IN-MARKET IMPRESSIONS**

75,255,000

**4-WEEK REACH %**

85.8

**4-WEEK FREQUENCY**

18.1

**4-WEEK TOTAL RATE**

\$165,000

**CPP**

\$94

**CPM**

\$2.03



### 3-Month Total Rate

\$165,000/month = **\$495,000 total investment**

### 6-Month Total Rate

\$130,500/month = **\$783,000 total investment**

### 12-Month Total Rate

\$120,000/month = **\$1,440,000 total investment**



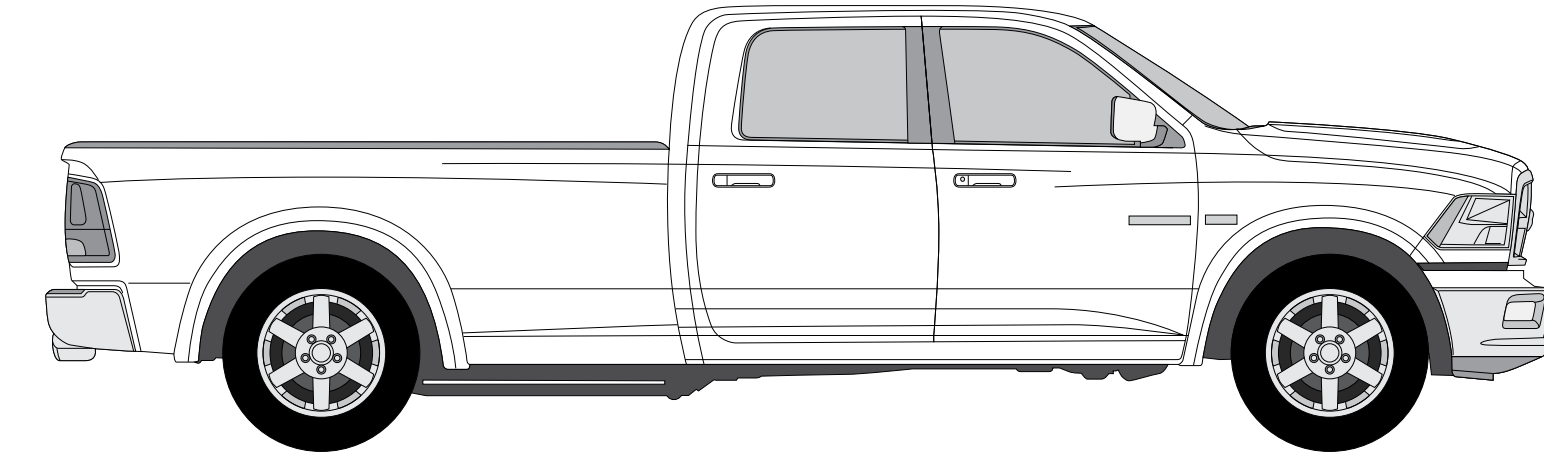
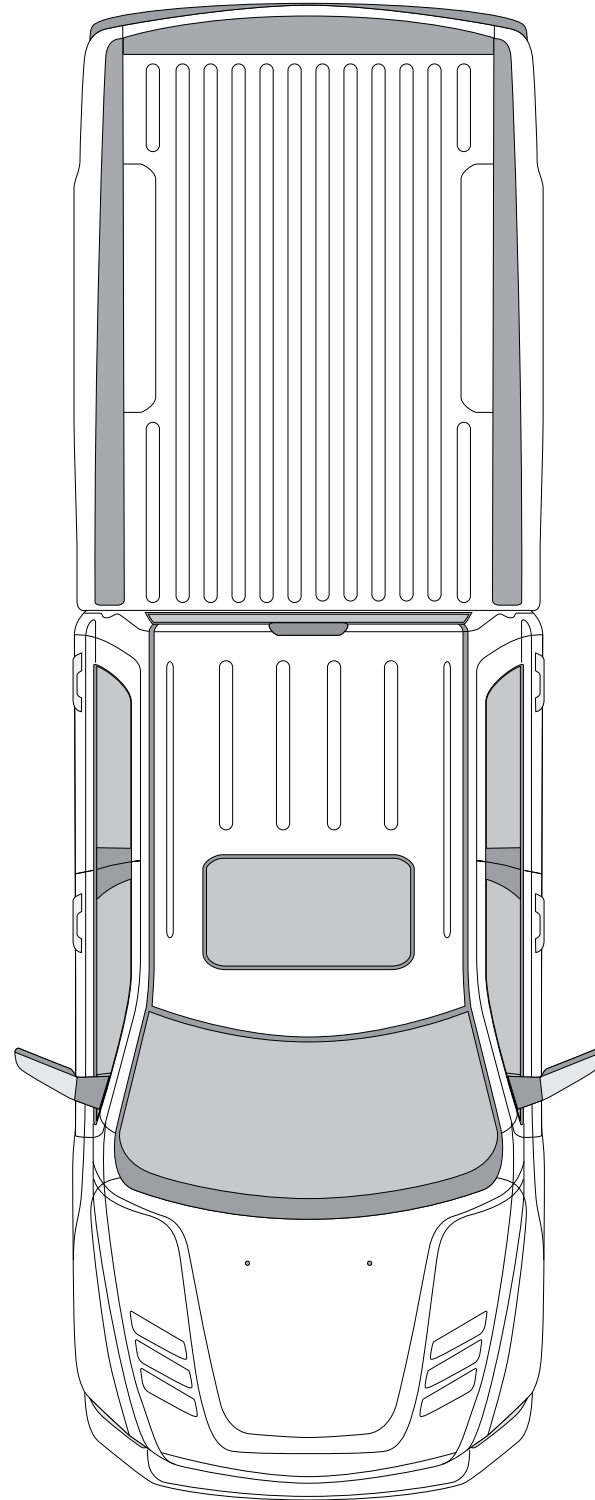


# AD SPECS

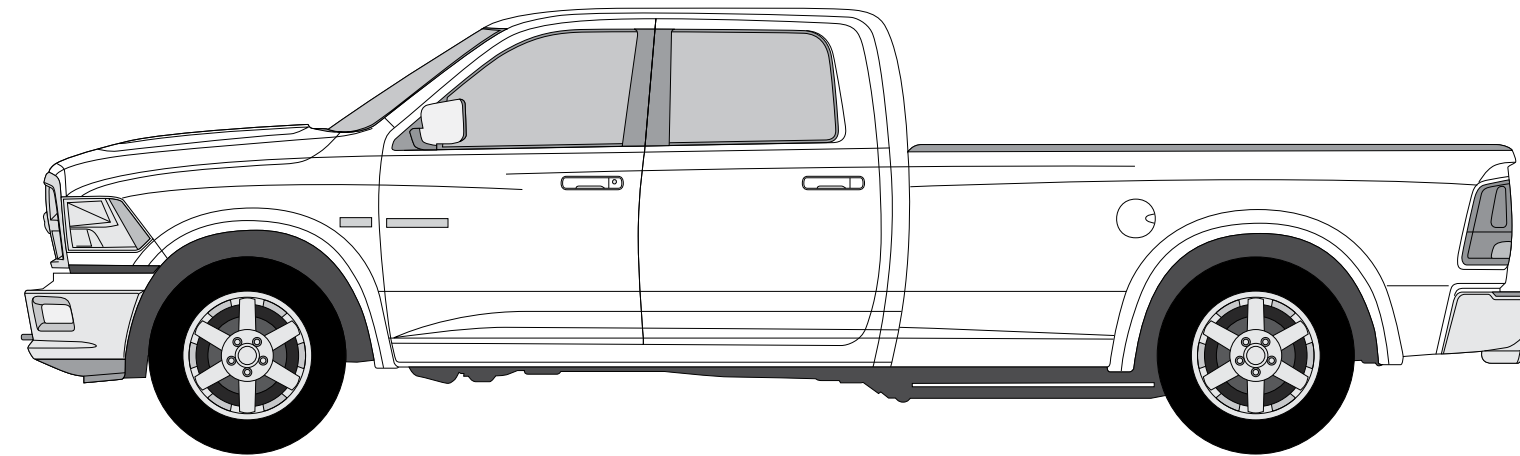
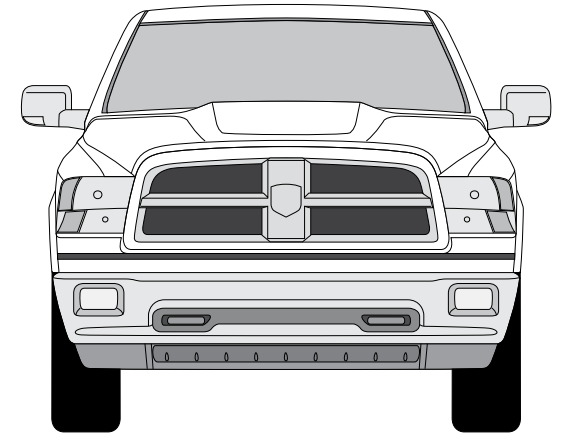
1:20 Scale

2019 Dodge Ram 2500/3500\_19\_03

Crew Cab Long Box



6,426.2 mm  
4,302.7 mm Wheelbase



253"  
169.4" Wheelbase





## Ready to Advertise?

### Contact Us

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