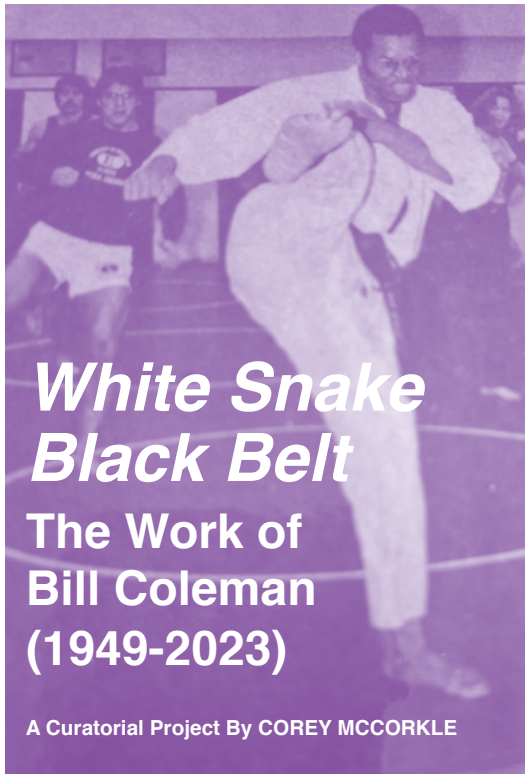
Presenting Sponsor and Supporting Partners Information Deck

White Snake Black Belt: The Work of Bill Coleman
Curator: Corey McCorkle, New York City & Stockholm WI
Venue: Pump House Regional Art Center, La Crosse WI
When: May 11 - June 19, 2027



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Floor to ceiling vinyl exhibition signage.
Supporting logos featured prominently.

Bill Coleman was many things, among them: an educator, an artist, an athlete, and a coach based in La Crosse Wisconsin. He was also the first Black teacher to be hired in the La Crosse Area Public School System in 1979. A magnetic figure, Mr. Coleman touched hundreds of lives in the School District and the La Crosse Community in general. Later in life, he thought having an exhibition at the Pump House Regional Art Center would be a pinnacle achievement. This exhibition seeks to make that wish a reality. Mr. Coleman passed away in 2023 due to complications related to Alzheimer's disease.

This exhibition will look at Mr. Coleman's life, his artwork, and the beautiful things he brought into this world with a craftsman's acute attention to detail. Props and artworks will intermingle in this installation based celebration. Some of this will be pretty wild, as Mr. Coleman had broad interests...in funk, in martial arts, in painting, sculpture, kinetic models (airplanes and boats), snakes (lots of snakes), and power (physical and mechanical). The driving theme for this exhibition is 'memory'.

Mr. Coleman was my art teacher for three years at Logan Middle School from 1981 to 1984. He was a magical figure. We had music in the classroom, non-stop. I have been a working artist, educator, and curator in New York City for the last 30+ years. My most recent position was at Yale University, where I led seminars for undergraduate and graduate visual arts students.

I am working with Mr. Coleman's family and the Pump House Regional Art Center to both research and plan this major exhibition, scheduled to take place in May 2027. It is only through generous support that this project will materialize as envisioned.

We are seeking a financial Partner and a Presenting Sponsor for *White Snake Black Belt: The Work of Bill Coleman.* Please Join Us! Sponsorship includes prominent logo placement across all digital and print marketing, exclusive VIP preview access, and private curator-led tours for your clients or team.

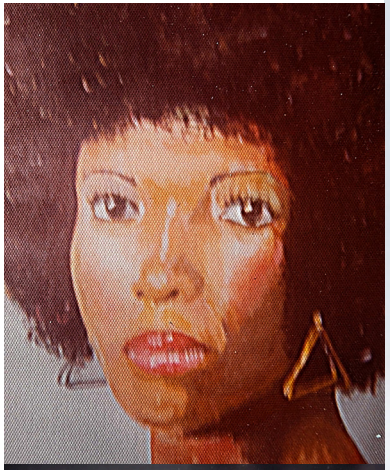

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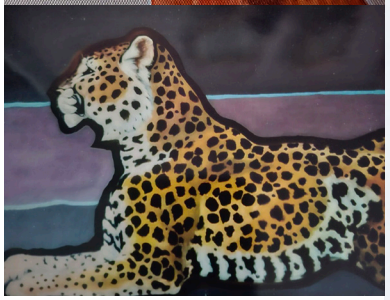
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Depicted here: a mock-up of one of the many sketches to be enlarged and printed on a removable vinyl. This is one of the many backdrops, upon which paintings and drawings will be hung upon and spread amongst.

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Above: a few of Bill Coleman's many sculptures and paintings currently being researched and cataloged.

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Prop One

Parked in Exhibition. 1999 Honda Shadow Aero with handlebar mounted Cameo video of George Clinton (founder of 70s Band Parliament and Funkadelic) introducing the work of Bill Coleman from his hot tub. Custom leather artwork, Bill Coleman.

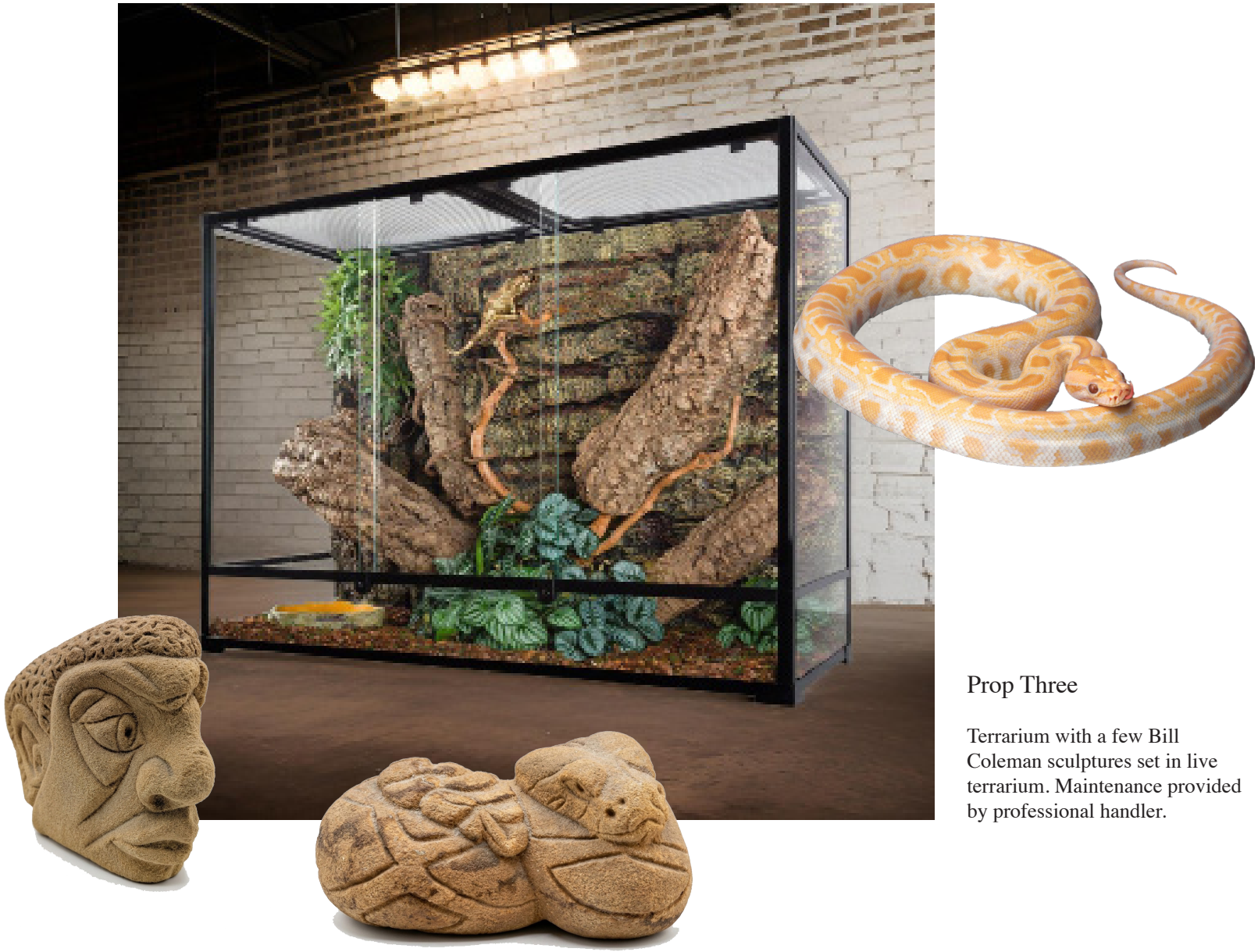
The motorcycle has been reacquired and is already in the process of complete restoration.



Prop(s) Two

Bill Coleman spent his Saturdays running model boats and airplanes at the Lagoon in Pettibone Park, La Crosse. There are many of these. Research tracking them down is in motion. Models will hang from ceiling.

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Prop Three

Terrarium with a few Bill Coleman sculptures set in live terrarium. Maintenance provided by professional handler.

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Slithery friend — Bill Coleman holds a boa constrictor, one of 25 snakes in his collection, at his South Side home.

Snake hobby is not the pits for coach

By KEN BREKKE
Of the Tribune Staff

If you're planning to knock on Bill Coleman's door sometime soon, don't be surprised if he answers wearing a wild print shirt, a big smile and a boa constrictor.

In fact, Coleman probably has more snakes than shirts in his South Side home. And there's no shortage of smiles either, many of them due to the wild antics of a hyperactive ferret and a cat named Dog that cavort freely through his home.

But, though the cat and ferret are special pets, Coleman takes the most pride in his collection of 25 snakes, stored in glass and wood cages stacked in a small, hot and crowded room of his living room.

The heat, he explains, is necessary because most of the snakes are from places like South America and Africa and would die in cooler temperatures. The crowded conditions result from keeping all the snakes' cages, plus pens for assorted rodents doomed to become serpent fodder, in an area that apparently was meant to be a small spare bedroom.

A sick snake can be a real problem, he says. "Some valuable specimens have died. When they get sick, I don't have a vet to run to." He buys snakes from dealers, collectors and friends, many having been purchased right in La Crosse. How much money does he have invested? "I don't know. I try not to think of it."

Coleman says he has been collecting snakes for four years, and is often asked why. "People say, 'My God, how can you stand that?' They understand feet, but don't understand anything without feet."

Coleman says he's trying "to take the mystique out of snakes. They all have different characteristics; they're not all the same."

He says there are thousands of species of snakes, the vast majority nonpoisonous. His only poisonous snake is a pygmy rattler, whose venom isn't strong enough to harm a man, although the snake does pack a punch strong enough to have given Dog (the cat) a swollen foot for a few days.

The snake had escaped from his cage and was found by the cat. Coleman says when snakes escape they seek warmth and cover, so the first place he looked (from a distance) was under the radiator, where the small rattler was found and

Related story on page 7.
Continued on next page



St. Francis
People
Weekly Information for Employees and Friends of St. Francis Medical Center

May 23, 1986

Snake Expert At St. Francis

A La Crosse area snake expert as the guest presenter at St. ncis Medical Center's Emer- ncy Care Review program on hursday, May 15. William Cole- an showed participants how to andle and care for snakes, how tell the difference between isonous and non-poisonous nakes and how to care for snake njuries.

The theme for the Emergency are Review was summer emer- encies. Other presentations included pre-hospital cares and summer emergencies by St. Francis Emergency Medical Trauma Center Physician William Carskadon and case reviews on bee stings by Kevin Kuchar from Tri-State Ambulance Service and Janet Hanson and Sonja Peterson from Goon Creek Ambulance Service.

The program was aimed at emergency response professionals in the tri-state region.

kindergarteners
From left, the

Tuesday, October 16, 1984 — The Courier

Snakes surprise second graders

There were excited "oohs" and "ahhs" as bags, pails and cages were opened in the second grade at Viking Elementary recently. A variety of snakes from Bill Coleman's collection of reptiles, were shared with students, who were able to touch and hold his special pets. Snakes of all sizes were shown–from one that fit in a child's hand, to one that was over 11 feet long!



Mr. Coleman gives directions on how to properly hold this boa constrictor. Giving some brave assistance are Sarah Falls, Aimee Schmitz and Matt Wilchinski.



How long can this Burmese python stretch out
grown one could be 17 feet long and weigh 300
That's a lot of snake! Viking second graders
terested to learn that this snakes eats 1-2
month to satisfy his appetite.

lanky creatures. The small snake you find in the grass is called a garter, not a garden snake; all snakes bite, but only a few are poisonous; and snakes that strangle their prey are rarely lethal to man.

For a man to be swallowed by a boa constrictor, said Coleman, the creature must be over 30 feet long. Even then the serpent would have an extreme amount of difficulty because of the unstreamlined shape of the human body. Getting his mouth around a pair of human shoulders would be an incredible task for a large boa constrictor, added Coleman.

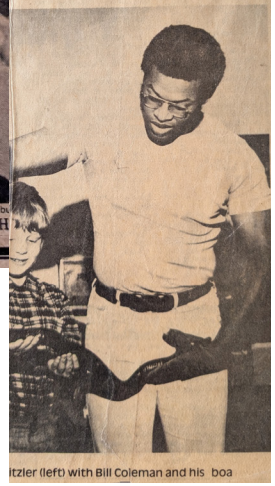
Besides a 10-foot boa, Coleman's exhibit included the innocuous king and corn snakes which, he noted, were useful in eliminating rats and other

As the students filed into IMC, they were slightly apprehensive. However, Coleman them at ease quickly, and in time he was flooded with volteers to assist him in his demstrations.

Coleman said he became int ested in snakes several ye ago.

"It was a hobby I alwa wanted to pursue, so I just d he said.

He added he captured some the smaller snakes hims Others, however, he recei from a friend in Indianap who launches snake hunting peditions regularly, and anot friend who is a museum cura in Seattle.



itzler (left) with Bill Coleman and his boa



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MEDIA & SPONSORSHIP OPPORTUNITY

We are seeking a lead Financial Partner and Presenting Sponsors specifically for this exhibition (distinct from general operating expenses). Because this exhibition is significantly more ambitious in scope and budget than standard Pump House programming, it presents a unique, high-impact opportunity for strategic investment.

Media outreach offers a powerful way to collaborate—driving targeted foot traffic to the Pump House while elevating the visibility of our partners. Below are mock-up examples demonstrating how this partnership can be visually integrated and amplified.

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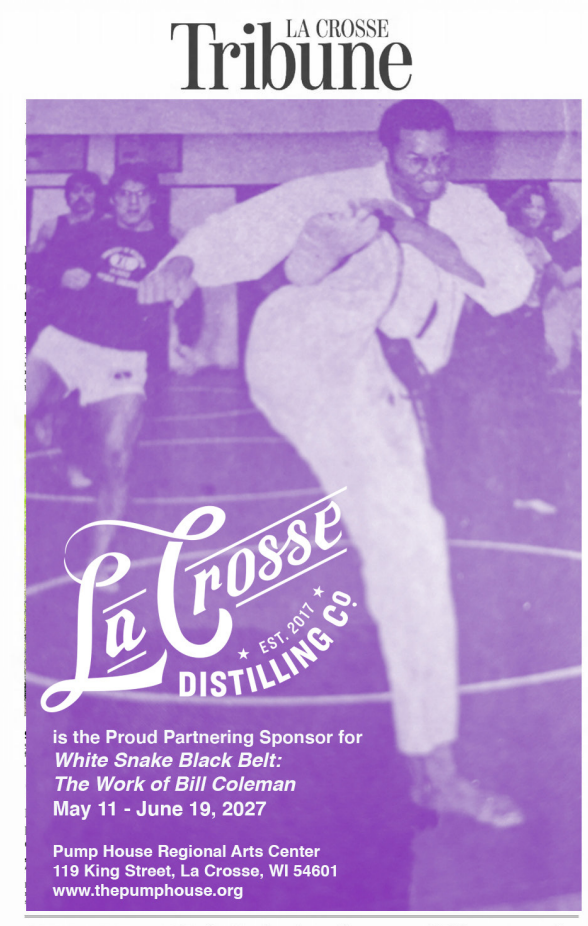


Targeted Billboard

We are looking to secure an LED spot on Lamar's Highway 16 (North Bound Viewing) billboard. Image: Bill Coleman in the studio at Logan Middle School, circa 1979...the same year 'Mean Joe' Greene did the iconic Coke Commercial 'Hey Kid, Catch').

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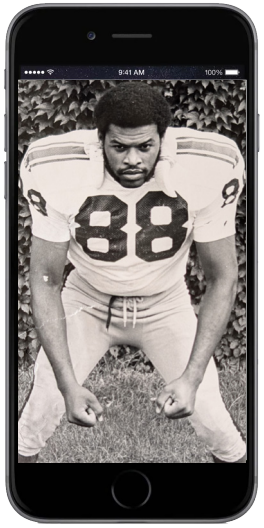


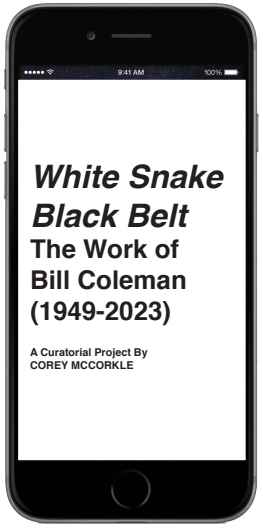


Print Advertising

Consecutive Weekly Ads in Regional Newspaper and Periodicals.

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Video Outreach

Social Media video featuring George Clinton (commissioned via CAMEO) introducing the work of Bill Coleman. *George Clinton is an American singer, songwriter, record producer, and bandleader. His bands Parliament and Funkadelic developed an influential and eclectic form of funk music during the 1970s that drew on Afrofuturism, outlandish fashion, psychedelia, and surreal humor (taken from Wikipedia).*

This video will also be used in the exhibition in the form of an iPhone mounted to a motorcycle equipped with sound.

Left: opening frames from introductory video



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Obituary for William "Bill" Coleman

LOCATION: Lincoln Gymnasium Ferry Street Entrance start time 1:00pm Bill Coleman, beloved husband, father, teacher, and coach, passed away peacefully in his sleep on Tuesday, March 21, 2023, at Bluffview Memory Care Facility. Bill was born on September 7, 1949, in Shelby, Mississippi, to William and Amanda (Jenkins) Coleman. At the age of four years old, Bill moved with his grandmother to join his parents in Indianapolis, Indiana. He grew up with his siblings, Sebell (Tony) Minney, Charles, and Geneva.

High School is where his love of football and athletics began. Bill spent four years attending Shortridge High School, where he excelled in football, wrestling, and track. In fact, he placed number two in the state of Indiana for wrestling in 1968 In high school he went by the nickname "Wild Bill". He received five college offers, two in Indiana and three out of state. Four offers were for football and one was for wrestling.

After graduation from high school, Bill attended Grand Rapids Junior College, in Grands Rapids Michigan. He won Little All-American honors in 1970 as an offensive tackle and defensive end. It was there he earned the nickname "Choo Choo". He would tell you it was because of his breathing when he ran down the field. One has to wonder, maybe it was because it felt like a locomotive had run through you if you were his tackle. In 1971, Bill transferred to the University of Wisconsin-La Crosse (UW-L), where he became a sensation on and off the football field. At UW-L, Bill earned several honors including Player of the Month, All Conference, All District, and Captain. It was also in the fall of 1971 that he met Sarah Smith, who would later become his wife. Despite many obstacles, their courtship would last for 52 years.

Bill pursued his passion for football, playing for the Madison Mustangs, a semi-pro team. He excelled as a linebacker and helped lead the Mustangs to the league championship in 1973 and 74, receiving All-League honors both years. Despite receiving invitations from both the Detroit Lions and the Houston Oilers, a shoulder injury cut his tryouts short and he made the difficult decision to give up his dream of playing professional football.

Bill turned to teaching, completing his Bachelor's degree at UW-L and his Master's degree at the University of South Dakota. He took a one year teaching/Head Wrestling coach position at UW-L before being hired by the School District of La Crosse to teach Art and coach football. He spent eight years at Logan Middle School (LMS), where he coached 8th Grade Football and Boys Basketball and then moved to Lincoln Middle School. Here he remained for the last 17 years of his teaching career. At Lincoln Middle, he led the Chess Club, Students of Color (SOC) Club, and continued to coach 8th Grade Boys Basketball at LMS.

Bill married the love of his life, Sarah, on December 20, 1977, surprising her with a handmade ring. Together, they raised three children, Kalista (John) Richardson, Kailus Coleman, and foster daughter Nikki Hendricks. He also spent the first years of his retirement as full-time babysitter and proud grandparent to William, James, and Coleman Richardson.

In addition to his passion for football and teaching, Bill had many hobbies, including raising reptiles, painting, sculpture, building and racing model boats and airplanes, African drumming, karate, mentoring every young person he met, and long rides on his Honda Shadow Aero with Sarah in tow. He was a true "Renaissance Man," as dubbed by long-time UW-L Head Football coach Roger Herring.

Bill was preceded in death by his parents, sister Hazel Coleman, grandmother Elnora "Big Mama" Jenkins, father-in-law and mother-in-law Woodrow and Violet Smith, and brother-in-law Ed Ristow. He leaves behind his wife, children, grandsons, siblings, sisters-in-law, nieces, nephews, and countless friends, teammates and former students.

Bill will be remembered for being larger than life, having a kind heart, and his unwavering dedication to his family, students, and community. He will be deeply missed by all who knew him.

A celebration of life gathering will be held from 1:00 p.m. until 4:00 p.m., Saturday, April 1, 2023, at Lincoln Middle School in La Crosse. A select group of people will deliver memorial tributes at 2:00 p.m.

In lieu of flowers or gifts, memorials are preferred and will be designated to a memorial scholarship at UW-L and a park bench at Pettibone Park.

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For additional information please contact Corey McCorkle, Curator, at coreymccorkle@gmail.com or 646 627 5552. For information about the Pump House Regional Art Center, please reach out to Allison Krych, Executive Director, Pump House Regional Arts Center at allison@thepumphouse.org or 608 785 1434.

Thank you for your consideration!

Corey McCorkle, born in La Crosse, Wisconsin in 1969, is an American artist known for his spatial interventions, installations, sculptures, photographs, and films. His work often engages with Utopian ideas related to nature and transcendence, and responds to specific sites, aiming to disrupt, mutate, manipulate, or enhance the environment. His practice is informed by the history of architecture and design, social sciences, and countercultures, exploring the human desire for perfection.

McCorkle has an extensive exhibition history with numerous solo and group shows internationally including the Whitney, Montreal, and Berlin Biennales. Institutional exhibitions include the Pompidou Paris, Pompidou Metz, Kunsthalle Bern, KW Berlin, and Lismore Castle Arts Ireland. US exhibitions include PS1/MoMA, The Warehouse Dallas, Miami MOCA, Cleveland MoCA in addition to countless other solo and group shows stretching back to 1995.

He holds a BFA, School of the Art Institute of Chicago (1993) and an MFA, University of Illinois at Chicago (1995). McCorkle has taught at NYU and Yale, and lectured at numerous universities.