

# The Freedom Rock® Tour

All 50 States Edition



Created by Artist  
Ray "Bubba" Sorensen II



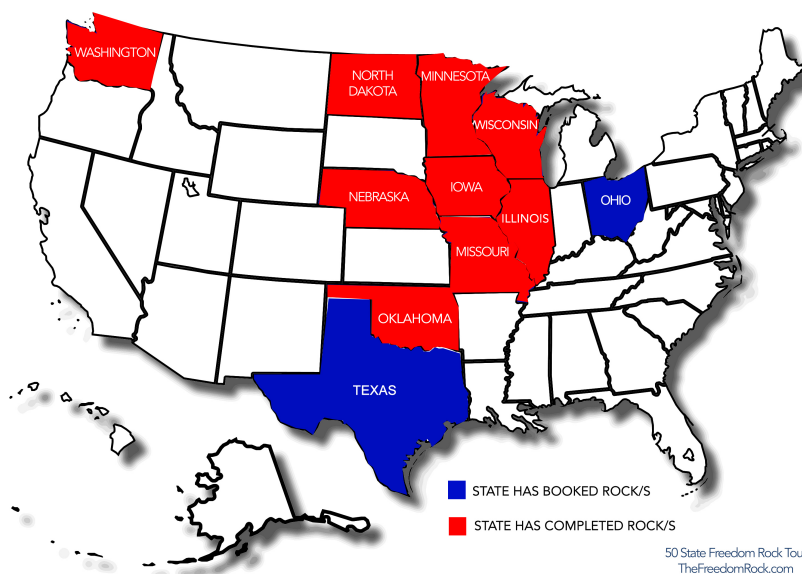
- Bubba's goals are simple... Thank our Veterans in a unique way, create a Freedom Rock® in every single state in the Union and last but not least, provide for his family.

- The content of each mural will be determined by your Freedom Rock® Committee and Bubba, based on unique to your state stories.

- The goal will be to tell Veteran's stories (from your state) through mural painting. Yes, that means moving past the feeling of "we can't do that, we might leave someone out".

- Believe me, you already have many monuments that display every branch, the goal with this Tour is to tell area specific veterans stories, regardless of era and even if not every branch is included.

- Bubba's timeline on site will be approximately up to 14 days of painting from start to finish but can be completed in 7 to 10 days depending. (rock size should not exceed 10'x10').



Iowa Freedom Rock® Tour is complete. Book your state now and let's get started making history, with at least one in all 50 States!

# The Freedom Rock® Tour

## Some benefits of having a Freedom Rock®

### MEDIA EXPOSURE

- Each mural will generate buzz among local media.
- Press releases can be sent out to each news agency.
- Possibility of national news coverage as the tour progresses.
- Articles and TV exposure will be shared on The Freedom Rock® social media sites and website.



### TOURIST ATTRACTION

- Tourists will make trips to see each mural throughout the year as the original Freedom Rock® generates thousands of visitors annually.
- Bus Tours to the completed Freedom Rocks® are already operate!
- Plan patriotic events around the mural.
- If applicable, add it to your already existing Veterans Memorial.
- Boost the draw to your town which will boost your local economy.



### SOURCE OF INCOME

- Available for additional purchase is a license to make prints of the copyrighted works.
- Raise money for other town projects or to pay the mural itself.  
*(Before you can do this though you need to book through Sorensen Studios and read and sign the license agreement.)*



Break down of the artist's fees. Some figures are approximate and based on averages. Your costs may differ depending on the rock you select and your location.

---

**\$2,000 - DOWNPAYMENT**

(Due immediately to book your spot. We will not hold your spot without this.)

**\$1,500 - PAINT**

(Special paint meant specifically for rock. Add with payment, due on completion.)

**\$8,500 - PAYMENT DUE ON COMPLETION**

(Due when Bubba finishes and before he leaves.)

---

**\$12,000 - THE TOTAL FOR PAINT & ORIGINAL ARTWORK**

**(DOES NOT INCLUDE THE BELOW VARIABLE EXPENSES)**

---

**PLUS VARIABLE EXPENSES: (THESE ARE BASED ON APPROXIMATIONS AND DO NOT INCLUDE PURCHASING THE ACTUAL ROCK, MOVING THE ROCK OR LANDSCAPING. ALL OF THIS NEEDS TO BE ADDED TO YOUR BUDGET BEFORE YOU BOOK.)**

**\$1,700 - HOTEL *APPROX.***

(Based on average daily rate of hotels in US - \$127.37 for two weeks. Bubba will choose his place to stay and you will book and pay hotel directly)

**\$1,000 - TRAVEL *APPROX.***

(Hard to estimate this one because it will be wildly different depending on your distance from us. In the continental US he will most likely drive his truck and trailer with supplies so figure mileage from Greenfield, Iowa to your town and back)

**\$700 - TAXES *APPROX.***

(Unless you are tex-exempt)

# We Want a Freedom Rock®

***WE ARE IN.... NOW WHAT?***  
***Follow the list below...***

1) **Fill out application (on following page), as you can't fundraise using the Freedom Rock® name without officially booking.**

2) Send application and \$2,000 downpayment to:

**The Freedom Rock**  
**PO Box 97**  
**Greenfield, IA 50849**

3) Sorensen Studios rep, Maria Sorensen, will be in contact with you after reviewing and clearing down payment.

4) Start the search for your rock. Contact your local rock quarries. You are responsible for acquiring and moving rock to its spot in your town. [It should be noted that a permanent cover/structure with overhang to protect it from pounding weather, should be in your plans as well].

5) We recommend you form your own "Freedom Rock® Committee" to help in your planning stages and fundraising.

6) We will schedule the dates Ray will be in your community to complete his work. You will be scheduled in the order you book.

7) Shortly before your rock is due to be painted, Maria will contact you about your desired mural content and will complete a sketch for your rock.

8) After mural is complete, the paint does not require sealant, however, if vandalism is a worry there is a specific sealant available upon request.

9) Enjoy this unique memorial to our nation's Veterans for many years to come. *Remember: a permanent cover/roof will extend the life of mural*

# Application for a Freedom Rock® in Your State

(Please complete and send in with your check for down payment.)

State: \_\_\_\_\_ Town: \_\_\_\_\_

Town population: \_\_\_\_\_

Does your town already have a veterans memorial? Yes or No If yes, describe: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Does your town have an American Legion or VFW? Yes or No

Do you have a site for the rock, approved by the city council? Yes or No

Why do you think a Freedom Rock would make a great addition to your town in your state?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of person filling out application: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

Name of point person for the entire project (Unless same as above) : \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

Relation to town (i.e City Councilman/ Chamber Director/ Citizen) : \_\_\_\_\_

Signature: \_\_\_\_\_

# The Freedom Rock® FAQs

- Why is this worth the fees/costs?

*Bubba has been painting on rocks for the past 25 years and is well versed on preparation and painting for longevity.. and as you may have guessed, it's a challenging surface to paint on. Bubba is also known internationally for his artwork which makes his work an instant tourist attraction. Last but not least, **you will be an official part of The Freedom Rock® Tour which no other artist can provide, as we own the trademark.***

- We want to book it and get our Freedom Rock® painted ASAP, is that possible?

*Maybe. Bubba is an elected State Legislator in Iowa and January through May is booked. In the summer months, he is busy in the northern/midwest states and in the winter months it is still warm enough in the southern states to work, but if the northern states want to enclose and heat a tent over the rock, Bubba is more than willing to accommodate.*

- What size should our rock be?

*Bubba is wanting something in the 8-10ft x 8-10ft range (it can be larger for an extra fee). This size can be a challenge to move and set, so please consider those logistics. If you're landscaping, the murals will look best viewed at least 15ft away from the rock; you should also look to discourage climbing on and touching the rock.*

- Who should be on our Freedom Rock® committee?

*It is up to the person/s who books The Freedom Rock® but some suggestions would be to approach your American Legion/VFW and other local Veteran groups, city and county officials and involving whoever owns the land. Remember, fewer members make it easier to make decisions.*

- Who designs each Freedom Rock®?

*It is Bubba's goal to put his own artwork in all 50 States. In doing that he will be the one and only designer. Of course he will want input and feedback as to the murals content but the artwork will ultimately be up to him.*

# The Freedom Rock® FAQs

- Who has say in what goes on our Freedom Rock®?

*However many people you want to involve in the process. Bubba will have final say, but more because he knows what he's capable of and inspired to paint. Please think "outside the box" on this as we don't want it to be the "all-inclusive memorial" that is overdone in every town across the country.*

- How long will it take for him to actually paint?

*There is no magic set of days/hours. Each rock and mural is unique so it is hard to put an exact timeframe around but he estimates anywhere between 7 to 14 days.*

- How long will the paint last on the Freedom Rock®?

*No paint is forever but the paint Bubba has learned to use comes close. Besides being a 100% Green product it is specifically meant to be used on rock and rock like materials and in some cases has been known to last over 100 years. It should be noted that it will weather like soft rock, and the top of the rock will wear down first, so a permanent cover gives it much more life.*

- Why can't Bubba stay at our house rather than a hotel?

*He needs his privacy. Due to past experiences we absolutely do not bend on this anymore. After a long day of painting, privacy is a necessity. We hope you understand our policy. We will contact you about which hotel he will be staying at before he arrives as **you will be responsible for reserving and paying for the room.***

- Should the Rock have permanent cover/roof over it?

*It should yes, if done correctly, it will extend the life of the artwork as mother nature won't wear the paint down and it will keep your rock viewable year-round in rain, snow, or shine. There should be enough overhang to truly protect it!*

- We have a lot more questions, who do we contact?

*No problem, we are here to help. The following page has all of our contact info on it and we will be happy to correspond with you until you fully understand. We prefer email because we are currently raising three children which means phone time can be tricky. We can even zoom if you'd like.*



# The Freedom Rock® Contact

## Contact Info.

- Maria is the main point of contact until Bubba is on site

PHONE: Sorensen Studios - (641) 343-7110

EMAIL: [sorensenstudios@yahoo.com](mailto:sorensenstudios@yahoo.com)

WEBSITE: [TheFreedomRock.com](http://TheFreedomRock.com)

FACEBOOK PAGE: [www.facebook.com/TheFreedomRock](http://www.facebook.com/TheFreedomRock)