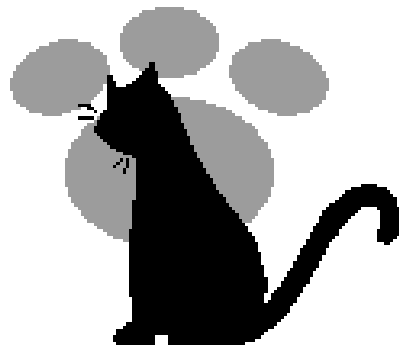


“Cat’n Around Catskill” 2018



SPONSOR'S PACKET

“Cat’n Around Catskill 2018”
Sponsored by the Heart of Catskill Association
PO Box 721
Catskill, New York 12414
518-943-0989
HeartofCatskill@outlook.com
www.CatskillNY.org

By Overwhelming Public Demand: The Cats Are Coming Back To Catskill

Every year we think will be our last but every year it gets better and better. The famous "Catskill Cats" have become a national and even international phenomena. Make plans to host a decorated fiberglass cat for the summer. They will be available for as little as \$500.00 and will be decorated by a juried artist who will be selected by you, the sponsor and financed by the "Cat'n Around Catskill 2018" Committee. Cats will be on display all summer throughout the Town and Village of Catskill and will be auctioned on the third weekend in September 2018 at the Auction & Gala.

How Does Cat'n Around Catskill work?

Artists wishing to participate will create colored sketches of designs for a fiberglass cat with a standing or sitting position. Completed designs will be submitted by December 31st and then our Artist / Sponsor Reception will take place in late January where you will choose an artist and their design to your liking. Sponsors looking for a design to complement their business can contact the office and we will work with you to organize a meeting with an artist to create a design specific to your business. The Artists will then transform their Cats for the May unveiling. Cats will be on display from Memorial Day through Labor Day

Where do the Cats Go After The Summer?

Following their summer on the street, the cats are auctioned off at our "Cat's Meow Auction and Gala" at the Historic Catskill Point. The profits are then divided up. Firstly in profound appreciation for the work done by our artists, they will receive a 30% share of the gross amount which their Cat is auctioned. The net proceeds will then be divided among local not-for-profit agencies, animal welfare, the Barry Hopkins Memorial Scholarship, and to the Heart Of Catskill for future projects to promote the Town Of Catskill.

*How do you come up with the \$500 sponsor fee?
Be creative..... Partner with another business to sponsor a cat. Or Maybe
Co-op with.....*

*A neighboring business
Your favorite purveyor
Your regular customers
Your local contractor or engineer
Community organizations
Your financial advisor or accountant*

*Your local landscaper
Your local fuel provider
Your healthcare provider
Your financial institution
Some of your board members
Your plumber, electrician, roofer.....*

The opportunities are endless.



All Sponsor names will appear on the
Official “Cat’n Around Catskill 2018” Guide and Map.

Available in Print and Online!

Our goal is to have 50 cats featured throughout the Town and Village of
Catskill from Memorial Day – To Labor Day 2018.

Last year we distributed over 10,000 brochures, updated our website and
had a large Facebook following!!

*Be sure to sign up for your cat before the litter is all adopted!!
This is a **COMMUNITY WIDE PUBLIC ART** event and we encourage participation by
all businesses, organizations and individuals.*

Become a **AdvocaTE** today!!!

For more information or to set up an appointment please contact Karen Robinson at
518-943-0989 or HeartofCatskill@outlook.com

Sponsorship Levels

Persian CAteGory - \$5,000

Supports two full sized decorated Cats

Sponsor name on every ancillary event/program
Sponsor name and logo recognition on “Cat’n Around Catskill 2018”
Guide & Map and in all print and TV advertising.
Web page on the official “Cat’n Around Catskill 2018” website
Plaque on the cat display platform indicating Sponsor, Artist and Cat’s name
Recognition & corporate banner displayed at the Auction and Gala in
September 2018
6 Tickets to the Auction and Gala

Siamese CAteGory - \$2,500

Supports two full sized decorated Cats and will receive the following:

Sponsor name on most ancillary event/program
Sponsor name recognition on “Cat’n Around Catskill 2018” Guide & Map
Web page on the official “Cat’n Around Catskill 2018” website
Plaque on the cat display platform indicating Sponsor, Artist and Cat’s name
Recognition at the Auction and Gala in September 2018
4 Tickets to the Auction and Gala

Calico CAtegory - \$1,250

Supports one full sized decorated Cat and will receive the following:

- Sponsor name on most ancillary events/programs
- Sponsor name recognition on "Cat'n Around Catskill 2018" Guide & Map
- Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
- Recognition at the Auction and Gala in September 2018
- 4 Tickets to the Auction and Gala

Tabby CAtegory - \$500

Supports one full sized decorated Cat and will receive the following:

- Sponsor name recognition on "Cat'n Around Catskill 2018" Guide & Map
- Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
- Recognition at the Auction and Gala in September 2018
- 2 Tickets to the Auction and Gala

2018 Artist & Sponsor Timeline

January 2018	Artist/Sponsor Reception – Day and Time TBA
February 1, 2018	Deadline for selection of cat, If you did not choose a cat, we will select one on your behalf.
May 21, 2018	Cat Installation begins in time for Memorial Day Weekend
September 2018	Auction & Gala at the Historic Catskill Point. Third Weekend – Day and Time TBA

"Cat'n Around Catskill 2018"
Sponsored by the Heart of Catskill Association
397 Main Street – Basement Level
Catskill, New York 12414
518-943-0989

Sponsors Agreement

Name(s) to be listed as Sponsors:

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____ Fax: _____

E-mail: _____

CATegory

Persian Cat - \$5,000 _____ **Calico Cat - \$1,250** _____

Siamese Cat - \$2,500 _____ **Tabby Cat - \$500** _____

Please help us spread the word about "Cat'n Around Catskill 2018". Please list any trade or specialty publications which might help publish the news!! _____

Payment is due in full at time of commitment unless other arrangements are made.

Please return this form with your payment to:

Heart of Catskill Association
PO Box 721
397 Main Street – Basement Level
Catskill, New York 12414

MasterCard, Visa, and Discover accepted

Credit Card # _____ MC Visa Discover

Expiration Date _____ Three digit security code _____

Name on Card _____

Cardholder's Billing Address _____

Signature: _____