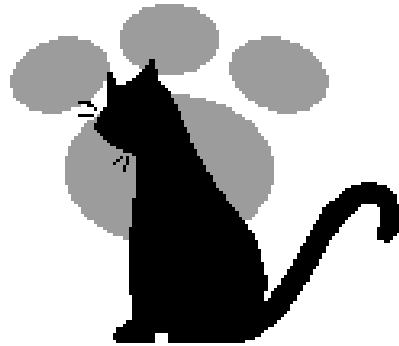


“Cat’n Around Catskill” 2017



SPONSOR'S PACKET

“Cat’n Around Catskill 2017”
Sponsored by the Heart of Catskill Association
397 Main Street
Catskill, New York 12414
518-943-0989
hoca@mhcable.com
www.cat-n-around.com

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 2017" 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 2017 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 2017” Guide and Map.
Our goal is to have 50 cats featured throughout the Town and Village of
Catskill from Memorial Day – To Labor Day 2017.
Last year we distributed over 12,000 brochures!!**

*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 Tina Annese at
518-943-0989 or e-mail hoca@mhccable.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 2017”
Guide & Map and in all print and TV advertising.
Web page on the official “Cat’n Around Catskill 2017” 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 2017
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 2017” Guide & Map
Web page on the official “Cat’n Around Catskill 2017” website
Plaque on the cat display platform indicating Sponsor, Artist and Cat’s name
Recognition at the Auction and Gala in September 2017
4 Tickets to the Auction and Gala

Calico CA Tegyory - \$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 2017" Guide & Map
- Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
- Recognition at the Auction and Gala in September 2017
- 4 Tickets to the Auction and Gala

Tabby CA Tegyory - \$500

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

- Sponsor name recognition on "Cat'n Around Catskill 2017" Guide & Map
- Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
- Recognition at the Auction and Gala in September 2017
- 2 Tickets to the Auction and Gala

2017 Artist & Sponsor Timeline

- | | |
|--------------------------|---|
| January 29, 2017 | Artist/Sponsor Reception – Bridge Street Theatre, West Bridges Street, Catskill From 12:00-3:00pm. |
| February 15, 2017 | Deadline for selection of cat, If you did not choose a cat, we will select one on your behalf. |
| April 15 2017 | Decorated Cat due at the HOCA Office on Main Street |
| May 23, 2017 | Cat Installation begins in time for Memorial Day Weekend |
| September 2017 | Auction & Gala at the Historic Catskill Point. Third Weekend – Day and Time TBA |

"Cat'n Around Catskill 2017"
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 2017". 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
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 _____