



Cahill Elementary School PTA  
Operations & Organization Committee for  
***Hors'n Around Saugerties 2010***  
Owned and sponsored by:  
Saugerties Area Chamber of Commerce

Dear Friend,

On behalf of the Saugerties Area Chamber of Commerce, the Cahill Elementary School PTA is pleased to inform you that the public art exhibition, *Hors'n Around Saugerties*, is returning for 2010! From July to September, fifty painted carousel horses – similar in design to those on display last year, but with structural improvements for better stability and a smoother, paint-ready surface for the artists – will again graze the sidewalks of the Village business district. We hope to build upon the success of 2009's inaugural event by increasing tourism and pedestrian traffic on our commercial streets, heightening awareness of local artists, and ultimately raising money for local charities as well as our own Cahill school playground fund.

As this year's volunteer Operations and Organization Committee for *H.A.S.*, the Cahill PTA is excited to present you and/or your business with the opportunity to sponsor a decorated carousel horse in 2010. Enclosed with this letter is an Artist Sponsor information packet which provides all of the pertinent details and forms you will need to sponsor a horse (or horses) this year. *Hors'n Around Saugerties* came to fruition in 2009 in large part due to the enthusiasm and community spirit of local residents and businesses, and your participation in 2010 will help us to establish *HAS* as an annual Village tradition.

*Hors'n Around Saugerties* 2010 will hit the streets July 4<sup>th</sup> weekend and culminate with the "*Unbridled Fun*" Gala and Auction on September 10th, but our participation deadline is **April 1st**. With that in mind, we ask your cooperation in deciding quickly whether to become a sponsor to one or more horses this year. Remember, there's a limit of 50 horses, so we can only honor the first 50 sponsorships committed.

The Cahill PTA aspires to help the Saugerties Area Chamber of Commerce make *Hors'n Around Saugerties* 2010 a vibrant, community-oriented event. For example, we would like to see each of the six Saugerties area public schools sponsored with a carousel horse to be decorated with student artwork. We look forward to making *Hors'n Around Saugerties 2010* a joyous exhibition of which every sponsor, artist and resident will be proud. Please feel free to contact either myself or our sponsor liason, Karyn Pavich, directly if you have any questions. Mount up!

Sincerely,

Alex Rappoport  
HAS Coordinator  
Cahill Elementary School PTA  
[horsnaround2010@earthlink.net](mailto:horsnaround2010@earthlink.net)

Karyn Pavich  
HAS Benefactor liason  
[karyn@dutchalehouse.com](mailto:karyn@dutchalehouse.com)  
(646) 957-5308

# *“Hors’n Around Saugerties”*

*A Summer Celebration*

## *2010*



"Harley Horse" (2009) by Cynthia Mulvaney; Sponsor - Halwick Gutters, Saugerties  
Photo by Michael Nelson

## *SPONSOR'S*

## *Packet*

# *The Horses Are Returning To Saugerties!*

Make plans to host a decorated fiberglass “prancing” horse at your place of business, or along Main or Partition Streets, by becoming a Sponsor. Fifty horses financed by the Saugerties Area Chamber of Commerce will be available for sponsorship. Each Sponsor will be able to select their horse’s design from a group of juried artist submissions. Horses will be on display throughout the Village and Town (target: beginning July 4<sup>th</sup> weekend), and will be auctioned in September at the “*Unbridled Fun*” Gala & Auction.

We are organizing the “Hors’n Around” events.

We are handling the promotion.

Your job is to have fun and promote your business, with a

*“Hors’n Around Saugerties 2010” sponsorship!*

As you likely know, last year, *Budget Travel* magazine named Saugerties one of the top ten coolest towns in America. And the 2009 Hors’n Around horses on display throughout the summer were certainly a cool addition to our Town and Village. We’re certainly not lacking for creative artists in and around Saugerties, and so as the season begins to heat up, so will the artists imaginations, for their designs for this coming year. Just like last year, there will be promotions and special events throughout the period the horses are on display. Together, participating sponsors and artists will be promoted in print, on the Web, at events and in the streets.

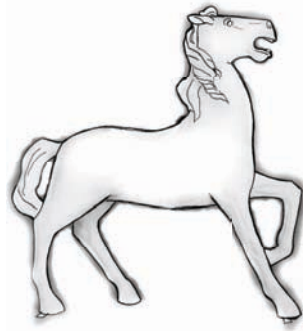
Profits from “*Hors’n Around Saugerties 2010*” will support participating artists, local charities and public schools. The Cahill Elementary School PTA is serving as the volunteer Operations and Organization Committee for “*Hors’n Around Saugerties 2010*” and will be a primary recipient of money that is made at the auction.

## *“Hors’n Around Saugerties 2010”*

...is a **COMMUNITY-WIDE PUBLIC ART EVENT** and we encourage participation by all businesses, organizations and individuals. This year, students at each of the Saugerties area public schools will be given the opportunity to take part in the exhibition by designing one of six Student Horses that will be allocated to their school. These student-designed horses will be executed by (or under the supervision of) experienced artists and will need sponsors, too. So please indicate if you would like to be a **Student Artist Sponsor** on your application. A portion of the auction price received for each Student Horse will go directly to the PTA or Booster Club representing each school.

**All Artist Sponsor names will appear on the**

**Official “*Hors’n Around Saugerties 2010*” Guide and Map!**



**50 horses in the above design will be featured throughout the Town and Village of Saugerties from July – September of 2010.**

Sponsorship will be granted on a first-come, first-served basis.  
Be sure to sign up for your horse(s) before the herd is all adopted!!

**Become a Sponsor today!!!**

**There are multiple levels of participation available:**



### **Triple Crown - \$5,000**

**A Triple-Crown-level sponsorship is our premier sponsor level, and is a sponsorship of two decorated Horses. Triple-Crown-level sponsors receive:**

- ⊖ Sponsor name on every ancillary event/program
- ⊖ Sponsor name recognition on "*Hors'n Around Saugerties*" Guide & Map
- ⊖ Web page on the official "*Hors'n Around Saugerties*" website
- ⊖ Sponsor name included on Gold Plaque on the horse display platform
- ⊖ Recognition & corporate banner displayed at the  
"*Unbridled Fun*" Gala & Auction in September 2010.
- ⊖ 8 Free t-shirts
- ⊖ 8 Tickets to the *Unbridled Fun*" Gala & Auction

## **Blue Ribbon - \$2,500**

**Sponsors two decorated Horses and includes the following amenities:**

- ⊖ Sponsor name on most ancillary event/program
- ⊖ Sponsor name recognition on *"Hors'n Around Saugerties"* Guide & Map
- ⊖ Web page on the official *"Hors'n Around Saugerties"* Website
- ⊖ Sponsor name included on Silver Plaque on the horse display platform
- ⊖ Recognition & corporate banner displayed at the  
*"Unbridled Fun" Gala @ Auction* in September 2010
- ⊖ 4 Free t-Shirts
- ⊖ 4 Tickets to the *"Unbridled Fun" Gala @ Auction*

## **Red Ribbon - \$1,250**

**Sponsors one decorated Horse and includes the following amenities:**

- ⊖ Sponsor name on most ancillary events/programs
- ⊖ Sponsor name recognition on *"Hors'n Around Saugerties"* Guide & Map
- ⊖ Web page on the official *"Hors'n Around Saugerties"* website
- ⊖ Sponsor name included on Silver Plaque on the horse display platform
- ⊖ Recognition & corporate banner displayed at the  
*"Unbridled Fun" Gala @ Auction* in September 2010
- ⊖ 2 Free t-Shirts
- ⊖ 2 Tickets to the *"Unbridled Fun" Gala @ Auction*

## Thoroughbred - \$650

**Sponsors one decorated Horse and will receive the following:**

- Sponsor name recognition on *"Hors'n Around Saugerties"* Guide & Map
- Sponsor name included on Bronze Plaque on the horse display platform
- Recognition & corporate banner displayed at the *"Unbridled Fun"* Gala & Auction in September 2010

**How do you come up with the Artist Sponsor fee? Be creative. Partner with...**

A neighboring business	Your local landscaper
Your favorite purveyor	Your local fuel provider
Your regular customers	Your healthcare provider
Your local contractor or engineer	Your financial institution
Community organizations	Some of your board members
Your financial advisor or accountant	Your plumber, electrician, roofer.....

The opportunities are endless.

## *"Hors'n Around Saugerties 2010"*

### **Artist/Sponsor Timeline**

<b>February 15th</b>	<b>Call for artists packets available</b>
<b>April 1<sup>st</sup></b>	<b>Deadline for Sponsor and Artist Submissions</b>
<b>April 10<sup>th</sup></b>	<b>Notification of artist selection</b>
<b>April 17<sup>th</sup></b>	<b>Artist/Sponsor Reception (location TBA)</b>
<b>May 1<sup>st</sup></b>	<b>Delivery of Horses to Artist</b>
<b>June 12<sup>th</sup></b>	<b>Horses MUST be completed</b>
<b>July 3<sup>rd</sup></b>	<b>Horses installed on the street and unveiled</b>
<b>September 10<sup>th</sup></b>	<b>"Unbridled Fun" Gala &amp; Auction (location TBA)</b>

# *"Hors'n Around Saugerties 2010", A Summer Celebration*

Brought to you by the Saugerties Area Chamber of Commerce

## **Sponsor Agreement**

Name(s) to be listed as Sponsor:

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Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### **Sponsor Level**

**Triple Crown - \$5,000** \_\_\_\_\_ **Red Ribbon - 1,250** \_\_\_\_\_

**Blue Ribbon - \$2,500** \_\_\_\_\_ **Thoroughbred - \$650** \_\_\_\_\_

**Check here if you wish to sponsor a Student Horse, designed by students at each of the six Saugerties public schools.** (First come, first served . . . limited to six horses. You will be contacted about your preference of school to sponsor)

**Please return your completed form and payment by April 1<sup>st</sup>.**

**Payment in full required at time of commitment.**

**Checks should be made out to "SACofC" and mailed to:**

**SACofC  
P.O. Box 731  
Saugerties, NY 12477**

PLEASE NOTE: we also offer the option of online credit card payments. To do so, please visit [welcometosaugerties.com](http://welcometosaugerties.com) and click on the horse in the upper-right-hand corner of the page.

### **Have Questions? Contact :**

Sponsor Liason, Karyn Pavich (646) 957-5308 [karyn@dutchalehouse.com](mailto:karyn@dutchalehouse.com)  
Coordinator, Alex Rappoport [horsnaround2010@earthlink.net](mailto:horsnaround2010@earthlink.net)