

“Hors’n Around Saugerties”

A Summer Long Celebration

2009

SPONSOR’S PACKET



“Hors’n Around Saugerties 2009”, A Summer Long Celebration
Sponsored by the Village & Town of Saugerties/Saugerties Chamber of Commerce
Saugerties, New York 12477
845-246-2800 ext. 371

The Horses Are Coming To Saugerties

Make plans to host a decorated fiberglass carousel horse at your place of business or along Main or Partition Streets by becoming an Artist Benefactor. Horses will be available for as little as \$550 and will be decorated by a juried artist who will be selected by the sponsor. Horses will be on display all summer throughout the Village and will be auctioned in September at the Merry-Go-Round Auction & Gala.

We organize the Carousel Horse events.

We do the promotion.

You have fun and promote your business through "Hors'n Around Saugerties 2009".

How do you come up with the \$550 sponsor fee? Be creative.....

Partner with another business to sponsor a horse.

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 "Hors'n Around Saugerties 2009" Guide and Map.
Our goal is to have at least 50 horses featured throughout the Town and
Village of Saugerties from May – August of 2009.**

Be sure to sign up for your horse before the herd is all adopted!!

This is a **COMMUNITY WIDE PUBLIC ART** event and we encourage participation by all businesses, organizations and individuals. Saugerties students will be given the opportunity to join in the fun by decorating a "Flat Horse". These special horses will be on display on Village streets and sold at a Silent Auction at the Merry-Go-Round Auction and Gala.

Become an Artist Benefactor today!!!

For more information or to set up an appointment please contact the Saugerties Economic Development Office at 845-246-2800 ext. 371 or email: edc@saugerties.ny.us

"Hors'n Around Saugerties 2009, A Summer Long Celebration"

2009, the year New York State celebrates the Hudson-Fulton-Champlain Quadricentennial, is being touted and widely promoted by the state and local tourism offices, and Saugerties is an official partner with the DEC in "Explore NY 400." In keeping with the "quad" celebration, our carousel horses will be decorated in themes reflecting our location on the Hudson River, both from a historical and environmental perspective, our Dutch or Native American heritage, and Fulton's invention of the steamboat. There will be promotions and special events throughout the season. Sponsors of horses and the artists who decorate them will be promoted in print, on the web, at events and in the streets!! At the end of the season, the horses will be auctioned off at the Merry-Go-Round Gala and Auction.

Profits from **"Hors'n Around Saugerties 2009"** will support local charitable organizations, arts education, participating artists and future Saugerties promotions.

Center Pole Level - \$5,000

The Center Pole literally supports the entire carousel and includes backing two full size decorated Horses and includes the following amenities

* (this option is available to the first three sponsors who submit a contract and full payment)

- Sponsor name on every ancillary event/program
- Sponsor name recognition on "Hors'n Around Saugerties 2009" Guide & Map
- Web page on the official "Hors'n Around Saugerties 2009" website
- Gold Plaque on the horse display platform indicating Sponsor, Artist and Horse's name
- Recognition & corporate banner displayed at the Merry-Go-Round Gala & Auction in August 2009
- 8 Free t-Shirts
- 8 Tickets to the Merry-Go-Round Gala & Auction

Brass Ring - \$2,500

Supports two full sized decorated Horses and includes the following amenities:

- Sponsor name on most ancillary event/program
- Sponsor name recognition on "Hors'n Around Saugerties 2009" Guide & Map
- Web page on the official "Hors'n Around Saugerties 2009" website
- Silver Plaque on the horse display platform indicating Sponsor, Artist and Horse's name
- Recognition at the Merry-Go-Round Gala & Auction in August 2009
- 4 Free t-Shirts
- 4 Tickets to the Merry-Go-Round Gala & Auction

Chariot - \$1,250

Supports one full sized decorated Horse and includes the following amenities:

- ⓪ Sponsor name on most ancillary events/programs
- ⓪ Sponsor name recognition on “Hors’n Around Saugerties 2009” Guide & Map
- ⓪ Silver Plaque on the horse display platform indicating Sponsor, Artist and Horse’s name
- ⓪ Recognition at the Merry-Go-Round Gala & Auction in August 2009
- ⓪ 2 Free t-Shirts
- ⓪ 2 Tickets to the Merry-Go-Round Gala & Auction

Menagerie - \$550

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

- ⓪ Sponsor name recognition on “Hors’n Around Saugerties 2009” Guide & Map
- ⓪ Bronze Plaque on the horse display platform indicating Sponsor, Artist and Horse’s name
- ⓪ Recognition at the Merry-Go-Round Gala & Auction in August 2009

“Hors’n Around Saugerties 2009” Artist/Sponsor Timeline

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|                        |                                                                |
|------------------------|----------------------------------------------------------------|
| <b>November 2008</b>   | <b>Call for artists packets available</b>                      |
| <b>January 7, 2009</b> | <b>Deadline for Artist Submission</b>                          |
| <b>January, 2009</b>   | <b>Artist/Sponsor Reception</b>                                |
| <b>January, 2009</b>   | <b>Notification of artist selection</b>                        |
| <b>February 2009</b>   | <b>Delivery of Horses to Artist</b>                            |
| <b>April 25, 2009</b>  | <b>Horses MUST be completed</b>                                |
| <b>May 15, 2009</b>    | <b>Horses installed on the street and unveiled</b>             |
| <b>May 20, 2009</b>    | <b>Grand Opening Celebration at HITS on the Hudson</b>         |
| <b>September, 2009</b> | <b>Merry-Go-Round Gala &amp; Auction at HITS on the Hudson</b> |

**“Hors’n Around Saugerties 2009”, A Summer Long Celebration**  
Sponsored by the Village and Town of Saugerties/Saugerties Chamber of Commerce  
**Sponsors Agreement**

Name(s) to be listed as Sponsors:

\_\_\_\_\_

\_\_\_\_\_

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

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

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

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

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

Choose one Carousel Horse form below:

Antique jumper: \_\_\_\_\_



Antique Prancer: \_\_\_\_\_



**Sponsor Level**

**Center pole - \$5,000** \_\_\_\_\_ **Chariot - 1,250** \_\_\_\_\_

**Brass ring - \$2,500** \_\_\_\_\_ **Menagerie - \$550** \_\_\_\_\_

Please help us spread the word about “Hors’n Around Saugerties 2009”. Please list any trade or specialty publications which might help publish the news!! \_\_\_\_\_

Payment in full at time of commitment. Horse forms will be ordered in January 2009

Please return this form with your payment to

MasterCard, Visa and American Express accepted

Credit Card # \_\_\_\_\_ MC \_\_\_ Visa \_\_\_ AMEX

Expiration Date \_\_\_\_\_ Three digit security code \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder’s Billing

Address \_\_\_\_\_