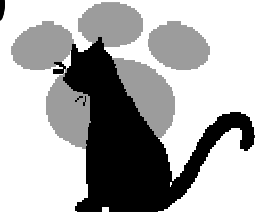


“Cat’n Around Catskill”

A Summer Long Celebration

2012



SPONSOR'S PACKET

“Cat’n Around Catskill 2012”, A Summer Long Celebration
Sponsored by the Heart of Catskill Association/Catskill Chamber of Commerce
PO Box 248, 327 Main Street
Catskill, New York 12414
518-943-0989
catskillchamber@mhcable.com
www.cat-n-around.com

***By Overwhelming Public Demand:
The Cats Are Coming Back To Catskill
For Year Six*** ❁ ❁ ❁

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. This year, we are letting the artist’s imaginations go wild so you can anticipate some really exciting designs for 2012!! Cats will be available for as little as \$500. and will be decorated by a juried artist who will selected by you, the sponsor and financed by the “Cat’n Around Catskill 2012” Committee. Cats will be on display all summer throughout the Town and Village of Catskill and will be auctioned on September, 30th at the **Cat’s Meow Auction & Gala**.

We organize the Cat events.

We do the promotion.

You have fun and promote your business through “Cat’n Around Catskill 2012”.

How do you come up with the \$500 sponsor fee? Be creative.....

Partner with another business to sponsor a cat.

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.



After the success of the previous year’s Cats everyone is going to want to be a part of

“Cat’n Around Catskill 2012”

**All Sponsor names will appear on the
Official “Cat’n Around Catskill 2012” Guide and Map.**

**Our goal is to have 60 cats featured throughout the Town and Village of
Catskill from Memorial Day – September of 2012.**

Last year we distributed over 25,000 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 Cat AdvoCATE today!!!

For more information or to set up an appointment please contact Linda Overbaugh at
Heart of Catskill Association/Catskill Chamber of Commerce office.
518-943-0989 or e-mail catskillchamber@mhccable.com

Sooooo, yet a sixth litter of confident kitties will spring upon Catskill once again for
"Cat'n Around Catskill 2012, A Summer Long Celebration"

Imagine classical cats, colorful cats, cunning or crying or cocky cats, cranky cats, corny cats, conceited, contented and comical cats. All the newest, all the coolest will be taking up residence in Catskill for the summer of 2012. There will be promotions and special events throughout the season. AdvoCATes who sponsor cats and artists who decorate them will be promoted in print, on the web, at events and in the streets!!

At the end of the season this special litter of cats will be auctioned off at the Cat's Meow Gala and Auction. This year, even in a down economy we were able to raise \$40,000.

Profits from **"Cat'n Around Catskill 2012"** will once again support arts education, participating artists, animal welfare, local not-for-profits, local food banks and future Catskill promotions.

Persian CATegory - \$5,000

Supports two full sized decorated Cats

* (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 and logo recognition on **"Cat'n Around Catskill 2012"**
Guide & Map and in all print and TV advertising.
Web page on the official **"Cat'n Around Catskill 2012"** website
Gold Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
Recognition & corporate banner displayed at the **Cat's Meow Gala & Auction** in September 2012
8 Tickets to the **Cat's Meow Gala & Auction**

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 2012"** Guide & Map
Web page on the official **"Cat'n Around Catskill 2012"** website
Silver Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
Recognition at the **Cat's Meow Gala & Auction** in September 2012
4 Tickets to the **Cat's Meow Gala & Auction**

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 2012" Guide & Map
- Silver Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
- Recognition at the Cat's Meow Gala & Auction in September 2012
- 2 Tickets to the Cat's Meow Gala & Auction

Tabby CATegory - \$500

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

- Sponsor name recognition on "Cat'n Around Catskill 2012" Guide & Map
- Bronze Plaque on the cat display platform indicating Sponsor, Artist and Cat's name
- Recognition at the Cat's Meow Gala & Auction in September 2012
- 1 Ticket to the Cat's Meow Gala & Auction

"Cat'n Around Catskill 2012" Artist/Sponsor Timeline

Artist Timeline: 2011/2012 (dates are approximate)

November 2011	Artists Packets available
January 13, 2012	Deadline for Artist Submission
January 29, 2012	Artist/Sponsor Reception
February 3, 2012	Notification of selection five days after Reception
	(note: this may extend if all sponsors have not made a selection)
February 22, 2012	Artist's pick up cats at HOCA/CCC Office
May 7, 2012	Cats MUST be completed
May 21, 2012	Cats Installation begins in time for Memorial Day Weekend
September 30, 2012	Cat's Meow Gala & Auction at the Historic Catskill Point

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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 2012". 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 with the committee. Cat forms will be ordered in February 2012

Please return this form with your payment to
Heart of Catskill Association/Catskill Chamber of Commerce
PO Box 248
Catskill, New York 12414

MasterCard, Visa, American Express and Discover accepted

Credit Card # _____ MC Visa AMEX

Expiration Date _____ Three digit security code _____

Name on Card _____

Cardholder's Billing Address _____