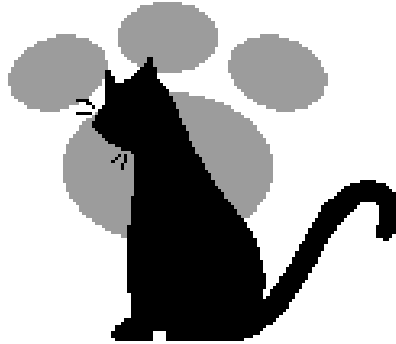


“Cat’n Around Catskill 2021



SPONSOR'S PACKET

“Cat’n Around Catskill 2021”

Sponsored by the Heart of Catskill Association

PO Box 721

Catskill, New York 12414

518-943-0989

HeartofCatskill@outlook.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 2021**" Committee. Cats will be on display all summer throughout the Town and Village of Catskill and will be auctioned on September 19, 2021 at the Cat's Meow 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 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 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

**All Sponsor names will appear on the
Official “Cat’n Around Catskill 2021” 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 – through Labor Day 2021.
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 Christie Hicks at
518-943-0989, HeartofCatskill@outlook.com

Sponsorship Levels

Persian CATEgory - \$5,000

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

- Sponsor name on every ancillary event/program
- Sponsor name and logo on “Cat’n Around Catskill 2021” Guide & Map.
- Web page link on the official “Cat’n Around Catskill 2021” website
- Plaque on the cat platform indicating Sponsor, Artist and Cat’s name
- Recognition at the **Auction and Gala** in September 2021
- 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 every ancillary event/program
- Sponsor name recognition on “Cat’n Around Catskill 2021” Guide & Map
- Web page link on the official “Cat’n Around Catskill 2021” website
- Plaque on the cat display platform indicating Sponsor, Artist and Cat’s name
- Recognition at the **Auction and Gala** in September 2021
- 4 Tickets to the **Auction and Gala**

Calico CAtegory - \$1,250

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

- Sponsor name on most ancillary events/programs
- Sponsor name recognition on “Cat’n Around Catskill 2021” Guide & Map
- Plaque on the cat display platform indicating Sponsor, Artist and Cat’s name
- Recognition at the Auction and Gala in September 2021
- 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 2021” Guide & Map
- Plaque on the cat display platform indicating Sponsor, Artist and Cat’s name
- Recognition at the Auction and Gala in September 2021
- 2 Tickets to the Auction and Gala

2021 Sponsor Timeline

January 2021	Sponsors will choose artist and design to sponsor
February 1, 2021	Deadline for selection of cat, if you did not choose a cat, we will select one on your behalf.
May 2021	Cat Installation begins in time for Memorial Day Weekend
September 2021	Auction & Gala at the Historic Catskill Point.

“Cat’n Around Catskill 2021”

Sponsored by the Heart of Catskill Association
PO Box 721
397 Main Street – Basement Level
Catskill, New York
518-943-0989

Sponsors Agreement

Name(s) to be listed as Sponsors:

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____

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 2021”. 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
Catskill, New York 12414

MasterCard, Visa, and Discover accepted

Credit Card # _____ MC Visa Discover

Expiration Date _____

Three-digit security code _____

Name on Card _____

Cardholder Billing Address _____

Signature _____