



**Buy Your Program Ad Now
for the
Have a Seat in Glens Falls “Chair”-itable Auction**

June 2010

Dear Business Leader:

Greetings from the *Have a Seat* committee! We could not be more thrilled to announce that all chairs are out and **HAVE A SEAT IN GLENS FALLS** is now underway! With the summer season upon us, downtown Glens Falls has begun teaming with tourists curious about our rendition of the Adirondack Chair. We are very hopeful that this fledgling project will have an immediate positive impact on the Glens Falls region and grow each year into a popular, must-see attraction. If you haven't already, please come out to see the chairs and, while you're at it, shop and dine nearby!

When *Have a Seat* concludes, these unique, functional works of art will be sold to the highest bidder. A “Chair”-itable Auction will be held September 15 from 5:30 to 8:30PM at The Queensbury Hotel. For a \$30 admission price, the event offers light fare, a one hour open wine and beer bar (cash bar thereafter), musical entertainment by the Dick Casselli Jazz Trio and, of course, a preview of the thirty-eight chairs. The live auction will be handled by the incomparable Martin Seelye, who's sure to generate a lot of fun and excitement. We expect to have about 250 attendees, but who knows? It's our first year, these chairs have created a lot of buzz, and we could see many, many more!

We write today to offer your business an opportunity to advertise in the auction program at very reasonable rates. Buying an ad supports this important project *and* offers the added bonus of promoting your business to a great audience. Enclosed is a rate sheet for your consideration. When you decide which ad size is best for your business, simply fill out the form and return it to LARAC with your payment. As a reminder, proceeds benefit the *Have a Seat* artists, City Park Restoration Project, Crandall Public Library, and Lower Adirondack Regional Arts Council. Great causes, and a wonderful way to demonstrate your business's sense of civic commitment.

If you have any questions, please don't hesitate to call Lynn Shanks at 518-792-6508, extension 284. Thanks in advance for your support! In the meantime, we hope to see you “having a seat” in Glens Falls this summer!

Sincerely,

Nick Caimano
Have a Seat Chairman

Lynn Shanks
Have a Seat Committee

Have a Seat Planning Committee

Nick Caimano, Committee Chairman
Stacy Bissell, LARAC

Ellen Bütz, LARAC
Alice Grether, City of Glens Falls

Lynn Shanks, Crandall Public Library
Patty Gray Whann, Glens Falls BID





“Chair”-itable Auction Program Ad Purchase Form



Yes, my business would like to purchase an ad in the *Have a Seat in Glens Falls* “Chair”-itable Auction event program.

- Full-page ad: \$175
- Half-page ad: \$100
- Quarter-page ad: \$ 50

Contact Info

Business Name: _____

Address: _____

Contact Name: _____ Title: _____

Phone Number: _____ Email: _____

Payment Method

Check enclosed payable to LARAC

Credit Card: MasterCard Visa

Card Number: _____

Name on Card: _____ Exp. Date: _____ 3 digit v-code: _____
(on back of card)

Cardholder Address _____
(if different from above)

**Please send completed form
with payment to:**

LARAC

7 Lapham Place, Glens Falls, NY 12801
For additional information, please call
Lynn Shanks at 518-792-6508, ext. 284.

Ad Deadline: July 30, 2010

Please email ads to lshanks@sals.edu.
Black & white camera-ready ad must be received
by July 30, 2010.

This form is also available at www.haveaseatglensfalls.com.

Have a Seat “Chair”-itable Auction

Wednesday, September 15, 2010
Queensbury Hotel, 5:30 to 8:30 PM

225-250 guests will enjoy a cocktail party
with music. A lively auction of the Adiron-
dack chairs follows, hosted by auctioneer
Martin Seelye.

www.haveaseatglensfalls.com

Net proceeds benefit Crandall Public Library,
Lower Adirondack Regional Arts Council, &
City Park Restoration Project



“Chair”-itable Auction Program Ad Rates

Black & white camera-ready ad must be provided no later than July 30, 2010.

www.haveaseatglensfalls.com

Full-Page Ad

5" x 8"

\$175

Ads shown are actual size.

Quarter-Page Ad

2 1/4" x 3 3/4"

\$50

Half-Page Ad

5" x 3 3/4"

\$100