



Sponsor Packet



HAVE a SEAT *in* GLENS FALLS 2011



A collaborative project presented by
the City of Glens Falls, LARAC,
Crandall Public Library, and the
Glens Falls Business Improvement District





Mission Statement

A project providing an opportunity for business, tourism, city government, and non-profit sectors to work together toward the common goal of making Glens Falls a destination.

**Sponsor a whimsically decorated Adirondack Chair
that will be displayed throughout downtown
Glens Falls during the summer of 2011!**

Be a part of this city-wide, summer-long event. The "Have a Seat in Glens Falls" outdoor art project will be enjoyed by both residents and tourists as they dine, shop, and enjoy all the cultural opportunities our city has to offer.

Higher Foot Traffic = Increased Business = Improved Local Economy!

A collaborative project presented by the City of Glens Falls, LARAC, Crandall Public Library, and the Glens Falls Business Improvement District (BID).

Have a Seat Committee Members:

Nick Caimano, ARCC Special Projects; Stacy Bissell, *Have a Seat* Coordinator & Marketing & Festivals, LARAC; Candice Frye, Outreach, LARAC; Alice Grether, Director of Tourism & Business, City of Glens Falls; Lynn Shanks, Development Director, Crandall Public Library

Marketing Plan:

- *"Have a Seat"* website (www.haveaseatglensfalls.com)
- 90,000 4-color rack cards, distributed May thru September 2011, Suffern to the Canadian border
- 15,000 brochures including map of each chair location distributed locally
- Print and radio advertising and PSAs
- Press releases
- On-line social networking
- Links to Glens Falls, LARAC, Crandall Public Library, & BID websites
- Special interest stories in print and on-line.

How it Works:

- Artists will be chosen to submit design ideas to decorate an Adirondack Chair. Theme is open.
- Sponsors are invited to choose their design at a special reception in February. Selection of designs will be on a first-come, first-served basis. (2 representatives from each sponsoring business may attend for free.)
- The sponsored chairs will be displayed from Memorial Day through Labor Day, 2011.
- We will hold the "Chair"-itable Auction in September 2011 where chairs will be sold, proceeds to benefit chair artists, LARAC, Crandall Public Library, and the City Park Restoration Project.



2011 SPONSORSHIP LEVELS:

Chair Sponsors:

\$5,000 "The Centennial Circle" *exclusive*

- Adirondack Chair with a nameplate*
- Company logo on brochure/map, rack card, auction signage and invitation
- Company link and advertisement on website
- Recognition on Facebook page
- Back page, full-page ad and listing with logo in "Chair"-itable Auction program
- Sole logo on banner over Glen Street
- Company's banner at "Chair"-itable Auction
- Listed/mentioned in all publicity for the project
- Reserved prime seating for 8 at "Chair"-itable Auction

\$2,500 "The City Park"

- Adirondack Chair with a nameplate*
- Company logo on brochure/map, rack card, auction signage and invitation
- Company link and advertisement on website
- Recognition on Facebook page
- Full-page ad and listing with logo in "Chair"-itable Auction program
- Reserved prime seating for 6 at "Chair"-itable Auction

\$1,000 "The Monument"

- Adirondack Chair with a nameplate*
- Business/Name listing on brochure/map and auction invitation
- Company link on website
- Half-page ad and listing in "Chair"-itable Auction program
- Reserved prime seating for 4 at "Chair"-itable Auction

\$ 500 "The Bandstand"

- Adirondack Chair with a nameplate*
- Business/Name listing on brochure/map and website
- Quarter-page ad and listing in "Chair"-itable Auction program
- Reserved prime seating for 2 at "Chair"-itable Auction

Supporting Sponsors:

\$ 150 "Patron"

- Business/Name listing on brochure/map and website
- Quarter-page camera ready ad in "Chair"-itable Auction program
- Listing in Auction Program

*Nameplate includes Sponsor Name, Artist Name and Title of Work.

Sponsor benefits are for the duration of the project – Memorial Day through Labor Day 2011. Promotional benefits will begin before and continue after this timeframe.



SPONSOR AGREEMENT

Name(s) to be listed (Company or Personal): _____

Contact Name and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Please Choose a Sponsorship Level:

- \$5,000 *The Centennial Circle* \$2,500 *The City Park* \$1,000 *The Monument*
 \$500 *The Bandstand* \$150 *Patron*

By signing this form, I agree to sponsor *Have a Seat 2011* at the level checked above. Payment is enclosed or will follow no later than January 30, 2011.

Signature of Authorized Representative

Please complete and return form by December 31, 2010.

Checks should be made payable to LARAC.

MasterCard and Visa are accepted.

Credit Card #: _____ MC VISA

Expiration Date: _____ Three Digit V-Code: _____

Name on Card: _____

Cardholder's Billing Address: _____

Please return this form to: LARAC Attn: Stacy Bissell
7 Lapham Place, Glens Falls, NY 12801
(518) 798-1144 ext. 5 • festivals@larac.org

**This is a COMMUNITY WIDE PUBLIC ART EVENT.
We encourage participation by all
businesses, organizations and individuals.**