

RIP Lives!

The story comes alive on the Mountaintop.

2012



Sponsor Packet

Sponsored by: The Rip Lives! Committee
Post Office Box 494
Tannersville, NY 12485
518.589.5050

RIP Lives! Sponsor Packet 2012

Thanks to our dedicated and wonderful sponsors, the RIP Lives! 2011 had another strong year in a difficult economic climate. People came from near and far to enjoy the artistry of Rip Van Winkle and bask in the wonderful stories this Mountaintop holds. Many local businesses were discovered and patronized and our local artists were given the opportunity to shine.

For this year's project we have plans to implement a **new, more creative, viewer participation plan** that should bring many more tourists to the area. Our plans also include a more **tenacious marketing campaign** that will start in the winter and continue throughout the summer months.

This year, **the exhibit will be BIGGER and BETTER** as we have learned many things from our past two years. Our new "tiered" sponsorships open the door to many more businesses and organizations. With this tiered sponsorship, we have space for three "REM Sleep" sponsors who will sponsor TWO statues and who's logo will be prominently displayed on ALL of our publicity! Get your application in today!

What this means to you, as a Sponsor, is a celebration you will want to be a part of. Sponsoring means an opportunity for you to have a "Rip" statue with your name on it, attracting people and attention to you and your business. It is, in effect, **FREE ADVERTISING** beyond the sponsor price. Your Sponsor name will be included in **10,000 copies of our location/map/brochure, distributed throughout six counties, and prominently displayed on our web site and all advertising material.** You can use your statue in your business advertising as well.

What this means to the community, is priceless. Higher visibility, increased tourism, pride in what this event brings creates a winning atmosphere that benefits all.

Here's How It Works:

- ❖ Rip Statues will be available for sponsorship for as little as \$375 and will be decorated by a juried artist who will be selected by you, the sponsor at our annual artist/sponsor reception on March 2, 2012 (sponsors who are unable to make the reception will have a artist and rendering chosen for them) and financed by the Rip Lives! Committee.
- ❖ Finished statues will be on display all summer in our Mountaintop towns.
- ❖ You choose the location for your statue (within Hunter, Tannersville, Windham, East Windham, Prattsville, Jewett, Haines Falls, Hensonville, Ashland, Lexington, East Jewett, Maple Crest, and Elka Park) . Statues will be prominently displayed beginning in May and continuing through Labor Day throughout the Mountaintop.
- ❖ Statues are then bid on at the Auction Gala scheduled for October 6, 2012.
- ❖ The Rip Lives Committee organizes all events and production associated with the Rip Van Winkle celebration.
- ❖ The Rip Lives Committee is in charge of all the promotion and advertising, bringing together Artist and Sponsor, placing the statues and running the year end Auction Gala. The 2011 event raised over \$12,000.00.
- ❖ You have fun and pride in participation and promoting your business, andThat's it!

Sponsor Tiers

REM Sleep- \$1,500* (this option is available to the first three sponsors who submit a contract and full payment)

- Supports two full sized decorated Rips
 - Sponsor name on every ancillary event/program
 - Sponsor name and logo recognition in our Rip Lives! 2012 Guide & Map and in all print and advertising.
 - Web page on the official “Rip Lives! 2012” website
 - Gold Plaque on the Rip display platform indicating Sponsor, Artist and Rip’s name
 - **Sponsor will also get to keep ONE of the two statues!**
 - Recognition & corporate banner displayed at the Rip Lives! Gala & Auction
 - 4 Tickets to the Rip Lives! Gala & Auction

Cat Nap- \$1000

- Supports two full sized decorated Rips and will receive the following:
 - Sponsor name on most ancillary event/program
 - Sponsor name recognition Rip Lives! 2012 Guide & Map
 - Web page on the official “Rip Lives! 2012” website
 - Silver Plaque on the Rip display platform indicating Sponsor, Artist and Rip’s name
 - Recognition at the Rip Lives! Gala & Auction
 - 4 Tickets to the Rip Lives! Gala & Auction

Snooze- \$750

- Supports one full sized decorated Rip and will receive the following:
 - Sponsor name on most ancillary events/programs
 - Sponsor name recognition on Rip Lives! 2012 Guide & Map
 - Silver Plaque on the Rip display platform indicating Sponsor, Artist and Rip’s name
 - Recognition at the Rip Lives! Gala & Auction
 - 2 Tickets to the Rip Lives! Gala & Auction

Catch A Wink- \$375

- Supports one full sized decorated Rip and will receive the following:
 - Sponsor name recognition on Rip Lives! 2012 Guide & Map
 - Bronze Plaque on the Rip display platform indicating Sponsor, Artist and Rip’s name
 - Recognition at the Rip Lives! Gala & Auction
 - 2 Ticket to the Rip Lives! Gala & Auction

Calendar of the Artist/Sponsor Timeline:

February 24, 2012	Final date for receipt of Artist sketch submissions for juried approval
March 2, 2012	Artist/Sponsor reception and selections (location to be announced)
March 7, 2012	Distribution of Statues and artist stipend checks
May 1, 2012	Completed statues must be delivered by artist to designated collection points for clear coating June
October 6, 2012	Rip Lives! Auction Gala

Note: All dates contained herein are subject to change. In the event of a change, artists and sponsors will be notified via phone or email.

All sponsorship requests and payments must be received by the Rip Lives! Committee **by February 24, 2012**. Statues will be reserved on a first-come, first-served basis. This year we are only hosting 50 statues! Last year we hosted 60 and there were still businesses that did not submit on time.

As was the case last year, sponsorship requests received late MAY NOT be fulfilled. So don't hesitate... Support our community, and help to stimulate the local economy by supporting events, such as this, drawing visitors to the area. Sponsor your statue today!

How do you come up with the sponsor fee?

Be creative.....

Partner with another business to sponsor a Rip.

Co-op with.....

A neighboring business

Your regular customers

Community organizations

Your local fuel provider

Your financial institution

Your plumber, electrician, roofer.....

Your favorite purveyor

Your local contractor or engineer

Your local landscaper

Your healthcare provider

Some of your board members

Your financial advisor or accountant

The opportunities are endless!

Sponsor Agreement

I hereby submit to the Rip Lives! Committee my check in the amount of \$_____ to sponsor one or more statues in the 2012 Rip Lives! Outdoor Art Exhibit. I do hereby acknowledge that the following is the correct spelling and information for my sponsorship and understand that some or all of this information will be printed on the plaques displayed with sponsored statue(s) as well as any advertising materials EXACTLY AS PROVIDED BELOW. I also understand that if I am unable to attend the artist/sponsor reception and I do not send someone in my stead, the Rip Lives! Committee will choose an artist rendering for me.

PLEASE PRINT CLEARLY

Name(s) to be listed as Sponsors:

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____ Fax: _____

E-mail: (required) _____

Sponsorship Tier

(please check one)

REM Sleep - \$1,500 Cat Nap - \$1,000 Snooze - \$750 Catch A WInk - \$375

Payment is due in full at time of commitment unless other arrangements are made with the committee. Rip forms will be ordered in February 2012

Please return this form with your payment to
Rip Lives!
PO Box 494
Tannersville, New York 12485