

# Sponsorship Opportunities

## WINDOWS ON MAIN STREET

BEACON, NY  
AUGUST 13–SEPTEMBER 10

2011

### Dear Art Supporter,

“Windows on Main Street” is a unique and exciting project entering its seventh year in Beacon, NY. Local artists create site-specific works of art in store windows along Main Street as a means to engage the community in this month-long exhibition.

2011 will bring 35 Beacon artists to Main Street businesses, and promises to be the biggest exhibition yet. Windows on Main is part of Beacon’s Second Saturday — a monthly celebration of the arts that draws hundreds of visitors from around the tri-state area. This site-specific exhibition gives visitors good reason to walk the full length of Main Street. Windows on Main Street 2011 will feature two receptions and a self-published book that documents the project. Your sponsorship of the project will go toward funding printing costs of the book, promotional materials, signage, and the two receptions. A banner at each end of Main Street will prominently display your business’ logo. Your logo will also go on the back cover of the 60-page catalog that is available for sale at the end of the event, and on display at Beacon’s Howland Public Library.

Please consider purchasing one of the following sponsorship packages for 2011 Windows on Main Street.

- **\$750 Sponsorship**
  - Your name or logo will receive premium placement in all our promotional materials, the Windows on Main Street 2011 book, and any press releases.
- **\$500 Sponsorship**
  - Your name or logo will have prominent placement in all our promotional materials, the Windows on Main Street 2011 book, and any press releases.
- **\$100 Sponsorship**
  - Your name or logo will be listed in all our promotional materials, the Windows on Main Street 2010 book, and any press releases.

As a sponsor of Windows on Main Street, your logo or name will be listed on the following promotional materials for all of our events.

- Press releases to New York City and local news, publications, websites, and art organizations
- Promotional postcard mailed locally and to New York City contacts of local art organizations
- Posters and flyers distributed locally (Beacon, Cold Spring, Garrison Newburgh, Poughkeepsie, etc.)
- Brochure / map, which will be available to visitors along Main Street for the duration of the event.
- Two Windows on Main Street ‘windows’ which will be on display at each end of Main Street throughout the event.
- On our web site [www.beaconwindows.org](http://www.beaconwindows.org), you will be listed as a sponsor in the sidebar panel, and including a hyperlink to your website.

Interested business owners can email Melissa Tatge at [melissa@tatge.biz](mailto:melissa@tatge.biz) or call her at (917) 407-9244.

For more information about the event, visit our web blog [www.beaconwindows.org](http://www.beaconwindows.org). Sponsors will make this tax-deductible contribution to our fiscal sponsor, “BACA — Beacon Arts Community Association.”

To be listed in our print materials, please commit to sponsorship and send your logo by Thursday, June 30, 2011.

Sincerely,  
Melissa Tatge

# Sponsorship Form

## Yes!

I'd like to sponsor  
Windows on Main Street!

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### Sponsorship Level:

- \$750 Sponsorship
- \$500 Sponsorship
- \$100 Sponsorship

Sponsor Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

Please complete this form and return with a check made out to 'BACA — Beacon Arts Community Association' (memo: 'Windows on Main 2011') to:

Melissa Tatge Creative  
PO Box 103  
Beacon NY 12508



### Questions?

Call Melissa Tatge (917) 407-9244 or email [melissa@tatge.biz](mailto:melissa@tatge.biz).

To be listed in our print materials, please return this form and check, and email a print-quality digital logo (prefer vector-based EPS or AI file in color and black & white) to [melissa@tatge.biz](mailto:melissa@tatge.biz) by Thursday, June 30.

*Thank you for your support!*