



Sponsor Packet 2018

The hoots have been heard, and What a Hoot! **will** be returning to Coxsackie in 2018! Thank you again to all the generous Sponsors in 2017 who made the festival come to life!

Are you a returning 2017 Sponsor? Or maybe you are interested in sponsoring an owl for the first time? In either case, this is your opportunity to get in on all of the fun and excitement, and to help promote your business, although you do not need to be part of a business to be a sponsor. Sponsors play a very special and vital role in this festival, through promotion and by giving the Hoot of the Owl Committee the tools to raise much-needed funds for not-for-profit organizations and charities. We do hope that you will join us and sponsor an Owl for Coxsackie's What a Hoot! Festival.

Please read through this packet, and contact us with questions or for additional information.

“What a Hoot!” is not just a weekend or two-week-long festival. From Memorial Day to the end of September, the area is a-flutter with colorful, imaginative owls, giving folks another reason to come to Coxsackie. This is a way to showcase what's happening in our community, and to get to know the many great people, businesses, and community organizations that make Coxsackie such a wonderful place. The purpose of the festival, sponsored by the Village of Coxsackie, is to promote our village, enlist community involvement, and raise money for local charities. Thanks to our wonderful sponsors for 2017, we raised and donated over \$12,000 to charities this year!

As a sponsor in 2018, for a total fee of \$500 for each owl, you are entitled to a tax deduction through the Village of Coxsackie, a 170(c)(1) municipality. The Sponsor Fee helps cover the cost of one blank sculpture, the hardware necessary to mount it, the name plaque, the materials stipend for the artists, and promotion of the festival.

The Process

- The Hoot of the Owl committee will order the undecorated fiberglass owl forms. Participating artists, who range from hobbyists to professionals, and even to non-artists inspired by the challenge, will provide color drawings of their designs to the Hoot of the Owl Committee. All designs must be submitted by December 31, 2017.
- The Hoot of the Owl Committee will host a Selection Reception in January 2018. All sponsors and artists are invited to attend, and all designs will be on display. At that reception, sponsors will select the designs for the owls they would like to sponsor.
- Within about a week of the reception, artists whose designs have been chosen will be notified of the decision, and who their sponsor is. They will pick up their owl form and start the transformation process.
- Completed owls will be returned to the Committee to be photographed, clear-coated, and then mounted on specially made perches. Locations of the owls will be determined after we know who and where all the sponsors are – the goal is to give all owls, artists and sponsors maximum exposure.
- The entire display period will be from late May until late September.
- A professionally created brochure, with a map and listing of every owl and every sponsor, will be produced for release when the owls are put on display. These brochures will be distributed throughout Greene County and beyond, including area chambers of commerce, Greene County Tourism, Coxsackie Farmers Market, businesses, and the sponsors.
- In addition to promoting the owls and the sponsors through the brochure, the Committee will also utilize social media, the web page, newspapers and magazines to make sure that the word is spread far and wide.
- People’s Choice Awards ballots will also be distributed so What a Hoot! fans can vote for their favorites in five categories.
- The summer-long event will culminate with a Gala and Auction in late September. At that time, the owls that are People’s Choice winners will be acknowledged in a special way.
- All of the owls will be auctioned at the Gala and Auction to the highest bidders, and yes, sponsors can bid, too!

Sponsors selecting Artists

- Sponsors can arrange with specific artists of their choice to decorate the owls they are sponsoring. Sponsors can then collaborate with the artists on the designs.
- Please note that all artists, including those who have been “pre-selected” by a sponsor must submit their design, and adhere to the requirements and standards set forth in the Artist Packet.
- The design must be submitted by December 31.
- All designs, including those that are pre-selected, will be on display at the Selection Reception, however, these designs will already be designated as selected.

Details

- Ownership of all designs and all completed owls remains with the Committee, who has the right to deny any objectionable owl design.
- Painted owls will receive automotive clear coat for weather protection.
- Mounting pedestal hardware, custom fabricated by the Village of Coxsackie Department of Public Works, consists of a post, which may be sunk permanently in ground, and a plate to which the owls are bolted with special anti-theft hardware.
- Mounting perches remain the property of the Village of Coxsackie.
- Proceeds from the auction this year will include a percentage to the artist, and the remainder, after all expenses have been met, will be used to support local charities, not-for-profit organizations, and similar community projects.
- Each Sponsor will receive one complimentary ticket to the 2018 Gala and Auction.

What's New for 2018

- The owl sculptures will be somewhat smaller in 2018, making them easier to decorate and to handle.
- The Hoot of the Owl Committee learned that by placing owls in groups, they receive more visits and attention, therefore, the sponsors receive more recognition, too. To achieve the optimal promotion of every sponsor and artist, the Committee is developing a location strategy that will encourage "owl touring."

What a Hoot! 2018 Timeline

Most Dates are approximate. You will be notified when specific dates are determined

<u>October 2017</u>	Artist Packets and Sponsor Packets available
<u>November 15, 2017</u>	Deadline for Sponsor Forms and Payments
<u>Dec. 31, 2017</u>	Deadline for Artist Submission
<u>January 2018</u>	Selection Reception
<u>February 2018</u>	Notification of selection one week after the Selection Reception
<u>February 2018</u>	Artists pick up Owls
<u>April 9, 2018</u>	Owls MUST be completed and returned
<u>May 18, 2018</u>	Owls Installation begins in time for Memorial Day
<u>September 2018</u>	What a Hoot! Gala and Auction

Sponsor Agreement

PLEASE RESPOND QUICKLY TO RESERVE YOUR OWL..... AND.....PLEASE PRINT CLEARLY

Name(s) to be listed as Sponsor:

_____ **(Exactly** as you want it to appear on the plaque and in print)

Official Business Name (if applicable): _____

Contact Name: _____

Physical Address: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Daytime Phone: _____ **Evening Phone:** _____

E-mail Address: _____

Web Address: _____

Should we post your website in promotions? _____ **Yes** _____ **No**

Arranged Artist (NOT required): _____

Number of Owls ____ **Total Payment \$** _____

Payment is due in full at time of commitment unless other arrangements are made.

Sponsor Signature: _____ **Date:** _____

Please complete and return this form with your payment to "Village of Coxsackie - Owls" and retain the remainder of this Sponsor Packet for your reference.

Information on where to submit the Sponsor Agreement Form and Payment is on Page 5

Office Use:

Received by: _____ Date _____

Attach copy of Check # _____

Please make checks payable to “Village of Coxsackie – Owls”

Forms and checks may be submitted as follows:

By Mail: The Hoot of the Owl Committee, P.O. Box 148, Coxsackie, NY 12051

Drop off locations: Offices of the Village of Coxsackie, 119 Mansion St., Coxsackie

Samantha Pigeon, Manager, West Coxsackie Branch of the National Bank of Coxsackie, Rt. 9W,
West Coxsackie

Joe Ellis, 6 Van Dyck Street, Coxsackie 731-6664.

Additional Information and Communication

Website is www.hootoftheowl.com

Email us at whatahoot12051@gmail.com

Keep up to date with Facebook and Instagram!