



THE WALLKILL  
RIVER SCHOOL  
Fine Art Gallery & Art Instruction

Wallkill River School of Art  
232 Ward Street  
Montgomery, NY 12549

Dear Potential Sponsor,

The Wallkill River School (WRS) is a non-profit art gallery which offers affordable art classes, professional support for local artists, art scholarships for children and other free community arts programs for veterans and seniors.

One of our signature events is the annual Hudson Valley Plein Air Festival. More information about this event is on [www.HVPleinAir.com](http://www.HVPleinAir.com). From October 13-18, 2020, artists from around the country will paint “en plein air” (out-of-doors) in various locations around the Hudson Valley region. Artwork created during the festival will be exhibited publicly at the Wallkill River School as well as online until December and then will travel to various public and business locations around Orange County until April of 2021.

We have already begun to line up resources and partners for the event, and would like to include you among its list of sponsors. Your donation would go to advertising, cash awards for several “best of” categories, and consumables. Attached to this letter is an explanation of our sponsorship levels and what you would receive for donation.

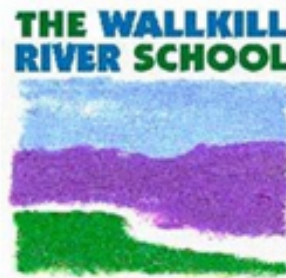
We have developed a marketing plan that creates opportunities for your business to get in front of our artists and patrons through targeted email marketing to our list of over 2,500 recipients, and through marketing campaigns on social media platforms as well as on printed materials. Promotion of the event also occurs virally on local chamber of commerce and other business websites that have promoted the event and provided prizes to our artists.

Thank you in advance for your consideration of our request. If you have any questions, you can reach me by email at [susanrothaicp@gmail.com](mailto:susanrothaicp@gmail.com) or by phone at (845) 893-0134 or the person who contacted you about this donation.

Sincerely,

Susan Roth, Chairperson  
Hudson Valley Plein Air Festival  
[www.HVPleinAir.com](http://www.HVPleinAir.com)

Sarah Fortner Pierson, Executive Director  
Wallkill River School of Art



The Wallkill River School is delighted to announce the 5th Annual Hudson Valley Plein Air Festival will be held on October 13-18, 2020. Sponsor money will be used to support the Festival by paying for advertising, supplies, and artist awards.

SPONSORSHIP OPPORTUNITIES		
<b>Platinum Sponsor</b> (Full Page Ad)	<ul style="list-style-type: none"> <li>● Your logo or name will be included on all promo materials, including the event webpage.</li> <li>● Exclusive eblast and social media promotion for your ad.</li> <li>● Full page ad (8.25" high x 5.25" wide) in the show program.</li> <li>● 20% discount on paintings purchased at Hudson Valley Plein Air Festival Exhibit</li> </ul>	<b>\$1000+</b>
<b>Gold Sponsor</b> (Half Page Ad)	<ul style="list-style-type: none"> <li>● Your logo or name will be included on all promo materials, including the event webpage.</li> <li>● Half page ad (horizontal 4" high x 5.1" wide or vertical 8.1" high x 2.5" wide) in the show program.</li> <li>● 10% discount on paintings purchased at Hudson Valley Plein Air Festival Exhibit</li> </ul>	<b>\$500-\$999</b>
<b>Silver Sponsor</b> (Quarter Page Ad)	<ul style="list-style-type: none"> <li>● Your logo or name will be included on all promo materials, including the event webpage.</li> <li>● Quarter page ad (horizontal 2" high x 5.1" wide or vertical 4" high x 2.5" wide) in the show program.</li> <li>● 5% discount on paintings purchased at Hudson Valley Plein Air Festival Exhibit.</li> </ul>	<b>\$250-\$499</b>
<b>Bronze Sponsor</b> (Quarter Page Ad)	<ul style="list-style-type: none"> <li>● Your logo or name will be included on all promo materials, including the event webpage.</li> <li>● Quarter page ad (horizontal 2" high x 5.1" wide or vertical 4" high x 2.5" wide) in the show program.</li> </ul>	<b>\$100-\$249</b>
<b>Sponsor</b>	<ul style="list-style-type: none"> <li>● Your logo or name will be included on all promo materials, including the event webpage.</li> </ul>	<b>\$50-\$99</b>

**For more info, or to arrange a sponsorship,**  
 please e-mail: [susanrothaicp@gmail.com](mailto:susanrothaicp@gmail.com) or call (845) 893-0134.  
**Deadline for sponsorship is September 15th.**