

March 8, 2022

Dear Friend,

The Olana Partnership is excited to announce that The Olana Summer Party will return to Frederic Church's OLANA as an in-person celebration. Please join us on **Saturday, July 23 from 5 - 7 PM** for *NIAGARA: FREDERIC CHURCH AND PUBLIC PARKS*. In addition to New York's Central Park, Frederic Church was instrumental in advocating to create the first state park in the United States at Niagara, a natural wonder he also made famous through painting. We will celebrate Church's reach and achievement as an artist at Olana – today a public park, a New York State Historic Site, and a National Historic Landmark.

NIAGARA: FREDERIC CHURCH AND PUBLIC PARKS will feature top regional chefs creating hors d'oeuvres inspired by the NIAGARA theme and paired with wine, craft beers, and signature cocktails. Our celebration will be along Olana's Ridge Road, with spectacular views of the Hudson River, the Rip Van Winkle Bridge, and the Catskill Mountains.

The Olana Partnership invites you to be a Host Supporter of this ever-more popular keystone of Olana's summer season. **Host Supporters at the \$1,500 level and above will be invited to the Host Supporters reception** from 4 - 5 PM on Saturday, July 23rd at a special location at Olana featuring a landscape installation inspired by Niagara.

Host Supporters at the \$2,500 level and above will also be invited to the Klocke Estate Private Event on Saturday, September 24 at one of the most remarkable new epicurean destinations in the Hudson Valley. Like Olana, this exquisite location has stunning panoramic 360-degree views. The estate is located less than 10 miles from Olana and combines landscape, sustainable agriculture, and regenerative farming practices.

If you reply by May 27, your name as a Host Supporter will be included on our printed invitation. All Host Supporters will be listed on the event webpage at OLANA.org/NIAGARA.

Your support for *NIAGARA: FREDERIC CHURCH AND PUBLIC PARKS* helps us to restore, protect, and interpret the most significant historic artist-designed environment in the United States, Frederic Church's Olana.

Sincerely yours,

Sean Sawyer, Ph.D.
Washburn & Susan Oberwager President

Joe Baker
Trustee



THE OLANA PARTNERSHIP INVITES OUR LEAD SUPPORTERS TO A SPECIAL PRIVATE GATHERING

Please join us for cocktails, hors d'oeuvres, and one of the few views in the region to rival Frederic Church's Olana. Attendees will have a rare opportunity for a pre-opening visit to this sensational new destination in the Hudson Valley.

THE KLOCKE ESTATE

AN ARTISANAL ESTATE DISTILLERY CRAFTING DISTINCTIVE HUDSON VALLEY BRANDY

Located less than 10 miles from Olana

SATURDAY, SEPTEMBER 24, 2022 | 6 - 8 PM



Klocke Estate sits on 160 acres of prime land in the heart of the Hudson Valley. Growing, distillation, maturation, blending and the ultimate enjoyment of these extraordinary brandies will take place on our estate with stunning panoramic views of the Catskill Mountains. Both its soil and climate provide ideal conditions for growing the grapes and apples needed for fine Brandy production. Klocke Estate is thoroughly committed to using sustainable and regenerative practices by placing the utmost respect for the land at the forefront of everything we do, working the land alongside a growing, hardworking community that shares our vision.

ABOUT KLOCKE ESTATE

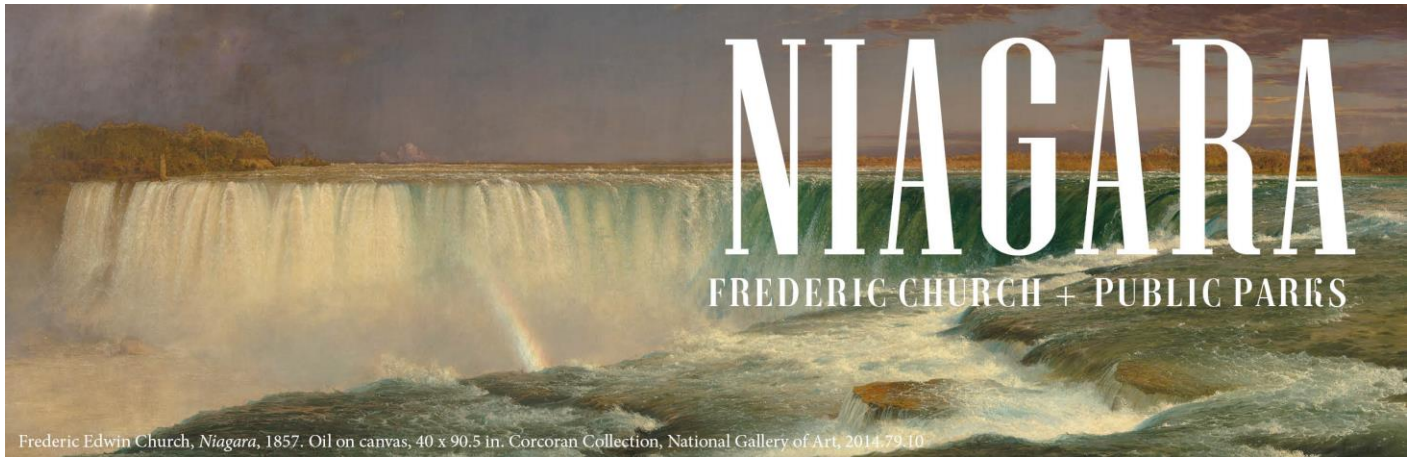
Time is an essential element in crafting the finest brandies. Dutch settlers of 17th century New York were no strangers to this truth. After distilling French wine into eau-de-vie to withstand months of overseas travel, the Dutch were the first to discover that barrel-aging would create an even richer, elegant libation: Cognac. Klocke Estates (the Middle Dutch word for clock) is not just a nod to the Dutch history of Claverack—it's also a nod to the passage of time and the rewards it grants us.

Brandy itself is the expression of time. To craft it well takes the utmost patience, artistry, and dedication. Klocke Estate will craft artisanal earth-to-glass apple and grape brandies using time-honored practices and Alambic Charentais stills, building a legacy for the region reflecting the spirit of the Hudson Valley one barrel at a time.

Working with internationally renowned designer Ken Fulk, Klocke Estate will offer a luxurious and immersive experience unlike any other creating a unique, elevated Hudson Valley Brandy that's honored, valued, and of the essence—like time itself.



Lead Supporters of the Olana Summer Party at \$2,500 and above will be invited to this event. An address and directions will be provided after the purchase of Lead Supporter tickets.



SATURDAY, JULY 23, 2022

HOST SUPPORTER RECEPTION: 4-5 PM

MAIN COCKTAIL EVENT: 5-7 PM

OLANA'S RIDGE ROAD

SPECIAL PRIVATE EVENT

SATURDAY, SEPTEMBER 24, 2022

KLOCKE ESTATE

OPEN TO \$2,500+ SUPPORTERS

HOST SUPPORTER BENEFITS

Niagara Reservation Champions - \$5,000

- **Eight (8) tickets** to the Host Supporter Reception and Main Cocktail Event;
- **Six (6) tickets** to the Klocke Estate Private Event in September;
- Recognition at the Summer Party;
- Name listing on the printed invitation, social media and website;

Cave of the Winds Benefactors - \$2,500

- **Six (6) tickets** to the Host Supporter Reception and Main Cocktail Event;
- **Four (4) tickets** to the Klocke Estate Private Event in September;
- Name listing on printed invitation, social media and website;

Maid of the Mist Circle - \$1,500

- **Four (4) tickets** to the Host Supporter Reception and Main Cocktail Event;
- Name listing on printed invitation and website;

Parks Patrons - \$500

- **Two (2) tickets** to the Host Supporter Reception and Main Cocktail Event;
- Name listing on printed invitation and website;

To be listed on the printed invitation, please respond by May 27.

Please feel free to bring children under 16 years-old as our guests.



BUSINESS SPONSOR OPPORTUNITIES

Presenting Sponsor - \$5,000

- **Eight (8) tickets** to the Host Supporter Reception and Main Cocktail Event;
- **Six (6) tickets** to the Klocke Estate Private Event in September;
- Mention in the Summer Party social media posts (Facebook, Twitter, Instagram - combined over 28,000 followers);
- Logo placement on e-blast for month of June (20,000+ impressions);
- Logo placement on Olana website (19,000+ hits monthly);
- Logo placement on invite (2,500 direct mail);
- Mention in press releases;
- Recognition at the Summer Party.

Business Sponsor - \$2,500

- **Six (6) tickets** to the Host Supporter Reception and Main Cocktail Event;
- **Four (4) tickets** to the Klocke Estate Private Event in September;
- Mention in the Summer Party social media posts (Facebook, Twitter, Instagram - combined over 28,000 followers);
- Logo placement on e-blast for month of June (20,000+ impressions);
- Logo placement on Olana website (19,000+ hits monthly);
- Logo placement on invite (2,500 direct mail);
- Mention in press releases;
- Recognition at the Summer Party.

Associate Sponsor - \$1,500

- **Four (4) tickets** to the Host Supporter Reception and Main Cocktail Event;
- Mention in Summer Party social media posts (Facebook, Twitter, Instagram - combined over 28,000 followers);
- Logo placement on e-blast for month of June (20,000+ impressions);
- Logo placement on Olana website (19,000+ hits monthly).

Friend Sponsor - \$500

- **Two (2) tickets** to the Host Supporter Reception and Main Cocktail Event;
- Logo placement on Olana Summer Party website.

To be listed on the printed invitation, please respond by May 27.



CONTACT INFORMATION

- I would like to join as a Host Supporter at the \$ _____ level.
- I would like to join as a Business Sponsor at the \$ _____ level.
- I regret I cannot attend but wish to donate \$ _____.

Name(s) as they should appear in print: _____

Name of guests: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: () _____ Email: _____

Enclosed please find my check payable to The Olana Partnership

Please charge my credit/debit card VISA MasterCard AMEX Discover

Name on card: _____

Card No.: _____ Expiration Date: _____ CVV: _____

Signature: _____

Please return to: The Olana Partnership, PO Box 199, Hudson, NY 12534.

For more information and to purchase tickets, call 518-751-6857.

To be listed on the printed invitation, please respond by May 27.

The Olana Partnership is a 501(c)3- all but \$50 of each ticket is fully tax-deductible as allowed by law. Ticket purchases are non-refundable.

THANK YOU FOR YOUR GENEROUS SUPPORT!

