

July 15, 2020

Dear Friend,

In an effort to provide our supporters with a safe and enjoyable way to experience Olana and its surrounding environment, **The Olana Partnership has reimagined this year's Summer Party as *The Olana Viewshed Tour*, which will take place on Saturday, August 15 from 12-5pm.** This outdoor tour is replacing the Summer Party, originally scheduled for July 18. The Olana Partnership invites you to be a lead supporter of this event. **Supporters at the \$1,500 level and above will be invited to visit an additional property which, like Olana, offers an over-the-top setting and view.**

First organized a decade ago and featured twice by The New York Times, The Olana Viewshed Tour invites participants to head out into Olana's surrounding landscape and experience some of the best views in our region. This year's Viewshed Tour presents a rare collection of private properties with singular views on both sides of the Hudson River, all within five miles of Frederic Church's Olana. The selected properties include protected scenic landscapes and working farms, and the tour locations feature historic and contemporary architecture set against dramatic backdrops of the Catskill Mountains, the Hudson River, and Olana.

Our self-guided tour begins at Olana, where visitors receive a map of the private properties and a gourmet picnic lunch. Supporters are invited to drive to these properties in any order. Our picnic lunch features prepared items from a regional restaurant, and our tour map will include a selection of outdoor picnic locations, each with a spectacular view.

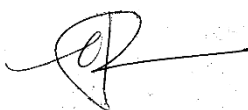
While we will miss the opportunity to celebrate in-person with this year's Honorary Chairs, Kay Toll and David Kermani, the focus on Olana's viewshed is very fitting in that both Kay and David have played key roles in our ongoing protection of the viewshed as past Chairs of The Olana Partnership.

**If you reply by July 31, your name will be included on our printed event map.** Your support during this critical time helps The Olana Partnership to further restore, protect and interpret Frederic Church's great masterwork, Olana. If you have any questions, please don't hesitate to let us know.

Sincerely yours,



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



Meredith Kane  
Chair, Board of Trustees





# THE OLANA VIEWSHED TOUR

**SATURDAY, AUGUST 15, 2020, 12 - 5 PM**

Our self-guided outdoor tour begins at Olana, where visitors receive a map of the private properties and a gourmet picnic lunch. Supporters are invited to drive to these properties in any order. Our picnic lunch features prepared items from a regional restaurant, and our tour map will include a selection of outdoor picnic locations, each with a spectacular view.

SUPPORTERS AT THE \$1,500 LEVEL AND ABOVE WILL BE INVITED TO VISIT AN ADDITIONAL PROPERTY WHICH, LIKE OLANA, OFFERS AN OVER-THE-TOP SETTING AND VIEW.

## LEAD SUPPORTER BENEFITS

### **Panorama Patrons - \$5,000**

- **Eight (8) tickets** to the Viewshed Tour and additional higher-level property;
- Recognition on the Viewshed Tour printed map and OLANA.org website.

### **Scene Society - \$2,500**

- **Six (6) tickets** to the Viewshed Tour and additional higher-level property;
- Recognition on the Viewshed Tour printed map and OLANA.org website.

### **Vista League - \$1,500**

- **Four (4) tickets** to the Viewshed Tour and additional higher-level property;
- Recognition on the Viewshed Tour printed map and OLANA.org website.

### **Prospect Circle - \$500**

- **Two (2) tickets** to the Viewshed Tour;
- Recognition on the Viewshed Tour printed map and OLANA.org website.

**To be listed as a supporter on the printed map, please respond by July 31.**

## BUSINESS SPONSOR OPPORTUNITIES



### **Presenting Sponsor - \$5,000**

- **Eight (8) tickets** to the Viewshed Tour and additional higher-level property;
- Logo placement and link on social media posts;
- Logo placement on e-blast for the month of July;
- Logo on the Viewshed Tour printed map and OLANA.org website;
- Mention in press releases. Previous publications include *The New York Times* and *Wall Street Journal*.

### **Business Sponsor - \$2,500**

- **Six (6) tickets** to the Viewshed Tour and additional higher-level property;
- Logo placement and link on social media posts;
- Logo placement on e-blast for the month of July;
- Logo on the Viewshed Tour printed map and OLANA.org website.

### **Associate Sponsor - \$1,500**

- **Four (4) tickets** to the Viewshed Tour and additional higher-level property;
- Logo placement and link on social media posts;
- Logo placement on e-blast for the month of July;
- Logo on the Viewshed Tour printed map and OLANA.org website.

### **Friend Sponsor - \$500**

- **Two (2) tickets** to the Viewshed Tour;
- Logo on the OLANA.org website.

**To be listed as a supporter on the printed map, please respond by July 31.**

