

February 24, 2025

Dear Supporter,

The Olana Partnership is thrilled to announce the 2025 Frederic Church Awards honorees: **David Hartt, Thomas L. Woltz, and Susan & David Rockefeller**. The awards will be presented at the Rainbow Room in New York City on May 13th. We invite you to join us in celebrating our esteemed honorees by becoming a Frederic Church Awards benefactor. To be listed on the printed invitation, please respond by **March 28**.

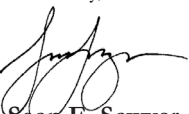
This year's honorees embody the intersection of art, environment, and design, the same unity of vision that set Frederic Church apart as the most acclaimed artist of his generation and is embodied in his masterwork, Olana.

- **David Hartt** is an artist and educator, who explores how historic ideas and ideals persist and transform over time. An Associate Professor in the Department of Fine Arts at the University of Pennsylvania, his work is held in many public collections. In 2023, he served as guest curator for Terraforming: Olana's Historic Photography Unearthed, an exhibition that reflected on the ways in which human culture and activity shape the land.
- **Thomas Woltz** is the Senior Principal of Nelson Byrd Woltz Landscape Architects. Over two decades, Thomas and his team have infused narratives of the land into places where people live, work, and play that engender stewardship and inspire connections with the natural world. Thomas led the development of Olana's Strategic Landscape Design Plan, which won the National Honor Award for Analysis and Planning from the American Society of Landscape Architects in 2017 and was the basis for developing the Frederic Church Center for Art & Landscape.
- **Susan & David Rockefeller** are dedicated philanthropists who have combined their extraordinary talent, passion, and resources to protect the planet. Their work with nonprofits seeks to unite the arts and the environment, inspiring awareness and understanding in others of the fragility of the ecosystem. David is a trustee of the Asian Cultural Council, a life trustee of the Museum of Modern Art, and a member of the Council on Foreign Relations. Susan has created award-winning documentaries on topics including ocean conservation and sustainable agriculture.

All funds raised at the Frederic Church Awards Gala support The Olana Partnership's mission to restore, interpret, and protect Frederic Church's Olana, a New York State Historic Site and National Historic Landmark. The 2024 opening of the Frederic Church Center for Art & Landscape at Olana has paved the way for the 200th anniversary of Frederic Church's birth in 2026, which will bring Frederic Church and Olana to the national stage.

We hope that you will join us in honoring these extraordinary individuals and supporting Olana's future. Should you have any questions, please contact Sean Sawyer directly at ssawyer@olana.org or (518) 828-1872.

Sincerely,



Sean E. Sawyer, Ph.D.
Washburn and Susan Oberwager President



Joseph Baker
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Robin M. Key
Co-Chair
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** If you are not able to attend in person, the program will be broadcast live.*



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25th Annual Frederic Church Awards

Tuesday, May 13, 2025 | Rainbow Room, NYC
Black Tie Optional

Honoring

ARTIST David Hartt

LANDSCAPE ARCHITECT Thomas L. Woltz

PATRONS Susan & David Rockefeller



DAVID HARTT is an artist and educator who explores how historic ideas and ideals persist and transform over time. An Associate Professor in the Department of Fine Arts at the University of Pennsylvania, his work is held in many public collections. In 2023, he served as guest curator for *Terraforming: Olana's Historic Photography Unearthed*, an exhibition that reflected on the ways in which human culture and activity shape the land.



THOMAS L. WOLTZ is the Senior Principal of Nelson Byrd Woltz Landscape Architects. For over two decades, Thomas and his team have infused narratives of the land into places where people live, work, and play that engender stewardship and inspire connections with the natural world. Thomas led the development of Olana's Strategic Landscape Design Plan, which won the National Honor Award for Analysis and Planning from the American Society of Landscape Architects in 2017 and was the basis for developing the Frederic Church Center for Art & Landscape.



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25th Annual Frederic Church Awards

Tuesday, May 13, 2025 | The Rainbow Room, New York City

PLEASE NOTE: All those responding by March 28 with a commitment of \$3,000 or more will be listed on the formal invitation.

TABLES:

- Frederic Church Circle** at \$100,000
 - 2 premium tables of 10 (20 guests total)
 - *Frederic Church Circle* listing online and in all printed materials
 - Optional digital advertisement during the event
 - Special mention from the podium and acknowledgment on screens throughout the evening
 - Logo/listing on Olana's website for one year with link
 - *Exclusive for Frederic Church Circle Supporters:* Private catered dinner or cocktail reception at Olana for up to 10 guests, plus a guided landscape and house tour

- Masterpiece Circle** at \$75,000
 - 2 premium tables of 10 (20 guests total)
 - *Masterpiece Circle* listing online and in all printed materials
 - Optional digital advertisement during the event
 - Special mention from the podium and acknowledgment on screens throughout the evening
 - Logo/listing on Olana's website for one year with link
 - *Exclusive for Masterpiece Circle Supporters:* Private catered dinner or cocktail reception at Olana for up to 5 guests, plus a guided landscape and house tour

- Landmark Circle** at \$50,000
 - 1 premium table of 10
 - *Landmark Circle* listing online and in all printed materials
 - Optional digital advertisement during the event
 - Special mention from the podium and acknowledgment on screens throughout the evening
 - *Exclusive for Landmark Circle Supporters:* Private reception at Olana for up to 5 guests, plus a guided landscape and house tour

- Preservation Circle** at \$25,000
 - 1 premium table of 10
 - *Preservation Circle* listing online and in all printed materials
 - Optional digital advertisement during the event
 - Acknowledgment on screens throughout the evening

- Artist Circle** at \$15,000
 - 1 table of 10
 - *Artist Circle* listing online and in all printed materials
 - Optional digital advertisement during the event

TICKETS:

(Please indicate number requested)

___ \$5,000: **Hudson River Valley Benefactor**—two tickets, preferred seating, listing online and in all printed materials

___ \$3,000: **Preservation Patron**—two tickets, listing online and in all printed materials

___ \$1,500: **Individual Supporter**—one ticket

I/We are unable to attend, enclosed is a tax-deductible contribution of \$_____ to support The Olana Partnership's mission to inspire the public by preserving and interpreting Frederic Church's Olana.

DIGITAL ADVERTISING

Promote your business or send a message to the honorees in a full-color digital advertisement. This opportunity garners access to an important and influential audience while celebrating this year's extraordinary event.

I/We would like to contribute \$1,500 for a digital ad

Please complete all fields on reverse side...

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PLEASE COMPLETE ALL FIELDS:

Name (As you wish to be listed in all materials. **Deadline to be listed in the invitation is March 28.**)

Contact Name (if different)

Company

Address

City

State

Zip

Phone

Email

Enclosed is my/our check for \$

Please make checks payable to **The Olana Partnership** and mail to:

The Olana Partnership, PO Box 199, Hudson, NY 12534-0199

We encourage you to make your gift by check to avoid credit card processing fees. We also accept the transfer of securities.

Please charge my/our credit card: American Express MasterCard Visa

Card Number

Expiration Date

Security Code

Amount

Signature

I would like to send additional event information to friends and/or colleagues.
Please contact me at _____.

For further information, please call Nicole Madden at The Olana Partnership at 518-391-1232 or email nmadden@olana.org.

Many companies offer Matching Gift Programs that can increase your gift. Please inquire with your employer and submit a Matching Gift form with your contribution. To make your gift via stock transfer, call Nicole Madden at The Olana Partnership at 518-391-1232.

For tax purposes, \$300/\$3,000 per ticket/table is non-deductible.
Contributions and journal ads are wholly deductible as provided by law.
Journal advertisers do not receive Benefactor benefits.

The Olana Partnership is a charitable tax-exempt organization pursuant to Section 501(c)3 of the Internal Revenue Code. (tax ID# 14-1828430). For a copy of the Annual Report, please visit OLANA.org