

# ART Sponsor Packet

You are invited to join Mohawk Hudson Land Conservancy as a valued sponsor of our Art on the Rail Trail (ART) project

## ABOUT ART

The mission of ART (Art on the Rail Trail) is to support and improve the Albany County Helderberg-Hudson Rail Trail by creating public works of art along the trail. ART is striving to create works of art to enrich the lives of visitors to the Rail Trail.

ART is a committee of the Mohawk Hudson Land Conservancy and is a collaboration between town residents, local non-profits, with town, county and Bethlehem Chamber of Commerce representation. While the ultimate goal is to see various mediums of art up and down the trail, the pilot project consists of one mural to be painted this year in the Town of Bethlehem. The mural will be painted on the side wall of the town-owned building located at the intersection of the Rail Trail and Adams St. in Delmar, NY.

*Please help beautify this exceptional recreational asset and further enhance the quality of life in the Capital District.*

SPONSOR LEVELS	
Platinum:	\$1000
Gold:	\$500
Silver:	\$250
Bronze:	\$100

## ABOUT your sponsorship

Sponsoring ART, a committee of the Mohawk Hudson Land Conservancy, offers the opportunity to **make a major impact on the quality of life** right here in the Capital District. Sponsorship also provides the chance to **make new connections with local residents** and your organization will **reap the benefits of an enhanced image** by partnering with the Conservancy.

### All sponsors will receive:

- \* Acknowledgement in our press outreach;
- \* Acknowledgement at the unveiling ceremony;
- \* Invitations to attend any community events related to selecting the artist;
- \* Sponsor logo on the MHLC website;
- \* Mention in MHLC ART eblasts;
- \* A business “shout out” on all ART social media platforms.

*Please consider joining us for this special project and help to enhance the lives of Bethlehem residents while growing the tourism opportunities*



## for our town. MHLC at a glance

### SERVICE AREA:

Albany, Schenectady and Montgomery counties

### ACRES PROTECTED:

5,000 acres  
(2,000+ open to the public as preserves)

### ANNUAL PRESERVE VISITATION:

10,000+ visitors (17 preserves)

### EMAIL DISTRIBUTION LIST:

2,750+ (24x annually)

### MAIL DISTRIBUTION LIST:

(MHLC Supporters)  
1,900+ (14x annually)

### ESTABLISHED ORGANIZATION:

*Conserving and Connecting Communities for 25 years*



# ART Sponsorship

## Payment Options

To be successful, ART needs the support and involvement of the Bethlehem business community. This is a great opportunity for your business to be a part of a brand-new initiative that will draw more visitors to our wonderful Rail Trail and to our community businesses. Thank you!

Please make your selections below.

1.  Yes, I/We will join MHLC as an ART sponsor:

Platinum: \$1,000

Gold: \$500

Silver: \$250

Bronze: \$100

2.  I/We cannot join MHLC this year as an ART sponsor.

Enclosed is a monetary donation of \$\_\_\_\_\_.

Company Name (*as it should appear in listings*) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Primary Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Special Instructions* \_\_\_\_\_

For information, please contact  
Julie Sasso, volunteer Committee Chair  
ART@mohawkhudson.org • 518-330-5598

### Payment Options:

**TOTAL DUE:** \_\_\_\_\_

1. Check payable to MHLC is enclosed.

2. Visa, MC, DISC, AMEX

Number \_\_\_\_\_

Expiration \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

MHLC is a 501(c)3 charitable organization. All contributions are tax deductible to the fullest extent of the law.

## 2 Easy Ways to Sponsor

1. Please return payment with this page to:

MHLC  
Attn: ART  
425 Kenwood Ave  
Delmar, NY 12054

2. Donate online:  
[www.mohawkhudson.org/ART](http://www.mohawkhudson.org/ART)