February 29, 2020

Dear Friend,

In celebration of this year’s exhibition *Cross Pollination*, which showcases Martin Johnson Heade’s iconic series of paintings *The Gems of Brazil*, the **OLANA Summer Party: From the AMAZON to the HUDSON** will be held on Saturday, July 18 from 5 - 7 PM at Frederic Church’s OLANA. The Olana Partnership invites you to be a Lead Supporter of this annual event. As a Lead Supporter, you will be invited to our special pre-event reception on July 18 at Olana from 4 - 5 PM.

Lead Supporters at $1,500 and above will also be invited to a cocktail party on August 15 at one of the most fantastic new and sensitively built environments in the Olana Viewshed. Like Olana, this private home on Mount Merino masterfully combines art, architecture and landscape, as well as a singular art collection, and is sited amidst magnificent 360-degree views of the Hudson Valley and beyond.

This year’s Summer Party features top regional chefs who will create hors d’oeuvres inspired by the AMAZON/HUDSON theme, paired with wine, craft beers and signature cocktails. Our celebration will be along Olana’s Ridge Road, with spectacular views of the Hudson River and Catskill Mountains. This year’s Honorary Chairs are David Kermani and Kay Toll. As past board Chairs of The Olana Partnership, David and Kay each oversaw great progress at Olana. Without their vision and leadership, Olana State Historic Site would not be where it is today.

Inspired by the great naturalist Alexander von Humboldt and his early studies with Thomas Cole, Frederic Church famously traveled through the Americas and translated nature into art, and in turn Church inspired his friend Martin Johnson Heade to venture south with paintbrush in hand to explore the natural world. Contemporary artists continue to be in dialogue with the foundational themes of climate, botany, and global habitats. All of this can be experienced today at Olana, an anchor of the Hudson River Skywalk and an inspiration to future generations of artist-travelers from around the world.

**If you reply by May 15, your name as a Lead Supporter will be included on our printed invitation.** Your support helps us to restore, protect and interpret the most significant artist-designed environment in the United States, Frederic Church’s Olana.

Sincerely yours,

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

Meredith Kane
Trustee
The Olana Partnership invites you to a

SUMMER SUNSET COCKTAIL PARTY

at a Private Home on Mount Merino

HUDSON, NY | SATURDAY, AUGUST 15 | 6 TO 8 PM

This year’s exhibition at Olana, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment opens on May 9 and is a collaboration with the Thomas Cole National Historic Site and the Crystal Bridges Museum of Art. A highlight of this year’s exhibition will be one of Nick Cave’s Soundsuit series (left), installed in Frederic Church’s Studio.

Completed in 2018, this home – an integrated environment of art, architecture and landscape – also features a Nick Cave Soundsuit (top right), as well as works by other contemporary artists. Ascend a walkway, cross a 60’ bridge over a designed landscape of native stone and specimen plantings, experience heightened Hudson River and Catskill Mountain views, and inhabit a fantastical world at sunset. Much like Frederic Church’s Olana, this home has been created by its owners in response to 360-degree views and a spectacular naturalistic hilltop setting.

Lead Supporters of the Olana Summer Party at $1,500 and above will be invited to this event. An address and directions will be provided after the purchase of Lead Supporter tickets.
THE OLANA SUMMER PARTY
FROM THE AMAZON
TO THE HUDSON
SATURDAY, JULY 18, 2020
LEAD SUPPORTER RECEPTION: 4-5 PM
MAIN COCKTAIL EVENT: 5-7 PM
OLANA’S RIDGE ROAD

SPECIAL EVENT
SUMMER SUNSET COCKTAIL PARTY
AT A PRIVATE HOME
SATURDAY, AUGUST 15, 6 TO 8PM
HUDSON, NY

LEAD SUPPORTER BENEFITS

Heade League - $5,000
- Eight (8) tickets to the Lead Supporter Reception and Main Cocktail Event;
- Six (6) tickets to a private Summer Sunset Cocktail Party;
- Recognition at the Summer Party;
- Listing on the printed invitation and Olana Summer Party page;
- Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment

The Amazonians - $2,500
- Six (6) tickets to the Lead Supporter Reception and Main Cocktail Event;
- Four (4) tickets to a private Summer Sunset Cocktail Party;
- Listing on printed invitation and Olana Summer Party page;
- Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment

Pollinator Patrons - $1,500
- Four (4) tickets to the Lead Supporter Reception and Main Cocktail Event;
- Two (2) tickets to a private Summer Sunset Cocktail Party;
- Listing on printed invitation and Olana Summer Party page;
- Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment

Charm Circle - $500
- Two (2) tickets to the Lead Supporter reception and Main Cocktail Event;
- Listing on printed invitation and Olana Summer Party page;
- Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment

To be listed on the printed invitation, please respond by May 15.
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 Reception and Main Cocktail Event;
• Six (6) tickets to a private Summer Sunset Cocktail Party;
• Logo placement and link on social media posts;
• Logo placement on e-blast for the month of June;
• Logo placement on Olana Summer Party page;
• Logo placement on invite (2,500 direct mail);
• Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment
• Mention in press releases. Previous publications include The New York Times and Wall Street Journal;
• Recognition at the Summer Party.

Business Sponsor - $2,500
• Six (6) tickets to the Reception and Main Cocktail Event;
• Four (4) tickets to a private Summer Sunset Cocktail Party;
• Logo placement and link on social media posts;
• Logo placement on e-blast for the month of June;
• Logo placement on Olana Summer Party page;
• Logo placement on invite (2,500 direct mail);
• Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment

Associate Sponsor - $1,500
• Four (4) tickets to the Reception and Main Cocktail Event;
• Two (2) tickets to a private Summer Sunset Cocktail Party;
• Logo placement and link on social media posts;
• Logo placement on e-blast for the month of June;
• Logo placement on Olana Summer Party page;
• Invitation to Olana’s 2020 exhibition opening, Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment

Friend Sponsor - $500
• Two (2) tickets to the Reception and Main Cocktail Event;
• Logo placement on Olana Summer Party page;

To be listed on the printed invitation, please respond by May 15.
Please feel free to bring children under 16 years old as our guests.
CONTACT INFORMATION

☐ I would like to join as a Lead 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: __________

  Signature: ___________________________________________________________________

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

For more information and to purchase tickets, call Mabel 518-751-6901.

To be listed on the printed invitation, please respond by May 15.

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!