

March 16, 2021

Dear Friend,

The Olana Partnership will again reimagine our annual summer event as ***The Olana Viewshed Tour***, which includes a gourmet picnic lunch and will take place on **Saturday, August 14, 12 -5 PM**. Last year's Olana Viewshed Tour quickly sold out and received rave reviews, so we are thrilled to reinvent and expand it this year.

The tour invites participants to safely explore Olana's surrounding landscape and experience some of the best views in our region. We invite you to be a Lead Supporter of this popular event. Our 2021 Honorary Chairs are Olana's neighbors, celebrated author **Brooke Allen** and architectural photographer **Peter Aaron**, who will join us in introducing you to the incomparable landscape which surrounds Olana.

We are excited to present a rare collection of private properties -- a combination of last year's top favorites and new rarely seen locations -- all within five miles of Frederic Church's Olana. The selected properties include protected scenic landscapes and working farms, as well as historic and contemporary architecture set against dramatic backdrops of the Catskill Mountains, the Hudson River, and Olana.

Supporters at the **\$1,500 level and above** will have access to an additional exclusive historic property during the Viewshed Tour, and supporters at the **\$2,500 level and above** will also be invited to a private outdoor cocktail event on **Saturday, September 18** at a spectacular contemporary residence atop neighboring Mount Merino. Like Olana, this Mount Merino home is sited amidst magnificent 360-degree views of the Hudson Valley and beyond, and it masterfully combines art, architecture and landscape, as well as a singular art collection.

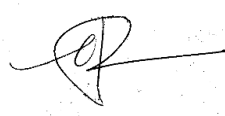
Our self-guided tour begins at Olana, where visitors receive a map of the private properties and a gourmet picnic lunch by **Talbott & Arding Cheese and Provisions**. Supporters are invited to drive to these properties in any order. Our tour map also includes a selection of outdoor picnic locations, each with a spectacular view.

Based on capacity, we expect that this year's event will sell out again. **If you reply by June 30, your name will be included as a benefactor 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 PARTNERSHIP INVITES YOU TO A
SUNSET OUTDOOR COCKTAIL EVENT

AT A PRIVATE HOME ON MOUNT MERINO

HUDSON, NY | SATURDAY, SEPTEMBER 18 | 5 TO 7 PM

This year's exhibition at Olana, *Cross Pollination: Heade, Cole, Church, and Our Contemporary Moment* opens on June 12 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.



Nick Cave, *Soundsuit*, 2006-2012. Collection of Carol McCranie and Javier Magri. © Nick Cave. Courtesy of the artist and Jack Shainman Gallery, New York. Photo by James Prinz Photography.



Architecture by KOKO Architecture & Design

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 Viewshed Tour 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.



THE OLANA VIEWSHED TOUR

SATURDAY, AUGUST 14, 2021, 12 - 5 PM

HONORARY CHAIRS: Brooke Allen and Peter Aaron

RAIN OR SHINE

Our self-guided outdoor tour begins at Olana, where visitors receive a map of the private properties and a gourmet picnic lunch by Talbott & Arding Cheese and Provisions. Supporters are invited to drive to these properties in any order. Our printed tour map will include a selection of outdoor picnic locations, each with a spectacular view.

Supporters at the **\$1,500 level and above** will have access to an additional, exclusive historic property during the Viewshed Tour. Supporters at the **\$2,500 level and above** will also be invited to a private outdoor cocktail event on **Saturday, September 18** at a spectacular contemporary residence atop neighboring Mount Merino.

LEAD SUPPORTER BENEFITS

Panorama Patrons - \$5,000 *SOLD OUT*

- **Eight (8) tickets** to the Viewshed Tour;
- **Four (4) tickets** to a private outdoor cocktail event on Saturday, September 18;
- Invitation to exhibition related events
- Recognition on the Viewshed Tour printed map and OLANA.org website.

Scene Society - \$2,500 *SOLD OUT*

- **Six (6) tickets** to the Viewshed Tour and additional higher-level property;
- **Two (2) tickets** to a private outdoor cocktail event on Saturday, September 18;
- Invitation to exhibition related events
- 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;
- Invitation to exhibition related events
- 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.



BUSINESS SPONSOR OPPORTUNITIES

Presenting Sponsor - \$5,000 *SOLD OUT*

- **Eight (8) tickets** to the Viewshed Tour;
- **Six (6) tickets** to a private outdoor cocktail event on Saturday, September 18;
- Invitation to exhibition related events
- 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 *SOLD OUT*

- **Six (6) tickets** to the Viewshed Tour and additional higher-level property;
- **Four (4) tickets** to a private outdoor cocktail event on Saturday, September 18;
- Invitation to exhibition related events
- 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;
- Invitation to exhibition related events
- 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 June 30.



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, visit OLANA.org/Viewshed2021 or call Alison Tretter at 518-391-1232.

To be listed as a supporter on the printed map, please respond by June 30.

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!

