



Easthampton, June 30, 2015

Dear Friend of the Arts,

Art in the Orchard (AiO) 2015, the **Third Biennial Outdoor Sculpture Exhibit @ Park Hill Orchard** in Easthampton, is almost here! We are very excited to share the exceptional artists and events we have lined up for you. This year's show will feature 28 wonderfully unique juried sculptures and installations, selected from a record 45+ submissions.

Art in the Orchard is funded in part by a grant from the Massachusetts Cultural Council and by generous sponsors and private donors like you. We need and appreciate the continued support of our communities to make this incredible event possible.

With a variety of theatrical and dance performances, musical events, activities for children and families and apple picking, and 28 new sculptures and installations, we expect the visitor count to be well over 25,000. (More than 17,000 guests came to AiO'13!)

This increase in offerings and visitors means more expenses, and we need your help to reach our budget goal of \$40,000.

We are offering a variety of ways for you to help us bring this exceptional show to friends and families from our beautiful Pioneer River Valley and beyond:

- 1.) Choose a sponsorship level (see attached list) and mail in your form and check.
- 2.) Donate directly by check. (Every tax deductible contribution counts!)
- 3.) Visit artintheorchard.org and click on **DONATE**.
- 4.) Do you have a unique sponsorship idea: contact us at 413-977-3717.

How will your contribution help?

- *It will help pay for the stipend that each artist receives.*
- *It will help pay for the costs associated with printing our creative program guides and trail maps, postcards, posters, lawn signs, trail signs, AiO advertising and more.*
- *It will help pay for site building materials and improvements; handicap accessible trails, and a performance stage.*
- *It will help pay for the purchase of a golf cart for visitors with mobility challenges, a gathering tent for events and rain shelter, a bike rack, picnic tables and trail benches. The list goes on...*

AiO'15 commences with an opening ceremony mid-August and will be open every day until late October. We look forward to sharing the joy and seeing you at AiO'15 @ Park Hill Orchard.

We are truly grateful for our community involvement and thank you for your help and continued support!

Most Sincerely,

For the Board of AiO

PS: Please make your tax deductible checks out to **Easthampton Media**, our fiscal sponsor, or go to artintheorchard.org and click on **DONATE**. Not able to contribute financially? Consider volunteering! Go to artintheorchard.org and click on 'AiO 2015 Help Wanted'

Art in the Orchard | Park Hill Orchard | 82 Park Hill Road | Easthampton | MA | 01027
artintheorchard.org | (413) 977-3717 | AiO@parkhillorchard.com



Thank You!

Sponsorship Options	Sponsorship Level	Your Sponsorship Package includes:			
Comprehensive AiO Platinum Sponsors	\$5,000	LARGE Banner @ Orchard Farm Stand (8' x 4' provided by Sponsor) + full page color ad in the Trail Guide, + 'Thank You' mention in trail guide, at the Kiosk and on the website.			
Mobility Golf Cart Sponsor	\$3,000	Your generous donation will provide access to those who need assistance. Name on Golf Cart, 1/2 color page ad in the Trail Guide + 'Thank You' mention in trail guide, at the Kiosk and on the website.			
Welcome Kiosk Sponsors	\$2,500	Big Banner @ Welcome Kiosk (5'x2' provided by Sponsor), + 1/4 page color ad in the Trail guide, + 'Thank You' mention in trail guide, at the Kiosk and on the website.			
Stage Platform Sponsors	\$2,000-\$4,000	Big banner on the performance stage (5'x2' and larger, provided by Sponsor) + 1/4 page color ad in the Trail Guide + 'Thank You' mention in trail guide, at the Kiosk and on the website. (Banner size determined by level of sponsorship)			
Gathering Gazebo (picnic & shade)	\$1,500	Banner @ Gazebo (3'x2', provided by sponsor) + 1/4 page B/w ad in the Trail Guide, + 'Thank You' mention in trail guide, at the Kiosk and on the website.			
Trail Map Sponsors	\$1,000	Customized trail map created by local illustrator Chris Murphy. Your name, address, web address & phone number on the map border. Map will be published in Hampshire Life.			
Bike Rack Sponsor(s)	\$1,500	Lots of cyclists visit us along this beautiful ride route. Your name on the bike rack + 1/4 B/w ad in the Trail Guide.			
Recycle Sites	\$1,000	Provide recycle containers. Your name at sites + on website + 1/4 B/w ad in the Trail Guide.			
Doggie Refreshment Site	\$1,000	Provide waste bags, water bowls & treats. Your name at the site + on the website + 1/4 B/w ad in the Trail Guide.			
Trail Bench Sponsors	\$300-\$500	These benches will be heavily used by our guests, providing a respite and place to view the sculptures. Your name on a bench + and on our website + 1/4 B/w ad in the Trail Guide.			
Restaurant Listing in the AiO15 GREAT LOCAL FOOD GUIDE		Trail Guide Ad Options:			
With visitors from all over New England, you've got LOTS of folks to look forward to meeting! 1/2 page Color : \$350 (Name, address, website, phone)		Full Page Color: \$1,000 Full Page B/w: \$650 Half Page Color: \$550 Half Page B/w: \$325 Quarter Page Color: \$250 Quarter Page B/w: \$150			

All donations and gifts are tax deductible.

Please use our handy enclosed envelope and form to submit your request.

Submit all art to: (300 dpi logos) info@bigredframe.com

Please make payable to: Easthampton Media, our Fiscal Sponsor.

Art in the Orchard | 82 Park Hill Road, Easthampton, MA 01027 | artintheorchard.com | (413) 977-3717 (Jean-Pierre Pasche)

The Benefits of Partnering with Art in the Orchard 2015

Art in the Orchard is unique, the only one of its kind in New England. Set on the bucolic grounds of a working farm, on a hill with stunning views of Mt. Tom range.

An estimated 5000 people visited Art in the Orchard 2011, and as many as 17,000 thousand came in 2013. This year's attendance will most likely surpass the 25,000 mark; this will give your company extensive exposure, far superior to any other events in the area.

Art in the Orchard has been recognized by the Massachusetts Cultural Council as an exemplary community arts event (2012 Gold Star Award).

Your company's name and/or logo will be displayed at the Welcome Kiosk – the first stop for all visitors.

AiO will be the area's prime cultural and tourist destination and attract diverse local and regional demographics including school groups, families, businesses, apple pickers, and art and nature lovers.

Art in the Orchard enhances the Pioneer Valley's diverse creative economy and its reputation as a dynamic cultural destination.

The Program Guide, with your sponsored advertisement, will be presented to all visitors; most of them taking them home as a souvenir.

Art in the Orchard will generate strong local and regional press coverage over the 12 week period.

Your company name will be associated with a very popular and highly praised event.

Your support will help in creating a high quality sculptural exhibit and an eclectic performance program.





Statements



“Best show the area has seen in a long time if not forever.”

- **J. Landry**



Art in the Orchard provides a unique opportunity to combine the best of Easthampton and the Pioneer Valley - our art, our farms, and our remarkable location. People have the opportunity to enjoy the art, the fresh fruit and the spectacular views all at the same time. It's a unique experience but, then again, so is Easthampton.”

- **Rep. John W. Scibak - Second Hampshire District**



“Art in the Orchard transforms the run-of-the-mill art festival into an outdoor cultural experience that truly embodies the Pioneer Valley. Experience walking trails, spectacular sculpture, captivating performance, and freshly grown food all located in the undiscovered landscape of Easthampton's Park Hill Orchard.”

- **Burns Maxey, Coordinator, Easthampton City Arts +**



“It's unique. It's a labor of love and gift to the community. The success shows in the number of people who come here.”

- **Lauren Mills, Sculptor**



“The Easthampton Cultural Council is always excited to fund collaborations. We nominated Art in the Orchard because it was a collaboration that brought arts to the community and between businesses and many artists.”

- **Kristin Angel, Chair of the Easthampton Cultural Council**



“Park Hill has a wonderfully rich scenic vista that offers visitors a spectacular view of the valley. The installation of interesting works of art in the orchards and the incorporation of varying visual performances makes this a unique opportunity to enjoy art and culture in the outdoors, to be seen through the lens the changing seasonal landscape.”

- **Mike Tauznik, Mayor of Easthampton**



“Beautiful setting for fun and interesting art work. The interactivity makes it very special!!”

- **L.Holzman**



“This is fantastic, I would love to do something like this in our orchard in North Carolina!!.”

- **M.B. Parent**

🍏 “My first outdoor sculpture and tallest piece yet. Park Hill Orchard is so beautiful I wanted to make a piece to see against the huge sky, Mt. Tom and the Holyoke range. Wow it could not be a more inspiring setting!

- **L.Latimer, Sculptor**

🍏 “I am so grateful to live around the corner and pass this installation in all kinds of light, it makes me so very gay as in happy happy joy joy. It's surreal and sublime. Thank you all!!”

- **Amiee Ross**

🍏 “Art in the Orchard was clever and fun. My grandchildren loved every minute, as did we. When we got to the end, they wanted more!! Nice job.”

- **S. Arata Barocas**

🍏 “Just got back and was blown away. Beautiful farm loaded with fruit trees and berry bushes, stunning views and scenery, and amazing sculpture installations – all only 1/2 hr from my home. I hope you continue for years to come.”

- **Kathleen Teagno**

🍏 “Just wonderful! A fantastic show in a stunning setting. It was the perfect outing to bring local friends and out-of-town visitors together for a special, very Valley experience. Thanks to the hosts and curator of the show!”

- **A. Eastman Black**

🍏 “What a wonderful experience! If you haven't attended yet, I encourage you to find a time and go. It is inspiring, restful, joyous.”

- **G. LeClair**

🍏 “This year's show was tremendous and I was lucky enough to visit several times with family and friends. Please continue this wonderful contribution to our valley arts offerings – brilliant, just brilliant!!!”

- **J.F. Russell**

🍏 “It is amazing to discover new and wondrous spaces after living here most of my life! So here are my 5 REASONS WHY I AM FALLING BACK IN LOVE WITH THE VALLEY
#1. PARK HILL ORCHARD, Easthampton: This is where they host Art In The Orchard and grow community with their apples! Scenically, its a Candy Land/Garden of Eden mix!”

- **M. Hoagland**

Art in the Orchard 2015: Jury Selected Works

Susan Arthur, Edgartown, MA
SusanArthur.net

Caution Nests
Knitted Caution Tape

Rosemary Barrett, Holyoke, MA
Child with Mother
Poured Bronze

Pat Bennet, Holyoke, MA
Who Lives Here?
Hay and Fabricated Steel Wire

Fielding Brown, Westwood, MA
FieldingBrown.com
Tetra Tower
Stainless Steel, Wood

Gerald S. Clark, Hadley, MA
Aural Aromatherapy Organ
Wood, Stone, Native Plants

Tim de Christopher,
Turners Falls, MA
TimDeChristopher.com
Our Feathered Friend
Limestone

Sally Curcio, Northampton, MA
Anne LaPrade Seuthe,
Hadley, MA
SallyCurcio.com
SUPER Natural
Crystals and Gemstones

Peter Dellert, Holyoke, MA
PeterDellert.com
Truth #1
Wood

Elizabeth Denny, Florence, MA
Pat Bennet, Holyoke, MA
We're on the Road to Nowhere
Metal

Mark Fenwick, Guilford, VT
TheFenwick.info
Song of the Birth of Stars
Wood

Piper Foreso, Northampton, MA
PiperGlassAndSteel.com
The Tribe
Steel, Glass, Lights

Susan Halls, Easthampton, MA
SusanHalls.com
Orchard Pig
Fired Clay

Lyn Horan, Holyoke, MA
CarolynLyonsHoran.com
What the Birds Know
Steel, Tyvek, Acrylic

Sue Huang, Northampton, MA
Sue-Huang.com
Invisible Pieces: Mirrors I
Mirrored Acrylic

Eileen Jager, Easthampton, MA
EileenJager.com
Chalice & Blade
Blown Glass

Matt Evald Johnson,
Easthampton, MA
EvaldArt.com
Pest Control
Forged and Fabricated Steel

Lindsey Molyneux,
Huntington, MA
LindseyMolyneux.com
Feed me Apples!
Driftwood

Trisha Moody-Bourbeau,
Deerfield, MA
TMB Metalworks on Facebook
Penny
Metal

David Poppie, Westhampton, MA
DavidPoppie.com
Burst
Reclaimed Spools

Laura Reinhard, Florence, MA
LauraReinhard.com
Worn Shells
Copper

Katie Richardson, Hadley MA
KatieRayArt.com
Empty
Steel, Wire, Cast Glass

Michael Roche, Braintree, MA
MikeRocheStudio.com
Emerald City
Ceramic

Antoinette Prien Schultze,
Eliot ME
AntoinettePSchultze.com
Totem
Granite, Glass

Fletcher Smith, Easthampton, MA
youtu.be/omRSvyNdmJg
Jacob's Dream
Acrylic

Michael Tillyer, Conway, MA
TillyerVision.com
Jim, friend of Tim, appears with Tim
with his Clarinet
Wood, Metal

Nora Valdez, Dorchester, MA
NoraValdez.com
The Visitor
Stone, Metal

Sophie Woods, Montague, MA
The Sleepers
Cob

Chris Woodman, Easthampton, MA
Cosmic Gypsy
Steel, Glass

How You Can Help - AiO15

Financial and in-kind contributions are the lifeblood of Art in the Orchard. Every donation, sponsorship and in-kind act, allows AiO to grow its artist participation by helping pay their stipend, to improve its paths and resting areas, offer access to those who need assistance getting around the 10 acres of art installations, offer music, poetry, dance, story telling, theatrical events, mid-night moon walks and so much more.

AiO is created, developed and managed solely by generous volunteers providing countless hours of service. It is only through your donations and sponsorships and our volunteers, that we are able to bring you this biennial art show, unsurpassed in the Valley.

AiO13 brought us over 17,000 visitors (August - October 2013). We expect 25,000 visitors for AiO15.

5 Easy Ways to Contribute!

Option 1: Make a donation... any amount greatly appreciated! (artintheorchard.org)

Option 2: Sponsor something we need... like a mobility golf cart, resting benches, a bike rack or the entire AiO15 event! (See our Sponsorship insert.)

Option 3: Place an ad in our Trail Guide. (25,000 printed)

Option 4: For restaurants - list your establishment in our **AiO LOCAL GOOD FOOD Guide** (part of the Trail Guide)

Option 5: Trail Map Name Placement (act quickly, limited availability). The AiO15 Trail map will be published in the Hampshire Gazette in early August.

Please complete the reverse side of this card with your choices.



Art in the Orchard[™] | Park Hill Orchard

82 Park Hill Road | Easthampton | MA | 01027

artintheorchard.org

Please see our Sponsorship insert for complete details on how you can help make AiO15 the best show ever!

☐ **Option 1:** Donation Amount \$ _____

☐ **Option 2:** Sponsorship Item(s) & Level: (see insert)

Option 3: Trail Guide Ads: Please note your choice here:

- ☐ Full Page Color Ad @\$1000 ☐ Full Page B/W Ad @\$650
☐ Half Page Color Ad @\$550 ☐ Half Page B/w Ad @ \$325
☐ 1/4 Page Color Ad @ \$250 ☐ 1/4 Page B/w Ad @ \$150

Option 4: List your food establishment in our great **Local Food Guide**. (Name or logo, Address, Phone number, web address)

☐ **\$300**

Option 5: List your business on our Trail Map!
(Name or logo, Address, Phone number, web address)

☐ **\$350**

Please Complete Contact Information:

Name/Company

Street Address

City | State | Zip

Phone

Email

Please make all checks payable to Easthampton Media,
our FISCAL SPONSOR. **Your contribution is tax deductible.**



Art in the Orchardsm | Park Hill Orchard

82 Park Hill Road

Easthampton | MA | 01027

artintheorchard.org

(413) 977-3717