



Terrance Brennan and Friends at  
The Culinary Institute of America

## A Unique Culinary Event to Benefit Hudson River Sloop Clearwater

Hosted by Chef Terrance Brennan and  
Dr. Tim Ryan, President of the CIA  
Sunday, September 25, 2016 from 4:00 pm to 8:00 pm  
The Culinary Institute of America, Hyde Park, NY

### **DINNER JOURNAL AD KIT**

Cocktail hour with signature hors d'oeuvres will take place on the lawn, followed by a five-course, farm-to-table dinner created by celebrity chefs from the Hudson Valley. The evening will include a bluegrass musical performance by Jim Gaudet and the Railroad Boys, silent action and live auction with auctioneer Kevin Doyle of Sotheby's, as well as a special guest speaker, to be announced. This one-of-a-kind event, supported by the CIA, local growers, vintners, and distillers, promises to be an unforgettable occasion, celebrating the bounty of the Hudson Valley, the return of the Hudson River's iconic Tall Ship *Clearwater*, and our shared commitment to a sustainable future.

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### **DISTRIBUTION AND DEMOGRAPHICS**

Attendance by approximately 300 guests including the Hudson Valley's culinary luminaries and devotees, major donors to Clearwater, and other Hudson River focused organizations. Guests live in Westchester, Putnam, Ulster and Dutchess Counties and New York City. Individuals are well established, community and non-profit leaders, culinary aficionados and/or environmentally focused, hold advanced degrees, are well read and traveled, local restaurant and arts patrons, home owners, 35 years and older.

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Win two Public Sail Tickets for an unforgettable experience aboard the sloop *Clearwater*!  
For every \$100 spent, earn one raffle ticket. Drawing will be at the benefit. Winners will be notified.

**DEADLINE** - All camera-ready program ads and names are due no later than September 7th, 2016.

**Contact: Shameika Hanson, Advertising Coordinator**  
**845 265-8080 or Shameika@clearwater.org**



## 2016 Chefs for Clearwater Program Advertising Specifications

For an additional 50%, your ad will also appear in Hudson River Sloop Clearwater's annual gala program book in November 2016 celebrating sloop *Clearwater's* captains.

Borders are required on all ads except for full page ads. All ads are printed in 4 Color or Black & White.

Ads can be designed with provided content for an additional fee of \$50. All artwork must be 266 dpi at 100%.

Please provide materials created in In-Design or Photoshop as PDF, JPG or TIFF files. Send digital files saved as PDF/x-la (preferred) fonts included, JPG, or TIFF.

Email attachment must include company's name.  
(Example: Clearwater\_Chefs\_Ad.pdf)

Direct all production questions to Shameika Hanson at Shameika@clearwater.org.

Full page  
4.5" x 7.5"  
\$1,000

Half page  
4.5" x 3.5"  
\$500

Quarter page  
2.25" x 3.5"  
\$300

Business card  
3.5" x 2"  
\$200



## 2016 Chefs for Clearwater Program Advertising Invoice and Contract

Ad Size	Width x Height	Unit Price	Order Amount (\$)
Full Page	4.5 x 7.5	\$1000	
Half Page	4.5 x 3.5	\$500	
Quarter Page	2.25 x 3.5	\$300	
Business Card	3.5 x 2	\$200	
Include Ad in Hudson River Sloop Clearwater's Annual Gala Program Book in November 2016		Unit price x .50	
Please Design Ad with Provided Content		\$50	
Total Invoice Amount			

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### PAYMENT METHOD

Enclosed is my check payable to Hudson River Sloop Clearwater

Please charge my credit card:  American Express  Mastercard  Visa

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Payment due in full with reservation. Unpaid ads will not be printed.

Camera ready artwork must be emailed by September 7, 2016 to: [chefs@clearwater.org](mailto:chefs@clearwater.org).

All artwork must be 266 dpi at 100%. Please send digital files saved as PDF/x-la (preferred) fonts included, JPG, or TIFF.

Email attachment must include company's name (Example: Clearwater\_Chefs\_Ad.pdf).

Mail, Fax or Email reservation to Hudson River Sloop Clearwater, 724 Wolcott Avenue Beacon, NY 12508

Fax: 206-350-5680 ~ Email: [chefs@clearwater.org](mailto:chefs@clearwater.org)

Contact: Shameika Hanson, Advertising Coordinator

845 265-8080 or [Shameika@clearwater.org](mailto:Shameika@clearwater.org)