



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 17, 2017 from 4:00 pm to 8:00 pm  
The Culinary Institute of America, Hyde Park, NY

### **THE SECOND ANNUAL CHEFS FOR CLEARWATER DINNER**

*Cocktails and signature hors d'oeuvres served on the lawn*  
*A five-course, farm-to-table dinner created by celebrity chefs of the Hudson Valley*  
*Silent and live auctions*  
*Master of Ceremonies, Tom Chapin*  
*Bluegrass music by Two Dollar Goat*  
*A special guest speaker, to be announced*

This one-of-a-kind annual event, supported by the Culinary Institute and local growers, vintners and distillers, promises to be an unforgettable occasion, celebrating the bounty of the Hudson Valley, the mission of the Hudson River's iconic Tall Ship Clearwater, and our shared commitment to a sustainable future.

### **AUDIENCE DEMOGRAPHICS**

Approximately 300 culinary luminaries of the Hudson Valley, major donors to Clearwater, and other prominent residents and community leaders in New York City, Westchester, Putnam, Ulster and Dutchess Counties are expected to attend. This is an affluent, well read and well traveled audience passionate about food and wine, the arts and the environment.

### **AD DEADLINE**

All camera-ready journal ads are due no later than August 22, 2017.

**Contact: Wren Longno, Development Director**  
**845 265-8080 ext 7118 or [Wren@clearwater.org](mailto:Wren@clearwater.org)**



## 2017 Chefs for Clearwater Journal Advertising Specifications

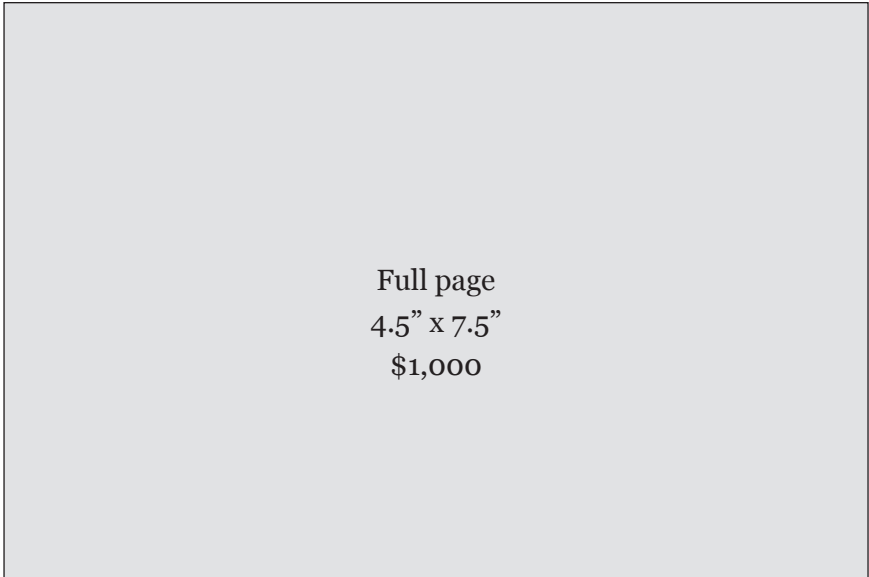
Borders are required on all ads except full page ads. All ads are printed in either 4-Color or Black & White. Ads can be designed with provided content for an additional fee of \$50. All artwork must be 266 dpi at 100%. Please provide materials created in InDesign or Photoshop and saved as PDF, JPG or TIFF files.

PDF/x-1a files (fonts included) are preferred. Email attachments must include your company's name. (Example: Brennan\_Group\_Ad.pdf)

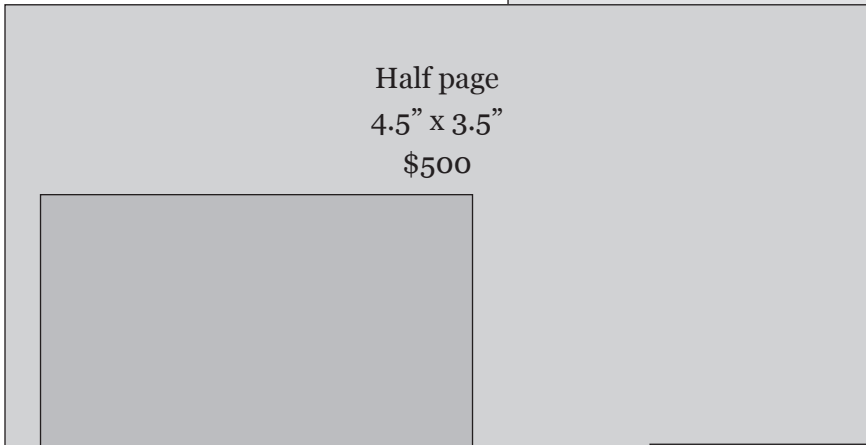
***For an additional fee of 50%,  
your ad will also appear in the  
journal of Hudson River Sloop  
Clearwater's annual Gala,  
honoring Clearwater board  
members from 1967 to the  
present, to be held at the  
Garrison Country Club in  
February, 2018.***

Please direct all production questions  
to Wren Longno.

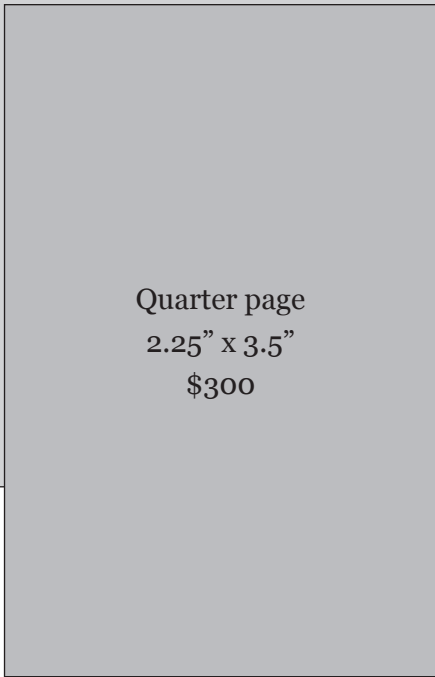
Wren@clearwater.org



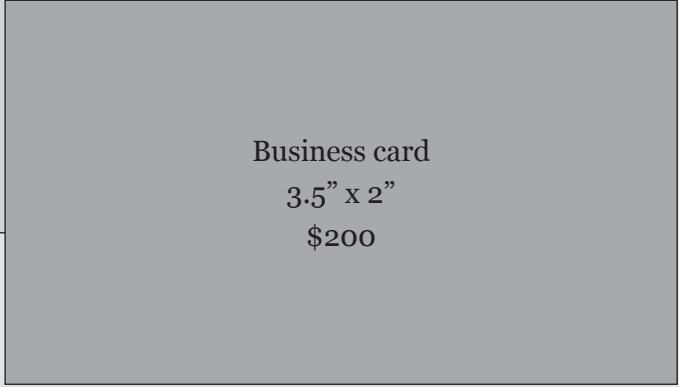
Full page  
4.5" x 7.5"  
\$1,000



Half page  
4.5" x 3.5"  
\$500



Quarter page  
2.25" x 3.5"  
\$300



Business card  
3.5" x 2"  
\$200



## 2017 Chefs for Clearwater Journal 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 Journal of Hudson River Sloop Clearwater's Annual Gala in February, 2018		Unit price x .50	
Please Design Ad with Provided Content		\$50	
Total Invoice Amount			

**Win two Public Sail tickets for an unforgettable experience aboard Clearwater!**  
Every \$100 spent earns one raffle ticket. Winners will announced at the dinner and notified by email.

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 August 22, 2017 to: [chefs@clearwater.org](mailto:chefs@clearwater.org). All artwork must be 266 dpi at 100%. Please send digital files saved as PDF/x-1a fonts included (preferred), JPG or TIFF. Email attachment must include your company's name (Example: Brennan\_Group\_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: Wren Longno, Development Director

845 265-8080 ext 7118 or [Wren@clearwater.org](mailto:Wren@clearwater.org)