



THE HYDE COLLECTION

Dear Friends of The Hyde,

Here at The Hyde, summer means sharing our gratitude with dedicated champions during the annual Luncheon on the shores of Lake George. **This year, we celebrate friend, and former curator and executive director, Erin M. Coe.** During her steadfast leadership, Erin steered The Hyde to new heights through the acquisition of the Feibes + Schmitt Collection and spearheaded the expansion of the modern museum complex visitors enjoy today.

On Monday, July 21, The Hyde will host the 2025 Hyde Summer Luncheon at The Sagamore Resort on Shelving Rock Terrace as we celebrate Erin's impact on the Museum and our community. The Summer Luncheon, held annually to recognize the late Charlotte Miller's commitment to the arts, allows us to highlight the achievements of artistic and cultural changemakers like Erin in our region, while raising capacity building funds for The Hyde.

The Luncheon also offers a chance to network with industry leaders across various sectors including arts and culture, tourism and hospitality, healthcare, and more. **With an average attendance of 175 to 200 guests, this event offers prospective sponsors and advertisers excellent brand visibility opportunities across our shared community and throughout the event space.**

We invite you to show your support for this event and the Museum by joining the Honorary Committee, or as a sponsor or advertiser. **To take full advantage of the recognition opportunities outlined here, we appreciate receiving your commitment no later than June 25.** If you have questions about the annual Summer Luncheon, please contact Director of Development, Christine Hoard at events@hydecollection.org or at 518-792-1761 ext. 320.

Sincerely,

Kate Wilkins
Chief Advancement Officer

Christine Hoard
Director of Development

HONORARY COMMITTEE

In gratitude for your generosity, your support on the Honorary Committee affords you a seat at the table and offers recognition in digital, print, and throughout the event space.

Number of tickets I/we would like to purchase to join the Honorary Committee, at \$175 per ticket. Total amount \$ _____

OR

I would like to purchase a full Honorary Committee table (10 seats), at \$1,750 per table.

Please write your name and the first and last names of your guests, then circle their meal choice (D=Duet entree / V= Vegan):

- | | | |
|----|-------|-------|
| 1 | _____ | D / V |
| 2 | _____ | D / V |
| 3 | _____ | D / V |
| 4 | _____ | D / V |
| 5 | _____ | D / V |
| 6 | _____ | D / V |
| 7 | _____ | D / V |
| 8 | _____ | D / V |
| 9 | _____ | D / V |
| 10 | _____ | D / V |

THE HYDE SUMMER Luncheon

In Memory of Charlotte Miller

Honoring Erin M. Coe



MONDAY, JULY 21, 11:30 AM

**Shelving Rock Terrace at
The Sagamore Resort**

110 Sagamore Rd, Bolton Landing, NY 12814



SCAN TO PURCHASE TICKETS OR
SUBMIT SPONSORSHIP ONLINE



PHOTO CREDIT

Top: Alexis Oltmer-Bergmann / Below: mclaughlinphoto.com

See the reverse side for Payment Information, Auction Donation, and Advertising Options.

SPONSORSHIP & ADVERTISING

Your participation—which offers visibility in digital, print, and throughout the event space—is a sign of investment in our region and encourages others across our shared community to join in partnership with The Hyde. Key underwriters like you make this highly anticipated annual event possible!

BENEFITS	\$250	\$500	\$750	\$1K	\$2.5K	\$5K	\$10K
Recognition on digital platforms	●	●	●	●	●	●	●
Complimentary event tickets for you and guests		2	4	6	8	10	10
Social media shout out & recognition as event sponsor					●	●	●
Verbal recognition during the event					Major Sponsor	Signature Sponsor	Presenting Sponsor
Golf cart valet service from dock to dining room (slip reservation required)						●	●
Curator led tour & champagne toast for 12, plus Director's Circle membership							●

Please note: for recognition, including in the printed program, we appreciate receiving your commitment by June 25, 2025.

INFORMATION & PAYMENT

Name (as it should appear) _____
or
 Company (as it should appear) _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Check enclosed Bill credit card

I/we would like to sponsor the 2025 Summer Luncheon at the \$_____ level.

I/we would like to purchase a _____ page ad for \$_____, and will send our ad design by June 25.

Total amount (Tickets/Sponsorship/Advertising) \$ _____

Name on card _____

Acct # _____

Exp _____ / _____ CSV _____ Billing Zip _____

Signature _____

Yes, I/we plan to use _____ complimentary sponsor tickets and will confirm guests by 7/7/25.

No, I/we will not use our complimentary sponsor tickets

I cannot attend, but please accept my donation of \$ _____

MONDAY, JULY 21
The Sagamore Resort
11:30 AM



ADVERTISING OPPORTUNITIES

Support The Hyde and promote your brand by placing an ad in the program. Ads are available in the following sizes:

Full page \$500 (8"High x 5"Wide)
Half page \$250 (3.75"H x 5"W)
Quarter page \$150 (3.75"H x 2.25"W)

JUNE 25: Deadline for print-ready program ads (files should be 300 dpi, jpg or tiff)

Please email your print-ready ad files to events@hydecollection.org

Yes, I/we would like to purchase an ad in the printed Luncheon program.

Please select the ad size below:

- Full page \$500 (8"high x 5"wide)
- Half page \$250 (3.75"h x 5"w)
- Quarter page \$150 (3.75"h x 2.25"w)

AUCTION DONATION

I would like to donate an item/items to the Summer Luncheon Auction.

Please add the phone number we can use to contact you about your auction donation:

JUNE 25: Deadline for submitting Auction Item confirmation, images, and descriptions.

For questions, contact Christine Hoard:
events@hydecollection.org | 518-792-1761 ext. 320



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