



c o w p a r a d e

White Plains



The CowParade Story

- CowParade is the largest and most successful public art event in the world.
- CowParade events have been staged in over 75 cities and 30 countries worldwide.
- Over half a billion people around the world have seen one of the famous cows.
- Over \$30 million has been donated to charitable organizations through the auction of the COWS.
- Over 5,000 artists worldwide have participated in CowParade.



CowParade Timeline

1999

Chicago, Illinois, USA

2000

New York City, New York, USA
Stamford, Connecticut, USA
West Orange, New Jersey, USA

2001

Kansas City, Missouri, USA
Houston, Texas, USA
Sydney, Australia

2002

London, England
Venspils, Latvia
Portland, Oregon
Las Vegas, Nevada

2003

Atlanta, Georgia
San Antonio, Texas
West Hartford, Connecticut
Tokyo, Japan
Isle of Man, UK
Dublin, Ireland
Brussels, Belgium
Auckland, New Zealand

2004

Manchester, UK
Harrisburg, Pennsylvania
Prague, Czech Republic
Stockholm, Sweden

2005

Johannesburg, South Africa
Barcelona, Spain
Monaco
Bratislava, Slovakia
Geneva, Switzerland
Sao Paulo, Brazil
Moscow, Russia
Bucharest, Romania

2006

Buenos Aires, Argentina
Florence, Italy
Lisbon, Portugal
Paris, France
Edinburgh, Scotland
Budapest, Hungary
Athens, Greece
Boston, Massachusetts
Denver, Colorado
Wisconsin, USA
Belo Horizonte, Brazil

Curitiba, Brazil
Guadalajara, Mexico

2007

Milano, Italy
Vigo, Spain
Marseille, France
Istanbul, Turkey
Copenhagen, Denmark
Miami, Florida
West Hartford, Connecticut

2008

Isle of Capri, Italy
San Jose, Costa Rica
Tijuana, Mexico
Leon, Mexico

2009

Madrid, Spain
La Jolla, California
Taipei, Taiwan
Hong Kong
Flushing, NY
Lima, Peru

2010

Margaret River, Australia
Bordeaux, France
Xiamen, China
Rome, Italy
Tunis, Tunisia
Sao Paulo, Brazil
Izmir, Turkey

2011

Santa Catarina, Brazil
Rio De Janeiro, Brazil



Cows in the News

Rank RPH głównym pasterczem kolorowych Krów

Krasule nadchodzą



Fall Fashion on View at Bosc/Mar Field | Insurance: 3 Years After 9/11

Hartford

Moo To The Max!

Don Smith brings the Moo to East Hartford
Brad Davis: Animals
Why he is called
in Hartford

Wants
Pompey
Center's
Worship
Center
Landscape
Beauty
Aerial
Photography
Plan

CowParade Hits West Hartford Center

Restaurants and our Congressional Dining Club



cowparade 2007
La più grande mostra d'arte contemporanea a

U.S. News & World Report

U.S. News

www.usnews.com

SCIENCE & IDEAS



The Statue inspired Jai Cen is one of 200 works on display in downtown Chicago.

Brazen bovine beauties

Chicago goes mad for painted cows, and even their droppings are attracting notice

Milano
Comune di Milano
Cultura

Cheripano children

Conferenza Stampa di presentazione

COWPARADE MILANO 2007

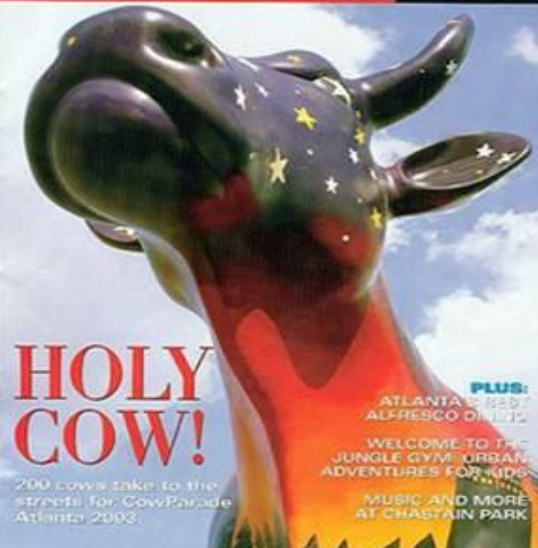
La più originale mostra contemporanea open air

"Stalla" cowparade
Via Soperga (altezza n°10) - Milano

Giovedì 12 Aprile - Ore 11.30

WHERE

SHOPPING, DINING, ENTERTAINMENT & MAPS ATLANTA



HOLY COW!

PLUS:
ATLANTA'S BEST ALFRESCO DINING

WELCOME TO THE JUNGLE GYM: URBAN ADVENTURES FOR KIDS

MUSIC AND MORE AT CHASTAIN PARK

200 cows take to the streets for CowParade Atlanta 2007

CowParade Patrons

CowParades corporate sponsors have included:

United Airlines; Bank of America; Land O' Lakes; Chick-fil-A; H-E-B; UMB Bank; Crate & Barrel; Macy's; Four Seasons Hotels; Marriott Hotels; Milwaukee Brewers; Boston Red Sox; New York Giants; Wells Fargo; Colorado Beef Council; Starbucks; Southwest Airlines; Delta Airlines; Oppenheimer Funds; Chubb; ING; Houghton Mifflin; Borders; Fidelity Investments; American Express; Banana Republic; Borden Milk Products; Conoco; Dillard's; EOG Resources; Shell Oil; Stuart Weitzman; UBS; and many others.



Designers and celebrity artists who have created cows:

Michael Graves (Designer, New York)
Kate Spade (Fashion Designer, Kansas City)
Vivienne Westwood (Fashion Designer, London)
Ronnie Wood (Musician, Rolling Stones, London)
Radiohead (Rock Band, Dublin)
David Lynch (Movie Director, New York)
Elio Fiorucci (Designer, Milan)
Christian Lacroix (Fashion Designer, Paris)

Cow purchasers and owners:

Oprah Winfrey
Vaclav Havel
Ringo Starr
Elton John
David James



Cows in the Streets



California



Spain



Rio De Janeiro



Moscow



Mexico City



Chicago



Barcelona



Cows Helping People:

Each CowParade event has an important charitable component. CowParade has helped Childline (London), Special Olympics (Bucharest), Childhood Cancer Foundation (South Africa), Champions for Children (Milan), Texas Children's Hospital (Houston), and many other charities around the globe.

In White Plains, CowParade will benefit numerous charities that have ties to the White Plains Community.

Businesses and individuals will have the opportunity to participate in this event on several sponsorship levels. The sponsorship levels will underwrite the expense of manufacturing, designing, artists fees, and professional local installation. The sponsorships are a critical element which ultimately brings each of the unique and locally designed cows to "life" in downtown White Plains.

Once the cows are completed, a preview event will launch the **CowParade White Plains**. These cows will be boldly placed in highly visible locations throughout White Plains. The cows will be on display for over 90 days, providing buzz, excitement and awareness.

At the end of the three-month exhibit, approximately 50 of the cows will be sold at a live auction. The proceeds from the sale of each cow will go to a pre-specified local charity. Once a cow is purchased, the purchaser is free to do what they wish with their cow.

In years past, the more popular cows have later been produced as Mini and Micro Cows, some of which are considered highly collectible. Since its inception, globally, CowParade has raised in excess of \$30 million for nonprofits.



CowParade White Plains Sponsorship Packages

	Cow Wrangler Partner	Cowboy Partner	Presenting Sponsors
	\$7,000	\$25,000	\$50,000
Cows	1 exhibit cow with sponsor logo on plaque QR Code	4 exhibit cows with sponsor logo on plaque 1 cow to own QR Code	6 exhibit cows with sponsor logo on plaque, first selection of approved art 2 cows to own QR Code
Mini Moo Cows		1 Mini Moo Cow	4 Mini Moo Cows
Micro Moo Cows		2 Micro Moo Cows	2 Micro Moo Cows
Auction & Preview Party	4 auction tickets 4 preview event tickets	10 auction tickets 10 preview event tickets	20 auction tickets 20 preview event tickets
Sponsor Marketing	Listing on marketing materials: - Web site - Event invitations - Signage	Listing on marketing materials: - Web site - Event invitations - Signage	Premier logo placement on marketing materials: - Web site - Event invitations - Signage - Social media - Newspaper supplements



CowParade White Plains Sponsors

CowParade White Plains wouldn't be possible without the support of dedicated sponsors. To learn how you or your company can get involved, visit:

<http://www.wpbid.com/cow-parade-WP.htm>



Thanks from CowParade White Plains

- **CowParade White Plains** is gearing up to be one of the most successful events in our history.
- Artists' submissions will be presented for selection to the CowParade Committee.
- We are eager to discuss custom designs. Please be advised that advertising on cows is not permitted.
- We appreciate you investing the time to listen to this great opportunity.
- Your sponsorship will be identified on a plaque at the base of the cow and in the QR code, which will be located on or near your cow.



Macy's
New York, NY



Bloomington's
New York, NY



Neiman Marcus
Chicago, Illinois



Saks Fifth Avenue
New York, NY



The Ritz-Carlton Boston, MA



Silverman Realty Group
Stamford, CT

