



January 19, 2009

Dear Potential Sponsor:

The Katy Heritage Society, ARTreach and the Katy Area Chamber of Commerce enthusiastically invite you to join us by supporting **ALL ABOARD KATY!**, a public art project designed to promote tourism and economic development in Katy, provide a unifying identity for the area and raise funds for important local non-profit agencies.

Chicago had painted cows. Cincinnati had painted pigs. Norfolk had mermaids and Tampa had turtles. Similar projects have successfully inspired a craze for public art projects across America in recent years. The Katy Heritage Society is bringing this spirited idea to the Katy area with the **ALL ABOARD KATY!** Art Train. You can sponsor a three-dimensional fiberglass model - in honor of Katy's railroad history, we have chosen nine-foot steam engine locomotives. A local artist will complete decorate the train with their own design or to your specifications. It will then be placed at the location of your choice with a plaque on the base with the names of who sponsored and decorated the train. Publicity will include a website with sponsor links, brochures and maps to locomotive locations, local and regional press and a large event to celebrate this important project.

When you join us as a sponsor you will:

-  Identify and unite the Katy area with a creative public art project
-  Join a community effort to promote tourism
-  Generate traffic to your business as a publicized Locomotive location
-  Support the work of two locally important 501(c) 3 charities

The cost can be a tax deductible charitable donation or advertising expense and the locomotive will be a long term investment in the Katy community. Please look over the attached materials. Our committee of conductors would be happy to meet with you to answer any questions you may have. We hope you'll join us in this project, the first of its kind in the metro-Houston area. To get on board simply send in the enclosed Sponsor form with your payment and we'll set up a time to show you a portfolio of artist ideas or design a train to your specifications. Don't miss this chance to promote your business and support Katy through this fun and worthwhile project.

ALL ABOARD KATY!



Carol Adams
Katy Heritage Society



Even in these economic times - for companies, civic groups, organizations, churches, hospitals, individuals and others to sponsor a locomotive makes good business sense. But maybe you're not ready to sponsor a train...there are other ways you can get on board!

To keep this project chugging along, we need volunteers to work on our Conductors Committee:

-  Local artists to become 'engineers', see the enclosed artists application
-  Advertising/ Public Relations
-  Website hosting and maintenance
-  Merchandising
-  A 'roundhouse' location to store the locomotives. A vacant storefront is ideal for this, even better if you'll let artists work there so the public can watch the progress.
-  Design and printing of brochures/ maps
-  Clear coat paint finish to protect decorated Locomotives
-  Donations to cover program expenses*
 - \$100 Flagman
 - \$200 Brakeman
 - \$500 Station Agent

We Are Honored to have the endorsement of the Katy Area Chamber of Commerce for the "ALL ABOARD KATY!" Art Train and invite you to get on board too!!!

(all donations of funds or services will be listed on the website and in all publications)

*DONATIONS SHOULD BE MAILED TO :
KATY HERITAGE SOCIETY
ALL ABOARD KATY!
P. O. BOX 359
KATY, TX 77492