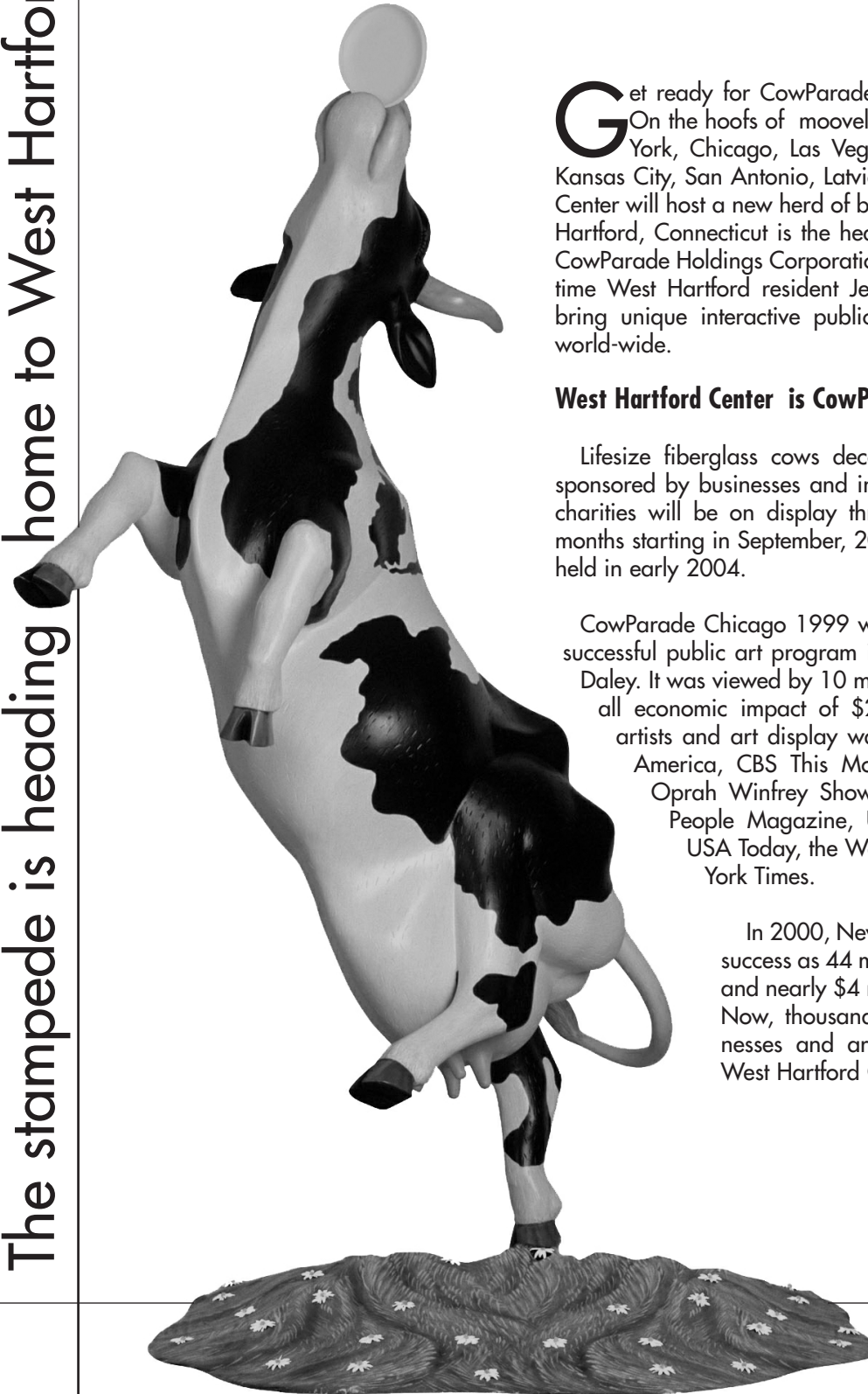


The stampede is heading home to West Hartford Center!

HOLY COW!



Get ready for CowParade West Hartford Center 2003! On the hoofs of moovelous CowParade events in New York, Chicago, Las Vegas, London, Sydney, Houston, Kansas City, San Antonio, Latvia and Portland, West Hartford Center will host a new herd of beautiful bovines this Fall. West Hartford, Connecticut is the headquarters and home office of CowParade Holdings Corporation, which was created by long-time West Hartford resident Jerome Elbaum to develop and bring unique interactive public art exhibitions to key cities world-wide.

West Hartford Center is CowParade's Home On The Range!

Lifesize fiberglass cows decorated by Connecticut artists, sponsored by businesses and individuals and benefiting local charities will be on display throughout the Center for three months starting in September, 2003. A Charity Auction will be held in early 2004.

CowParade Chicago 1999 was widely touted as "the most successful public art program in the city's history" by Mayor Daley. It was viewed by 10 million people and had an overall economic impact of \$200 million for Chicago. The artists and art display was featured on Good Morning America, CBS This Morning, The Today Show, The Oprah Winfrey Show and in publications such as People Magazine, US News and World Report, USA Today, the Wall Street Journal and The New York Times.

In 2000, New York City experienced similar success as 44 million people viewed 500 cows and nearly \$4 million was raised for charities. Now, thousands of visitors, residents, businesses and art fans can enjoy CowParade West Hartford Center.

WHO ARE THE ARTISTS?

CowParade West Hartford Center is requesting design submissions from local artists. Previous cow designs and their names have been incredibly whimsical and creative, including concepts from astronauts, to ladybugs to Marilyn Monroe, Las Vegas showgirls and New York taxicabs. Artist submissions are reviewed to ensure they meet the basic guidelines of CowParade. Upon approval, designs will be offered to our partners for their review. Partners will then select the designs they would like to have transformed into public bovine art.

WHO ARE OUR PARTNERS?

Each cow, or herd of cows, is made possible thanks to our partners and sponsors. They may have their cows designed by their own artist(s) or may select from designs submitted and approved by CowParade. Sponsors include corporations, community groups, individuals merchants and private citizens.

OUR BODACIOUS BOVINES

The cows come in three poses: grazing, sitting and standing. Artists are free to alter these poses. The hollow, unpainted fiberglass cows weigh about 100 pounds and are approximately 7' long, 4' high and 2' wide. The cows rest on a 350 pound concrete base....so they won't go grazing anywhere else!

GET MOOOVING!

Here is the information you need to join the herd and get involved with CowParade West Hartford Center:

SPONSORSHIP, ADVERTISING, MARKETING, PROMOTIONS, PUBLICITY:

Harriet J. Dobin, Director of Sales and Marketing

CowParade West Hartford Center
c/o NRG Connecticut LLC
740 North Main Street
West Hartford, CT 06117
860-231-2424 ext. 3010 800-286-6397 ext 3010
fax: 860-231-2485 email: harrietdobin@aol.com

CHARITY BENEFIT AND AUCTION:

Ron Fox, Vice President

CowParade Holdings Corporation
970 Farmington Ave., Suite 209
West Hartford, Conn. 06107-2134
860-561-4710 ext. 12
rfox@cowparade.net

CALL TO ARTISTS:

Marge Abrams, Creative Director

CowParade Holdings Corporation
970 Farmington Ave., Suite 209
West Hartford, Conn. 06107-2134
860-561-4710 Ext. 18
mabrams@cowparade.net



PARTNERSHIP OPPORTUNITIES



C o w P a r a d e W e s t H a r t f o r d C e n t e r 2 0 0 3

The Cows are coming home! CowParade West Hartford Center 2003 is almost here! Join the excitement, make history and benefit deserving charities. With cows roaming throughout the Center, CowParade West Hartford Center is the perfect opportunity to participate in an interactive, highly visible and widely recognized public art display. Join the herd and start branding your cows!

\$3,000 COW HAND

- 1 Cow selected by you from our Classic Cow Collection to be displayed during CowParade West Hartford Center
- Official Status as "CowParade West Hartford Center Cow Hand"
- Sponsorship sign affixed to base of cow with your name/logo.
- CowParade West Hartford Center website listing
- CowParade West Hartford Center kick-off party, 2 tickets to 2003 event.
- CowParade West Hartford Center Charity Auction: 2 tickets to 2004 event.



c o w p a r a d e[™]
WEST HARTFORD CENTER
www.cowparade.net

CONTACT: **HARRIET J. DOBIN**, *DIRECTOR OF SALES AND MARKETING*

CowParade West Hartford Center

NRG Connecticut LLC

740 North Main St West Hartford, Conn. 06117

860-231-2424 ext 3010 • 800-286-6397 ext 3010

fax:860-231-2485 • email: harrietdobin@aol.com

PARTNERSHIP OPPORTUNITIES



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\$5,000 PRIZE COW PATRON

- 1 COW uniquely designed by artist of your choice* or chosen from designs collected in "Open Call" to Connecticut artists (all designs must be approved by CowParade West Hartford Center.)
- Official Status as "CowParade West Hartford Center Patron"
- Marketing rights to utilize CowParade West Hartford Center and your cow in general advertising, PR and promotional efforts before and during event
- Cow Plaque commemorating patron's artist's and cow's name permanently affixed to sponsored cow
- CowParade West Hartford Center website listing
- Charity listing to commemorate patron's name
- CowParade West Hartford Center kick-off party: 2 tickets to Fall 2003 event
- CowParade West Hartford Center Charity Auction: 2 tickets to 2004 event
- Custom Promotional Options designed in cooperation with CowParade experienced marketing professionals can be tailored to your specific needs.

**Commissioned artist(s) of your choice to be paid for by Patron and subject to approval from CowParade West Hartford Center 2003.*



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CowParade West Hartford Center
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\$15,000 COW RANCHER SPONSOR

- 3 COWS uniquely designed by artist of your choice* or chosen from designs collected in "Open Call" to Connecticut artists (all designs must be approved by CowParade West Hartford Center.)
- Official Status as "CowParade West Hartford Center Cow Rancher Sponsor"
- Marketing rights to utilize CowParade West Hartford Center and your cow in general advertising, PR and promotional efforts before and during the event.
- Merchandising rights to CowParade West Hartford Center promotional products.
- Cow Plaque commemorating patron's, artist's and cow's name permanently affixed to sponsored cow
- CowParade West Hartford Center website listing and hyperlink to your website
- Charity listing to commemorate sponsor's name
- CowParade West Hartford Center kick-off : 6 tickets to 2003 event
- CowParade West Hartford Center Charity Auction: 6 tickets to 2004 event
- Custom Promotional Options designed in cooperation with CowParade experienced marketing professionals can be tailored to your specific needs.

**Commissioned artist(s) of your choice to be paid for by Patron and subject to approval from CowParade West Hartford Center 2003.*



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PARTNERSHIP OPPORTUNITIES



CowParade West Hartford Center 2003

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\$25,000 COW CORRAL SPONSOR

- 5 COWS uniquely designed by artist of your choice* or chosen from designs collected in "Open Call" to Connecticut artists (all designs must be approved by CowParade West Hartford Center.)
- Official Status as "CowParade West Hartford Center Cow Corral Sponsor"
- 1 COW from your Corral to keep permanently (specific cow subject to CowParade approval)
- Marketing rights to utilize CowParade West Hartford Center and your cow in general advertising, PR and promotional efforts prior to and during event.
- Merchandising rights to CowParade West Hartford Center promotional products.
- Cow Plaque commemorating sponsor, artist's and cow's name. Special Corral Signage
- CowParade West Hartford Center Calendar: logo to commemorate sponsor's name
- CowParade West Hartford Center website listing and hyperlink to your website
- Charity listing to commemorate sponsor's name
- CowParade West Hartford Center 10 tickets to 2003 event
- Banner, Signage, stage décor with your logo/name at events
- CowParade West Hartford Center Charity Auction: 10 tickets to 2004 event
- Custom Promotional Options designed in cooperation with CowParade experienced marketing professionals can be tailored to your specific needs.

**Commissioned artist(s) of your choice to be paid for by Patron and subject to approval from CowParade West Hartford Center 2003.*



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SPONSORSHIP FORM



cowparade™

WEST HARTFORD CENTER
www.cowparade.net

CowParade West Hartford Center 2003

Yes, I want to become a patron of CowParade West Hartford Center at the following level:

- \$25,000 Cow Corral Sponsor**
- \$15,000 Cow Rancher Sponsor**
- \$5,000 Prize Cow Patron**
- \$3,000 Cow Hand**

Make check payable to:

CowParade WHC/NRG Connecticut

Mail this original completed application and check to:

CowParade West Hartford Center, c/o NRG Connecticut LLC
740 North Main St., West Hartford, Conn. 06117

Name/Title _____

Company _____

Email _____

Phone _____

Fax _____

Address: _____

State/Zip Code _____

Credit card payment option:

Name on Card _____

Credit Card # _____

Exp. Date _____

Card Type: Amex Visa MasterCard Discover

SIGNATURE: _____

PAYMENT PLAN:

Complete Payment Now: _____

Three Monthly Installments of: _____

For more information about cow sponsorship contact:

Harriet J. Dobin, Director of Sales and Marketing
860-231-2424 ext 3010 • 800-286-6397 ext 3010
email: harrietdobin@aol.com

**COMPLETE THE INFORMATION
REQUESTED BELOW AND SIGN YOUR
NAME AT THE BOTTOM OF THIS PAGE**

You ("You" or "Your") acknowledge that You are submitting this Sponsorship Form and a check in the amount of Your chosen sponsorship level to the CowParade West Hartford Center address listed above in exchange for certain promotional benefits to be provided by CowParade West Hartford Center. ("Us", "We", or "Our") regarding CowParade West Hartford Center.

You agree to be legally bound by the following terms and conditions:

1. The benefits to be provided by Us to You are described on the other pages of this Sponsorship package and are subject to the terms and conditions of this Sponsorship Form.

2. We will determine the location(s) in West Hartford Center where the cow(s) You adopt will be placed. If You commission any design for any of Your adopted cow(s) You agree to and understand Your commissioned artist will comply with the guidelines and approval process for commissioned designs to be provided by Us.

3. If Your adopted cow(s) sustains damage during the event, We, in Our sole discretion may make reasonable repairs to Your adopted cow(s) and shall determine if, when and how We will repair Your adopted cow(s).

4. You will be permitted to use the name "CowParade" and the cow design(s) which appear on Your adopted cow(s) only for the purpose of general promotion or advertising of Your products or services and until a date to be determined in 2004. We must approve any use by You of the name "CowParade" or the cow design(s). We will respond to a request for approval within ten business days after you make the request to Us. You acknowledge and agree that You do not own any right, title, interest in the name "CowParade" or any of the cow design(s) that the name and the design(s) cannot be attached to, incorporated into or distributed with any product or merchandise by You or on behalf and that You will not use the name or the design(s) to reflect adversely upon Our good name or upon the high character of the name and the designs.

5. We will determine which of the adopted cow(s) if any, are to be auctioned. You will not be entitled to receive any proceeds from auctioning any of Your adopted cow(s).

6. This Sponsorship Form does not create a joint venture or partnership, employer and employee, or principle and agent relationship between You and Us, nor does it give You any ownership interest in the adopted cow(s). We own the adopted cow(s). If you materially violate the terms or conditions of this Sponsorship Form or if you choose to commission a design for Your adopted cow(s) but do not comply with the guidelines and approval process for commissioned designs referred to above We reserve the right to terminate Your sponsorship of the adopted cow(s).

7. You cannot transfer or assign this Sponsorship Form or any part of it without receiving prior written consent from us.

8. No waiver of any term or condition in this Sponsorship Form will be valid unless in writing and signed by the waiving party. Any modification of any term or condition in this Sponsorship Form will not be effective unless in writing and signed by both You and Us.

9. The internal laws of the State of Connecticut will govern this Sponsorship Form. Neither You nor We will be liable to each other for any lost profits or saving, or other special, indirect, incidental, punitive, or consequential damages, even if You or We have been advised of the possibility of or could have foreseen such damages.

SIGNATURE: _____