God’s Love We Deliver is excited to announce that the Cow Parade is coming back to New York City this summer with God’s Love as the exclusive charity partner!

If you were in the city in 2000, you likely recall the CowParade public art event during the summer of that year, which culminated in a live auction that raised hundreds of thousands of dollars for New York City non-profits including God’s Love We Deliver. The Mayor’s office estimated that some 45 million people came to see the cows during the three months of the exhibit.

CowParade began in New York and has gone on to stage another 90+ public art exhibits in 34 countries with more than 6,000 life size Fiberglass cows painted and imaginatively transformed by many thousands of global artists and sculptors. God’s Love is thrilled to be staging the 100th global CowParade event this August.
Why Moo?

The cow is simply a unique, three-dimensional canvas to which artists can easily relate. There really is no other animal that could adequately substitute for the cow. The surface area and bone structures are just right, as well as the height and length. Even more importantly, the cow is an animal we all love. One of the first words we say in our infancy is moo. Cows provide many the milk that fosters our development, and milk is the basis of childhood treats like ice cream.

The cow is whimsical, quirky and never threatening. That is why so much of the art in this show causes us to laugh, smile and just feel good, something that New York City is yearning for.
CowParade is the largest and most successful public art event in the world.

CowParade events have been staged in 80+ cities worldwide since 1999

<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>1999</td>
</tr>
<tr>
<td>New York City</td>
<td>2000</td>
</tr>
<tr>
<td>London</td>
<td>2002</td>
</tr>
<tr>
<td>Tokyo</td>
<td>2003</td>
</tr>
<tr>
<td>Brussels</td>
<td>2003</td>
</tr>
<tr>
<td>Dublin</td>
<td>2003</td>
</tr>
<tr>
<td>Prague</td>
<td>2004</td>
</tr>
<tr>
<td>Stockholm</td>
<td>2004</td>
</tr>
<tr>
<td>Mexico City</td>
<td>2005</td>
</tr>
<tr>
<td>Sao Paulo</td>
<td>2005</td>
</tr>
<tr>
<td>Buenos Aires</td>
<td>2006</td>
</tr>
<tr>
<td>Boston</td>
<td>2006</td>
</tr>
<tr>
<td>Paris</td>
<td>2006</td>
</tr>
<tr>
<td>Milan</td>
<td>2007</td>
</tr>
<tr>
<td>Istanbul</td>
<td>2007</td>
</tr>
<tr>
<td>Taipei</td>
<td>2009</td>
</tr>
<tr>
<td>Rio</td>
<td>2011</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2013</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>2013</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2013</td>
</tr>
<tr>
<td>and more</td>
<td></td>
</tr>
</tbody>
</table>
About God’s Love We Deliver

God’s Love We Deliver provides nutrition therapy, and cooks and home-delivers medically tailored meals for people living with severe illness in the New York City metropolitan area.

- **17,000 volunteers** every year
- **90% of clients** live below the federal poverty
- **10,000+ medically tailored meals** each weekday
- **2.4 million home-delivered meals in FY20**
- **Serving every borough in NYC since 1985**
- **Feeding sick clients, their children, and their senior caregivers**
- **Free to client and full of love**
- **Never a waiting list**
- **42% of clients age 70+**
How to Get Involved

Join the Host Committee

Be One of Our Artists

Sponsor Cow Parade 2021

To inquire, or for sponsorship details, please reach out to:

Stephen Covello
Director, Partnerships & Key Donors
scovello@glwd.org  |  212-294-8144

Presenting Sponsor
$250,000

Pastures Sponsor
$100,000

Artist’s Studio at Industry City
$75,000

Herd Sponsor
$50,000

Cow Sponsor
$15,000
## Presenting Sponsor

**$250,000 | LIMIT 1**

- Company name and logo “locked” to the event title “CowParade NYC 2021 presented by (Title Sponsor)"
- 12 exhibit cows with logo and messaging on plaque, first selection of approved art
- 3 cows to own
- 25 preview party tickets and 25 auction gala tickets
- One custom two-week public promotion and one internal promotion
- Logo on all marketing materials
  - God’s Love We Deliver website
  - Special event invitations
  - Signage
  - Commemorative book
  - Pasture map
  - TV, radio and newspaper advertising
  - Inclusion in all earned media
  - Inclusion in all social media
- Volunteer group opportunity or employee team building activity via Zoom

**$250,000 provides**

**25,000 medically tailored meals**

## Pastures Sponsor

**$100,000 | MAXIMUM OF FOUR**

- 8 exhibit cows with logo on plaque, first selection of approved art
- 2 cows to own
- 15 preview party tickets and 15 auction gala tickets
- Opportunity to host one custom internal promotion

- Logo on all marketing materials
  - God’s Love We Deliver website
  - Special event invitations
  - Signage
  - Commemorative book
  - Pasture map
  - TV, radio and newspaper advertising
  - Inclusion in all earned media
  - Inclusion in all social media

- Volunteer group opportunity or employee team building opportunity via Zoom

**$100,000 provides**

**10,000 medically tailored meals**

## Artist’s Studio at Industry City

**$75,000 | LIMIT 1**

- 6 exhibit cows with logo on plaque, first selection of approved art
- 2 cows to own
- 12 preview party tickets and 12 auction gala tickets
- Logo on all marketing materials
  - God’s Love We Deliver website
  - Special event invitations
  - Signage
  - Commemorative book
  - Pasture map
  - TV, radio and newspaper advertising
  - Inclusion in all earned media
  - Inclusion in all social media

- Volunteer group opportunity or employee team building opportunity via Zoom

**$75,000 provides**

**7,500 medically tailored meals**
**Herd Sponsor**

$50,000 | MAXIMUM OF FOUR

- 4 exhibit cows with logo on plaque, first selection of approved art
- 1 cow to own
- 8 preview party tickets and 8 auction gala tickets
- Logo on all marketing materials
  - God’s Love We Deliver website
  - Special event invitations
  - Signage
  - Commemorative book
  - Pasture map

$50,000 provides
5,000 medically tailored meals

**Cow Sponsor**

$15,000 | SINGLE COW

- 1 exhibit cow with logo on plaque, first selection of approved art
- 2 auction gala and 2 preview party tickets
- Logo on all marketing materials
  - God’s Love We Deliver website
  - Special event invitations
  - Signage
  - Commemorative book
  - Pasture map

$15,000 provides
1,500 medically tailored meals
Leadership Council

Alberto Apodaca
Nicholas Athanail
Elina Baygildina
Michael J. Crooke
Joseph A. Dolce
Bryan J. Frank
Shane Hogan
Kathryn Hurley
Michael Mahoney
Heather McDowell
Philip Parrotta
Nicholas Pramik
Earl D. Silas, Jr.
David Stark

Host Committee

Cey Adams
Bisa Butler
Scott Durkin
Becca Hoffman
Anne Keating
Stephen Larkin
Brian McCarthy
Cheryl R. Riley
Debora Roberts
Jordan Roth
Danny Sager
Xaviera Simmons
David Stark
David Terveen
Carrie Mae Weems

Artists

Cey Adams
Jeffrey Banks
Kelly Behun
Billy the Artist
Maryellis Bunn
Garrett Chingery
Danny Cole
Adama Coulibaly
Crash
Paula Crown
Sophia Dawson
Amy Denet
Daze
Cynthia Erivo
FIT
Timothy Goodman
Neil Patrick Harris &
David Burtka
Eric Haze
Billi Kid
Jihae
Marka27
Michael Kaves
Xiang Lan
Jen Lewin
Yannick Lowery
Jody Morlock
Brian McCarthy
Jason O’Malley
Pete Paid
Lady Pink
Love Child
Zac Posen
Fernando Romero
Darvin Silva
Melissa Staiger
David Stark
Lizzie Tish
Peter Tunney
Moulin Rouge
Kamila Zmrzla

Color Ambassador

Sponsors

I. HALPER
PAPER & SUPPLIES, INC.