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3rd Annual



June 1 - 3, 2001

*Be A Part Of It...
Rally to Restore Gowanda's Historic*



Hollywood Theater

Photo by Mary Pankow

Official Participants Guide

Presented By:
Friends of the Hollywood
Gowanda Area Redevelopment
Corporation

Made Possible by:
Gowanda
Harley-Davidson
Gowanda, NY
(716) 532-4584



Guide layout created by Brian LeBarron c/o Gowanda Harley-Davidson, Inc.

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"The policy of the Hollywood management at the outset was to give Gowanda and the surrounding community the very best entertainment, regardless of cost. The natural result has been that the Hollywood has been operated in the nature of a philanthropic enterprise." *Gowanda News*, 1930.

Mission

The Hollywood Theater stands as a catalyst to invoke inspiration towards the welfare of her community. A reflection of prosperous times intertwined with the hopes and dreams to rebuild an economy rooted in commerce and tourism. Many view it as an opportunity to enhance our region's performing arts and showcase the finest in entertainment. For some, it's a chance to rejoice in youth and remember the legacy of Gowanda. For others its a foundation for our children to secure an interest in their hometown. While most just simply marvel at its rich heritage.



Along with the efforts to restore the brick, mortar and plaster the natural tendency of the theater itself has lead to a philanthropic result. Emerging from this inspiration is the "Harley Happening at the Hollywood." Focusing on the management philosophy of the past, with Gowanda Harley-Davidson's reputation of providing quality entertaining events, the goal of achieving our mission is being realized. As a result, a renewed sense of community pride is taking center stage.

Mission Statement

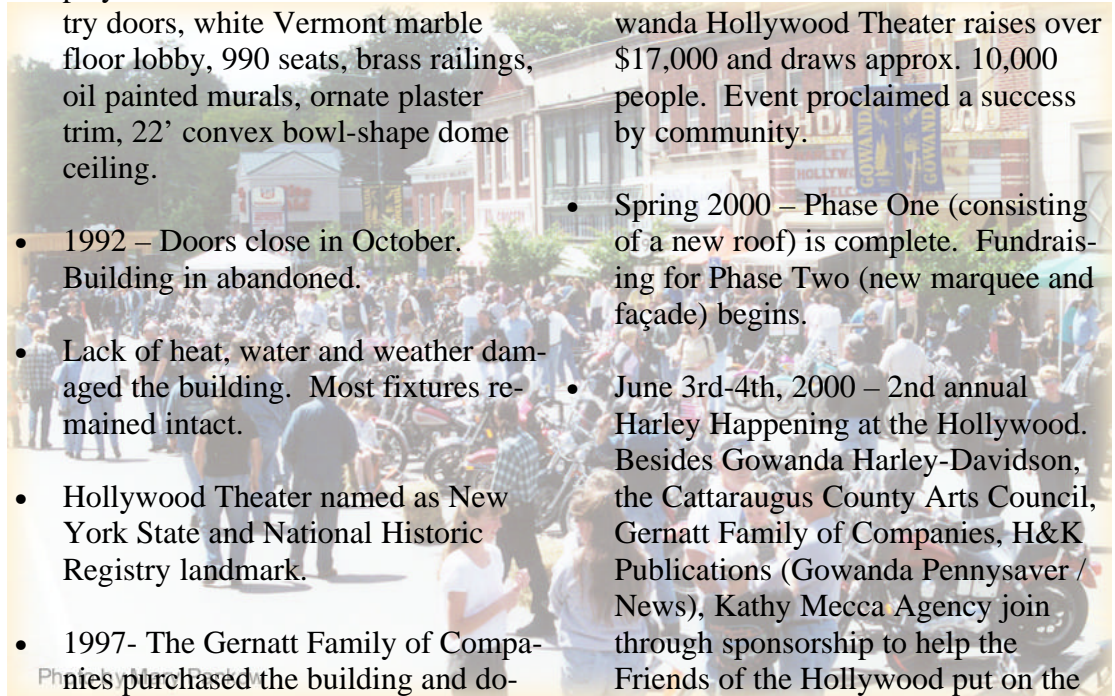
Create a Harley-Davidson rally emphasizing family and community to raise funds and awareness towards the restoration of Gowanda's historic Hollywood Theater.

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Harley Happening HOLLYWOOD History

- Hollywood Theater opened on April 16, 1926. Owner: Richard Wilhelm. Architect: Leon Lempert III
- Hosted big bands, famous vaudeville performers, first run motion pictures and live performances.
- Interior consisted of – two exterior playbills besides wood and brass entry doors, white Vermont marble floor lobby, 990 seats, brass railings, oil painted murals, ornate plaster trim, 22' convex bowl-shape dome ceiling.
- 1992 – Doors close in October. Building in abandoned.
- Lack of heat, water and weather damaged the building. Most fixtures remained intact.
- Hollywood Theater named as New York State and National Historic Registry landmark.
- 1997- The Gernatt Family of Companies purchased the building and donated it to the Gowanda Area Redevelopment Corporation (GARC).
- Grass roots charity organization, “The Friends of the Hollywood” begin fundraising.
- 1997 – GARC receives grant from New York State Environmental Protection Fund for restoration of Hollywood Theater.
- The restoration project is scheduled over several phases with a projected cost of \$2.7 million. Hamilton, Houston and Lownie, PC. (HHL) named restoration architects by GARC for their renowned, preservation and restoration of Buffalo area historic landmarks (Buffalo’s St. Paul Cathedral, Buffalo City Hall, more)
- 1999 -Gowanda Harley-Davidson aligns with Friends of the Hollywood to present the Harley Happening at the Hollywood. The two day rally to benefit the restoration of the Gowanda Hollywood Theater raises over \$17,000 and draws approx. 10,000 people. Event proclaimed a success by community.
- Spring 2000 – Phase One (consisting of a new roof) is complete. Fundraising for Phase Two (new marquee and façade) begins.
- June 3rd-4th, 2000 – 2nd annual Harley Happening at the Hollywood. Besides Gowanda Harley-Davidson, the Cattaraugus County Arts Council, Gernatt Family of Companies, H&K Publications (Gowanda Pennysaver / News), Kathy Mecca Agency join through sponsorship to help the Friends of the Hollywood put on the event.
- The 2nd annual Harley-Happening at the Hollywood generates over \$23,000 toward the restoration project. A projected 15,000 people were in attendance. New events such as a, ride-in motorcycle show, dice run and bike wash were introduced with enthusiasm from both organizers and participants.



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Harley Happening Entertainment

Plenty of



Photo by: Mary Pankow



Photo by: Mary Pankow



Photo by: Mary Pankow



Photo by: Mary Pankow



Excitement.



Photo by: Mary Pankow

This is the Harley Happening at the Hollywood

Entertainment

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Harley Happening at the Hollywood Marketing

The Harley Happening at the Hollywood is a people event. Whether you're in the middle of it or just watching the crowd, you can't help but notice the people. A young couple walking hand in hand. An old-timer telling stories about cross country rides. A pro-football player cruising on his Harley enjoying the off-season. Weekend warriors who trade a suit and tie for two-wheeled adventure and fun. Genuine good-hearted bikers who believe in grass root efforts, family and community. It all converges at the Harley Happening at the Hollywood.



Target Audience

- Motorcyclist
- Festival participants
- Music / art enthusiasts
- Age - 16 and older
- Gender - Male and female
- Household income - all ranges
- Geographics - Western New York, Northern Pennsylvania, Southern Ontario

Estimated Attendance

- | | |
|---------------|-----------------|
| • 1999 | 8,000 - 10,000 |
| • 2000 | 13,000 - 15,000 |
| • 2001 (goal) | 18,000 - 20,000 |

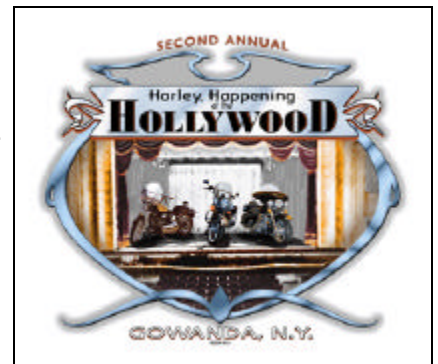
Funds Raised

- | | |
|---------------|----------|
| • 1999 | \$17,000 |
| • 2000 | \$23,000 |
| • 2001 (goal) | \$30,000 |

Major Supporting Media

<u>Media</u>	<u>Coverage</u>
• <i>Buffalo News</i>	Western New York
• <i>Observer</i>	Lake Shore Region
• <i>Olean Times Herald</i>	Southern Tier
• <i>Gowanda News</i>	Gowanda
• <i>Thunder Press</i>	Eastern United States
• <i>Explore New York</i>	Western New York
• WKBW - channel 7	Western New York
• WPIG - 95.7 The Pig	Southern Tier
• WGRF - 96.9 97Rock	Western New York

The Harley Happening at the Hollywood is a regional event. The overwhelming supporters make the day trip from the many counties of Western New York, Northern Pennsylvania and Southern Ontario, Canada. Their general testimony is the hospitality of Gowanda, the spectacular scenery of the surrounding countryside and the quality entertainment of the Harley Happening at the Hollywood.



The Harley Happening at the Hollywood is a publicized event. We believe in creating awareness and preserving the integrity of our event. That is why we show great appreciation to those media outlets that are for our community and believe in our cause. Through their efforts, the Harley Happening at the Hollywood and the restoration of the theater has reached a regional level of outstanding goodwill.

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Participant Opportunities

In only a short two years the Harley Happening at the Hollywood has become Northern Cattaraugus County's most anticipated festival and Western New York's premiere motorcycle rally. Everyone who attends the event, the hard work of those involved and the goodwill from businesses like yours has made this possible.

Through your sponsorship or advertising dollars we would be able to attract even larger and more diverse crowds, plus entertain them with a broader range of activities, while focusing on raising more money to help restore Gowanda's historic Hollywood Theater. Here's how you can be a part of it:

Sponsorship

Allows Your Business to Partner With Our Success

Custom Sponsorship

\$5,000 or more donation

- Tax Deductible -

- NEW!! Your company will receive "Top Priority" vendor recognition if you choose to be a vender during the event.
- Your company name & logo will appear in many promotional announcements, including posters, radio, public service announcements, press releases and official event guide.
- A company representative will be asked to speak at the Opening Ceremonies.
- Your company will receive a commemorative plaque.
- Your company will receive recognition at the event.
- Your company will receive a full page ad space in the official event guide. *See Advertising.*

Chrome Sponsorship

\$1,000 - \$4,999 donation

- Tax Deductible -

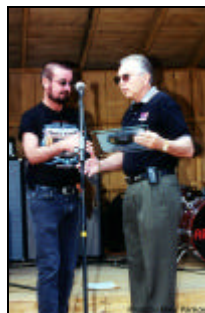
- Your company name & logo will appear in promotional announcements including posters, press releases and official event guide.
- Your company will receive a commemorative plaque.
- Your company will receive recognition at the event.
- Your company will receive a full page ad space in the official event guide. *See Advertising.*

Leather Sponsorship

\$250 - \$999 donation

- Tax Deductible -

- Your company name will appear in press releases and official event guide.
- Your company will receive a commemorative plaque.
- Your company will receive recognition at the event.
- Your company will receive a full page ad space in the official event guide. *See Advertising.*



June 5, 2000, 2nd Annual Harley Happening at the Hollywood - Dan Gernatt Jr., owner of Gernatt Asphalt Products, major supporter of the Hollywood Theater and Custom Sponsor of previous Harley Happening at the Hollywood receives tremendous appreciation and a commemorative plaque from Friends of the Hollywood Director, Bryan Bradley.

Sponsorship Deadline - April 1, 2001. See Enclosed Form.

Advertising

Allows Your Business To Advertise In Our Official Event Guide

A commemorative "Harley Happening at the Hollywood" program guide will showcase the event's activities and provide an outlet for companies to advertise to a large, diverse market. It will be Reader's Digest size, 8 1/2 by 5 1/2 and feature a dated multicolor cover. 5,000 guides will be printed and distributed to rally attendants. Your advertisement options are as follows:

Patron Line:	\$10.00	Full page:	\$200.00
1/8 page:	\$50.00	Other:	Sold
1/4 page:	\$75.00	Inside back cover:	Sold
1/2 page:	\$125.00	Outside back cover:	Sold

Advertising Deadline is April 1, 2001. See Enclosed Form.

Live Bands & Entertainers

Allows Your Entertainment Business Special Marketing Opportunities

The Harley Happening at the Hollywood extends a special marketing opportunity for bands and entertainers we hire for our event. It is our belief that the Hollywood Theater and events supporting it promote the performing arts and give recognition to those artists. Therefore, a 1/2 page space is allotted in our official event guide for each band and/or entertainer to have their own self written article and picture printed at no charge. It is recommended, due to the large crowd and event guide distribution, that bands and/or entertainers buy advertising space to accompany their article for maximum exposure. Deadlines and additional information will be sent to bands after the following approval requirements as follows:

- All bands and/or entertainers must be approved by event coordinator, Randy Rosen. Approval is granted by Randy personally seeing a live performance and/or submission of a live recording.
- Once approved, terms and condition will be addressed. If accepted by both parties, additional information will be sent to each band regarding dates, times, equipment hook ups and above stated marketing materials.
- For bands: Front of house and staging equipment is supplied by Sound Chaser's Inc. who's services are donated by Gowanda Harley-Davidson. Other entertainers: accommodations will be considered on an individual basis.

Vendors

Providing the people with a time to remember

The Harley Happening at the Hollywood event coordinators actively seeks only the highest quality vendors. For vendor consideration please submit your information to: Attn: Cynthia Constantine c/o Gowanda Area Chamber of Commerce, 28 Jamestown St., Gowanda, NY 14070.

- No space fee is required. We expect a donation from each vendor and the end of the event based on your success.
- Companies who purchase a "Custom Sponsorship" package will receive first options for location. Other vendors will be located based on their product or service at the discretion of the event coordinators.
- Event coordinators must be notified of any additional requirements for operation (electric, water, tent, chairs, tables, etc.) that you can not provide. Our resources will be allocated on a first come basis.
- Vendors are responsible to be compliant with all health and safety regulations. There will be inspectors there.
- We recommend vendors purchase advertising space in the official event guide to promote their business during the event.

Bids

- In the event competing business/organizations are interesting in providing the same service that event coordinators feel need to be limited due to their nature (beer, "official" stature) all parties will be asked to bid for the position. All parties will receive and be asked to complete a bid form entailing their interest in the event, what they can provide and the amount they will donated to Hollywood Theater. Final decision will be made by Event Coordinators.

Donations

Others ways to support

If your generosity and goodwill is above and beyond purchasing a sponsorship or advertising, or if wish to give but not wish to be associated with the Harley Happening at the Hollywood, you can give a tax-deductible donation directly to the restoration of the Hollywood Theater. Please contact Bryan Bradley, Director of the Friends of the Hollywood c/o Gowanda Area Chamber of Commerce at (716) 532-2834. Recognition of your donation will be announced during the Harley Happening at the Hollywood at your request.

Donations for raffles, door prizes, awards, etc. are readily acceptable and greatly appreciated. Please attach with a company card and info. and contact any volunteer listed below.

*Thank You
For Your Support*



For questions or concerns please contact:

Sponsorship, Advertising & Media

Bryan Bradley
Marketing Coordinator
c/o Gowanda Area Chamber of
Commerce
(716) 532-2834

Brian LeBarron
Marketing Coordinator
c/o Gowanda Harley-Davidson
(716) 532-4584

Vendors

Cynthia Constantine
Event Coordinator
c/o Gowanda Area Chamber of
Commerce
(716) 532-2834

Randy Rosen
Event Coordinator
c/o Gowanda Harley-Davidson
(716) 532-4584

Bands, Entertainment & Major Activities

Randy Rosen
Event Coordinator
c/o Gowanda Harley-Davidson
(716) 532-4584

General Information

Gowanda Area Chamber of Com-
merce (716) 532-2834

Volunteering

If you are interested in actively vol-
unteering, please contact any of the
previous people.

