



SPONSORSHIP OPPORTUNITIES

Art in Bloom 2018: 10th Anniversary

Luncheon & Lecture: Thursday, May 17, 2018

Gala: Saturday, May 19, 2018

Montclair Art Museum is celebrating its 10th Anniversary of *Art in Bloom*. This year we recognize individuals whose leadership has greatly impacted our community and the region. At the Luncheon we will honor **Deborah Hirsch**, a community leader who has created a legacy of extraordinary volunteer and board service. At the Gala we will honor **Rose Cali**, a cultural leader and supporter who champions the arts and education across the region, along with **Dr. Susan Cole**, President of Montclair State University, and artist **Kay WalkingStick**.

Including a special exhibition, Luncheon and Gala events, the Museum's biennial celebration attracts a vibrant and influential audience of 3,000 visitors from the tri-state area, and raises over \$600,000 to support the Museum's significant programming.

The events offer unparalleled opportunities to entertain clients, build brand awareness with prominent individuals and civic leaders, and satisfy goals for corporate social responsibility. Event sponsorship also provides unique opportunities to create exclusive experiences for your clients or guests throughout the year.

Join us at a sponsorship level to distinguish your brand, access MAM's audience, and demonstrate your deep commitment to the community.

As a nationally recognized leader of mid-sized, regional art museums, the Montclair Art Museum is esteemed for its holdings of American and Native American art, presentation of exhibitions, family and public programs, and art school. Founded in 1914, MAM welcomes almost 100,000 visitors annually—students, children and families, seniors, and special needs audiences are enriched by art, education, and community programs.

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Art in Bloom 2018: 10th Anniversary

GALA

Saturday, May 19, 2018

Honoring Rose Cali, *Philanthropist and community leader*, **Dr. Susan Cole**, *President of Montclair State University and thought leader in education policy*, and Kay WalkingStick, *Artist*

\$25,000 (tax-deductible amount is \$21,775)

Premier Table for 12 at the Gala

Table purchase guarantees your seating preference for a complete table of 12 guests

- **Table for 10 at the Luncheon** on Thursday, May 17, 2018
- **Free admission** for company employees to MAM's exhibitions for one year
- **Opportunity to host a private event at MAM (value of \$3,000)**
Event space rental fees and admission charges are waived. The Museum assumes no responsibility for any costs, whether of labor or goods. All direct costs associated with the function are, without exception, the responsibility of the sponsor.
- **NEW! Opportunity to invite clients and guests to MAM's annual Director's Cocktail Party**
Guests include MAM's trustees, donors and high level members
- **NEW! Director's Circle Membership (value of \$3,000)** for either you or a friend with benefits of a high-level member including free admission for two to all Museum programs and day trips and complimentary membership to MAM Contemporaries special interest group
- **Full page color advertisement in Tribute Journal**, distributed at luncheon and dinner to 600 guests
- **Verbal recognition** during program
- **Listing** on website (12,000 unique visitors per month), invitations (1,500 mailed; 12,000+ emailed), recognition in news releases to NJ/NY metropolitan area, special sponsor feature on social media outlets (6,000+ Facebook likes; 4,000+ Twitter followers), listing in journal, and projected presentation
Must be confirmed by January 29 to be listed on invitation

\$15,000 (tax-deductible amount is \$12,990)

Table for 10 at the Gala

Table purchase guarantees your seating preference for a complete table of 10 guests

- **2 tickets to the Luncheon** on Thursday, May 17, 2018
- **NEW! Opportunity to host a private event at MAM (value of \$3,000)**
Event space rental fees and admission charges are waived. The Museum assumes no responsibility for any costs, whether of labor or goods. All direct costs associated with the function are, without exception, the responsibility of the sponsor.
- **NEW! Director's Circle Membership (value of \$3,000)** for either you or a friend with benefits of a high-level member including free admission for two to all Museum programs and day trips and complimentary membership to MAM Contemporaries special interest group

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Must be confirmed by January 29 to be listed on invitation

\$10,000 (tax-deductible amount is \$8,150)

Table for 10 at the Gala

Table purchase guarantees your seating preference for a complete table of 10 guests

- **Half-page color advertisement in Tribute Journal**, distributed at luncheon and dinner to 600 guests
- **Listing** on website (12,000 unique visitors per month), invitations (1,500 mailed; 12,000+ emailed), recognition in news releases to NJ/NY metropolitan area, special sponsor feature on social media outlets (6,000+ Facebook likes; 4,000+ Twitter followers), listing in journal, and projected presentation

Must be confirmed by January 29 to be listed on invitation

\$5,000 (tax-deductible amount is \$4,260)

4 tickets to the Gala

Please know that we will make every effort to accommodate your seating preference, however, only table purchases guarantee seating preference of a complete table.

- **Quarter-page color advertisement in Tribute Journal**, distributed at luncheon and dinner to 600 guests
- **Listing** on website (12,000 unique visitors per month), invitations (1,500 mailed; 12,000+ emailed), journal, and projected presentation

Must be confirmed by January 29 to be listed on invitation

\$2,500 (tax-deductible amount is \$2,130)

2 tickets to the Gala

Please know that we will make every effort to accommodate your seating preference, however, only table purchases guarantee seating preference of a complete table.

- **Listing** on website (12,000 unique visitors per month), invitations (1,500 mailed; 12,000+ emailed), journal, and projected presentation

Must be confirmed by January 29 to be listed on invitation

\$1,000 (tax-deductible amount is \$815)

1 ticket to the Gala

Please know that we will make every effort to accommodate your seating preference, however, only table purchases guarantee seating preference of a complete table.

- Listing on website (12,000 unique visitors per month) and journal

\$500 (tax-deductible amount is \$315)

1 ticket to the Gala

Please know that we will make every effort to accommodate your seating preference, however, only table purchases guarantee seating preference of a complete table

LUNCHEON & LECTURE

Thursday, May 17, 2018

Honoring Deborah Hirsch, Arts & Culture advocate and patron

\$5,000 (tax-deductible amount is \$4,200)

Premier table placement for 10 at the Luncheon

Table purchase guarantees your seating preference for a complete table of 10 guests

- **Opportunity to invite clients and guests to MAM's annual Director's Cocktail Party**
Guests include MAM's trustees, donors and high level members
- **Half-page color advertisement in Tribute Journal**, distributed at luncheon and dinner to 600 guests
- **Verbal recognition** during program
- **Listing** on website (12,000 unique visitors per month), invitations (1,500 mailed; 12,000+ emailed), journal, and projected presentation
Must be confirmed by January 29 to be listed on invitation

\$2,500 (tax-deductible amount is \$1,700)

Table placement for 10 at the Luncheon

Table purchase guarantees your seating preference for a complete table of 10 guests

- **Quarter-page color advertisement in Tribute Journal**, distributed at luncheon and dinner to 600 guests
- **Listing** on website (12,000 unique visitors per month), invitations (1,500 mailed; 12,000+ emailed), journal, and projected presentation
Must be confirmed by January 29 to be listed on invitation

\$400 (tax-deductible amount is \$320)

1 ticket to the Luncheon

Please know that we will make every effort to accommodate your seating preference, however, only table purchases guarantee seating preference of a complete table.

- Listing on website (12,000 unique visitors per month) and journal

\$200 (tax-deductible amount is \$120)

1 ticket to the Luncheon

Please know that we will make every effort to accommodate your seating preference, however, only table purchases guarantee seating preference of a complete table.

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JOURNAL ADVERTISEMENT

The Tribute Journal will be distributed at the Art in Bloom 2018 celebration.

TRIBUTE JOURNAL RESERVATIONS

Back Cover, Color Ad	\$5,000
Inside Front Cover, Color Ad	\$3,000
Inside Back Cover, Color Ad	\$3,000
Full-Page, Color Ad	\$750
Half-Page, Color Ad	\$500
Quarter-Page, Color Ad	\$250

NONPROFIT SUPPORTERS

Full-Page, Color Ad	\$300 (\$400 discount)
Half-Page, Color Ad	\$200 (\$300 discount)
Quarter-Page, Color Ad	\$100 (\$150 discount)

FILE SPECS:

1. MAC-format InDesign, Illustrator or Photoshop preferred
2. Press-ready PDF with embedded fonts, high resolution
3. JPG, EPS, TIFF files are acceptable
4. Please indicate if artwork needs to be returned

JOURNAL ADVERTISEMENT

FULL PAGE

Art is 8.25"H x 5.25"W

HALF PAGE

Art is 4"H x 5.25"W

QUARTER PAGE

Art is 4"H x 2.25"W

MAM IN THE COMMUNITY 2017



81,967 onsite visitors
27,068 visitors to *Matisse and American Art* exhibition
3,272 member households—an increase of **25%**
5,650 visitors during **9** Free First Thursday Nights when MAM offers late hours and dynamic programming open free of charge to the public
472-guided tours for a total of **9,234** visitors
1,857 underserved students visited MAM through **63** scholarship tours
162,417 unique web visitors



39 adult programs including lectures by visiting scholars and artists, educator workshops, dance performances, film screenings, panel discussions, trips and tours, and a thriving creative aging program
1,050 people at **2** Family Days, plus an additional **66** family programs were offered throughout the year, including a NEW drop-in studio every Sunday in the Helen Geyer Studio
4 initiatives for senior citizens are going strong in the third year of MAM's Creative Aging program increasing services with customized programs and access
19 Homeschool Days serving **364** students
90 MAM Art Truck visits serving art to close to **5,000** visitors in **18** towns



2,651 students in the Yard School of Art attending **340** studio art courses and workshops
46 need-based scholarships to Yard School of Art classes for area children
27 Art Birthday Parties



4,200 submissions to the Scholastics Art Awards, triple what MAM received when we began this national partnership in 2009. NJ teen artists were recognized with **748** NJ Regional Gold Key and Silver Key Awards.
16 community exhibitions, featuring work from the Yard School of Art & art education partnerships with local schools



4,184 Twitter
9,918 Facebook
3,413 Instagram