



Support the next generation of artists at Massachusetts College of Art and Design.

The MassArt Auction, New England's largest auction of contemporary artworks, presents an exceptional opportunity for sponsors to be recognized by 700+ prominent art, business, and civic leaders as well as trendsetters from around the Boston area.

All proceeds go to fund student scholarships and academic programs.

Your sponsorship of the 2020 MassArt Auction is an investment in the quality education MassArt offers to a diverse community of talented students recognized globally for their contribution to culture and industry. Each sponsorship option incorporates a unique blend of stewardship and visibility.

Sponsorship may come in the form of cash or equivalent in-kind support.

HIGHLIGHTS

- \$1M+ raised every year for the past 5 years
- 700+ attendees
- 300+ artworks exhibited
- 30% of revenue comes from sponsors like you!



Leah Giberson '97, *Wright Entrance*, 2019, Acrylic over Pigment Pints on Panel.
One of the 300+ works in the 2019 MassArt Auction.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Support the next generation of artists

ART LUMINARY \$15,000

- 16 tickets to the Auction
- 16 VIP seats to the Live Auction
- 16 tickets to the Opening Reception
- Special recognition on the invitation, on-stage signage, website, and Auction catalog
- Reserved parking at the Auction
- Opportunity to host preview party
- A private tour of the Auction exhibition by MAAM Executive Director Lisa Tung*



30th Anniversary MassArt Auction sponsors Elizabeth Lowrey, Co-Chair of 2020 MassArt Auction, and David Manfredi, both of Elkus Manfredi Architects. Photo by Melissa Ostrow.

ART CHAMPION \$10,000

- 10 tickets to the Auction
- 10 VIP seats to the Live Auction
- 10 tickets to the Opening Reception
- Prominent listing on the invitation, on-stage signage, website, and Auction catalog
- Reserved parking at the Auction
- Opportunity to host preview party
- A private tour of the Auction exhibition by MAAM Executive Director Lisa Tung*

ART AFICIONADO \$5,000

- 8 tickets to the Auction
- 8 VIP seats to the Live Auction
- 8 tickets to the Opening Reception
- Listing on the invitation, on-stage signage, website, and Auction catalog
- Reserved parking at the Auction



John Thompson, Co-Chair of 2020 MassArt Auction (far right) with alumni and colleagues. Photo by Melissa Ostrow.

ART CONNOISSEUR \$3,500

- 6 tickets to the Auction
- 6 tickets to the Opening Reception
- Listing on the invitation, on-stage signage, website, and Auction catalog
- Reserved parking at the Auction

ART LOVER \$2,000

- 4 tickets to the Auction
- 4 tickets to the Opening Reception
- Listing on the invitation, website, and Auction catalog
- Reserved parking at the Auction

ART ENTHUSIAST \$1,000

- 2 tickets to the Auction
- 2 tickets to the Opening Reception
- Listing on the invitation, website, and Auction catalog
- Reserved parking at the Auction

**MassArt Art Museum Executive Director, Lisa Tung, will conduct a private tour of the auction exhibition for all Art Champion sponsors and their guests prior to the auction. Contact Executive Director of Advancement Kathy Calnan (contact at kcalnan@massart.edu or 617.879.7012) to make arrangements.*

INDIVIDUAL SPONSORSHIP & TICKET REPLY FORM

Support the next generation of artists

Name(s) as it should appear in print recognition: _____

- I/We would like our support to be anonymous

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

SPONSORSHIP LEVEL

- \$15,000 ART LUMINARY SPONSOR
- \$10,000 ART CHAMPION SPONSOR
- \$5,000 ART AFICIONADO SPONSOR
- \$3,500 ART CONNOISSEUR SPONSOR
- \$2,000 ART LOVER SPONSOR
- \$1,000 ART ENTHUSIAST SPONSOR

INDIVIDUAL TICKET ORDER

- Please reserve _____ \$300 individual ticket(s) to the Auction on Saturday April 25, 2020.

CONTRIBUTION

- I/We cannot attend and would like make a tax-deductible contribution of \$_____.

PAYMENT INFORMATION

- Please accept my pledge and invoice me; I understand payment will be expected no later than **January 6, 2020**.
- Enclosed is my check (made out to the MassArt Foundation)
- Please charge my credit card (Visa, Mastercard, or AMEX) - complete the section below:

Credit card #: _____

Expiration: _____ CVV: _____

Please mail or fax this form to:

Kathryn Calnan, Executive Director of Advancement
Massachusetts College of Art and Design Foundation
621 Huntington Avenue, Boston, MA 02115 | F 617.879.7010

The Massachusetts College of Art and Design Foundation is a section 501(c)(3) tax-exempt organization.

CORPORATE SPONSORSHIP OPPORTUNITIES

Support the next generation of artists

PRESENTING \$25,000

- 16 tickets to the Auction
- 16 VIP seats to the Live Auction
- 20 tickets to the Opening Reception
- Speaking opportunity at the Auction
- Private preview party for up to 100 clients, employees, and/or guests
- Premiere placement of corporate identity on invitation, print ads, on-stage event signage, and website
- Inside cover, full-page, four-color advertisement in Auction catalog
- Reserved parking at the Auction

OPENING RECEPTION \$15,000

- 14 tickets to the Auction
- 14 VIP seats to the Live Auction
- Host of the Opening Reception with unlimited tickets for clients, employees, and/or guests
- Corporate identity on invitation, print ads, on-stage event signage, and website
- Prominently placed full-page, four-color advertisement in Auction catalog
- Reserved parking at the Auction

PATRON \$10,000

- 8 tickets to the Auction
- 8 VIP seats to the Live Auction
- 10 tickets to the Opening Reception
- Corporate identity on invitation, print ads, on-stage event signage, and website
- Full-page, four-color advertisement in Auction catalog
- Reserved parking at the Auction



*30th Anniversary MassArt Auction sponsors
Chair Emerita Susan Schechter,
Wes and Ashley Karger, and Paul Karger of Twin Focus.
Photo by Melissa Ostrow.*

Patron sponsors can choose one of the following package options:

LIVE AUCTION SPONSOR

Host the Live Auction and feature your company logo on all 300+ Live Auction reserved seating signs + additional recognition during the Live Auction.

PADDLE SPONSOR

Display your company logo on all Live Auction + Raise your Paddle bid paddles

EXHIBITION SPONSOR

Host the Silent Auction and receive prominent logo recognition in all three sections of the Silent Auction and catalog.

CATALOG SPONSOR

Feature your company logo on the cover of the catalog which is distributed to 1,800+ households.

T-SHIRT SPONSOR

Print your company logo on the back of every Auction volunteer tshirt.

IN-KIND CONTRIBUTOR

Receive print and online recognition as a Patron level sponsor when providing in-kind support of \$10,000 or more.



*30th Anniversary MassArt sponsors
President David and Kimberly Nelson and Chair Emerita Tali Kwatcher.
Photo by Melissa Ostrow.*

CORPORATE SPONSORSHIP OPPORTUNITIES

Support the next generation of artists



Photo by Melissa Ostrow.

DEVOTEE \$5,000

- 6 tickets to the Auction
- 6 VIP seats to the Live Auction
- 8 tickets to the Opening Reception
- Corporate identity on invitation, print ads, on-stage event signage, and website
- Full-page, four-color advertisement in Auction catalog
- Reserved parking at the Auction

Devotee sponsors can choose one of the following package options:

DINNER & LOUNGE SPONSOR

Feature your company logo in the dinner and lounge space at the Auction.

BAR SPONSOR

Feature your company logo at all the Auction bars.

CHECK-IN SPONSOR

Display your company logo on all of the check-in stations the night of the Auction.

ARTWORK WRAP SPONSOR (3 OPPORTUNITIES)

All Auction artwork will be carefully packaged and labeled with your company identity for Auction purchasers.

SILENT AUCTION SPONSOR (3 OPPORTUNITIES)

Sponsor one of three Silent Auctions sections and proudly proclaim your support for MassArt with your company identity on the wall and corresponding section of the catalog.

IN-KIND CONTRIBUTOR

Receive print and online recognition as a Devotee level sponsor when providing in-kind support of \$5,000.

BID SHEET SPONSOR

Logo prominently displayed on 300+ artwork bid sheets the night of the Auction.

PEN SPONSOR

Logo prominently displayed on 700+ pens for bidding the night of the Auction.

ADVOCATE \$3,500

- 4 tickets to the Auction
- 6 tickets to the Opening Reception
- Company listing on invitation, website, and catalog
- Half-page, four-color advertisement in Auction catalog

IN-KIND CONTRIBUTOR

Receive print and online recognition as an Advocate level sponsor when providing in-kind support of \$3,500.

SUPPORTER \$2,000

- 2 tickets to the Auction
- 4 tickets to the Opening Reception
- Company listing on invitation, website, and catalog
- Quarter-page, four-color advertisement in Auction catalog

IN-KIND CONTRIBUTOR

Receive print and online recognition as a supporter level sponsor when providing in-kind support of \$2,000.

Sponsorship commitments must be received by **January 6, 2020** to appear in the catalog. Early commitments will be recognized in the Invitation (print and email).

Please send your company ad and logo to Kathy Calnan at kcalnan@massart.edu no later than **January 6, 2020** to meet catalog print deadlines.

CORPORATE SPONSORSHIP REPLY FORM

Support the next generation of artists

Name of Company (as it should appear in print): _____

Name of Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

SPONSORSHIP LEVEL

- \$25,000 PRESENTING SPONSOR
- \$15,000 OPENING RECEPTION SPONSOR
- \$10,000 PATRON SPONSOR
- \$5,000 DEVOTEE SPONSOR
- \$3,500 ADVOCATE SPONSOR
- \$2,000 SUPPORTER SPONSOR

PAYMENT INFORMATION

- Please accept my pledge and invoice me; I understand payment will be expected no later than **January 6, 2020**.
- Enclosed is my check (made out to the MassArt Foundation)
- Please charge my credit card (Visa, Mastercard, or AMEX) - complete the section below

Credit card #: _____ Expiration: _____

Name as it appears on card: _____ CVV: _____

Billing Address (if different than above) _____

Please mail or fax this form to:

Kathryn Calnan, Executive Director of Advancement
Massachusetts College of Art and Design Foundation
621 Huntington Avenue, Boston, MA 02115 | F 617.879.7010

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