



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 prominent art, business, and civic leaders as well as trendsetters from around the Boston area and beyond.

Building upon the success of last year's all virtual event, Massachusetts College of Art and Design is pleased to announce our plans for the 2021 MassArt Auction. Our Live Auction will take place via live stream on our virtual auction platform, Bidsquare, the evening of Saturday, April 10th. The Silent Auction will also be posted to Bidsquare and open for a two week period of bidding, starting on or around March 27th.

All proceeds go to fund student scholarships and academic programs.

Your sponsorship of the 2021 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 6 years
- 300+ artworks exhibited
- 30% of revenue comes from sponsors like you!

J Shannon Floyd '15, Tear Drop Vases, 2017, Blown Glass.
One of the 300+ works in the 2020 MassArt Auction



INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Support the next generation of artists

ART CHAMPION \$10,000

- Prominent listing on the MassArt Auction website and on all printed materials associated with the Auction
- Invitation for you and 9 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork

ART AFICIONADO \$5,000

- Special recognition on the MassArt Auction website and on all printed materials associated with the Auction
- Invitation for you and 7 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork

ART CONNOISSEUR \$3,500

- Listing on the MassArt Auction website and on all printed materials associated with the Auction
- Opportunity for you and 5 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork

ART LOVER \$2,000

- Listing on the MassArt Auction website and on all printed materials associated with the Auction
- Opportunity for you and 3 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork

ART ENTHUSIAST \$1,000

- Listing on the MassArt Auction website and on all printed materials associated with the Auction
- Opportunity for you and a guest to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork



2021 MassArt Auction Committee Members,
Lisa Tung, Executive Director of the MassArt Art Museum
and Daren Bascome, 2021 MassArt Auction Co-chair and Trustee,
Photo by Melissa Ostrow



2020 Anniversary MassArt Auction sponsors
Elizabeth Lowrey, Co-Chair of 2021 MassArt Auction, and David Manfredi,
both of Elkus Manfredi Architects.
Photo by Melissa Ostrow

With an all-virtual event there are no benefits that carry a fair market value so the entire amount of your sponsorship can be considered tax-deductible to the full extent of the law.

INDIVIDUAL SPONSORSHIP REPLY FORM

Support the next generation of artists

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

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

SPONSORSHIP LEVEL

- \$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

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 8, 2021**.
- 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 #: _____

Please mail or email this form to:

Kathryn Calnan, Executive Director of Advancement
Massachusetts College of Art and Design Foundation
621 Huntington Avenue, Boston, MA 02115 | kcalnan@massart.edu

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

- Speaking opportunity at the Live Auction
- Virtual private preview party for up to 100 clients, employees, and/or guests
- Premiere placement of corporate identity on the MassArt Auction website, the Bidsquare website, and on all printed materials associated with the Auction
- Inside cover, full-page, four-color advertisement in Auction catalog

OPENING RECEPTION \$15,000

- Host of the virtual Opening Reception with unlimited tickets for clients, employees, and/or guests
- Corporate identity on the MassArt Auction website, the Bidsquare website, and on all printed materials associated with the Auction
- Prominently placed full-page, four-color advertisement in Auction catalog

PATRON \$10,000

- Corporate identity on the MassArt Auction website, the Bidsquare website, and on all printed materials associated with the Auction
- Full-page, four-color advertisement in Auction catalog
- Invitation for 10 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork



*Board of Trustees Chair Jan Saragoni, Acting President Kym Pinder, Board of Trustees Vice Chair and Auction artist Elisa Hamioton, and Chair of Art Education Department Beth Balliro.
Photo by Natasha Moustache*

Patron sponsors can choose one of the following package options:

LIVE AUCTION SPONSOR

Host the Live Auction and feature your company logo on the MassArt and Bidsquare websites, in email communications promoting the Live Auction, and verbal recognition from the podium by the Auctioneer during the Live Auction.

PADDLE SPONSOR

Display your company logo on the Raise Your Paddle donation section of the MassArt Auction website, and on any email communications promoting Raise Your Paddle.

EXHIBITION SPONSOR

Host the Silent Auction and receive prominent logo recognition in all Silent Auction sections, catalog, on the Bidsquare website, and in email communications promoting the Silent Auction.

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 which will be worn by Gallery Attendants during the preview period.

IN-KIND CONTRIBUTOR

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

With an all-virtual event there are no benefits that carry a fair market value so the entire amount of your sponsorship can be considered tax-deductible to the full extent of the law.



*2020 MassArt Auction sponsors
Nagesh Mahanthappa and Valentine Talland, Chair of the MassArt Foundation Board.
Photo by Melissa Ostrow*

CORPORATE SPONSORSHIP OPPORTUNITIES

Support the next generation of artists



DEVOTEE \$5,000

*Clint Baclawski M'08, Dune Shack, 2019 (detail), Mixed Media
One of the 300+ works in the 2019 MassArt Auction
Photo by Melissa Ostrow*

- Corporate identity on the MassArt Auction website, the Bidsquare website, and on all printed materials associated with the Auction
- Full-page, four-color advertisement in Auction catalog
- Invitation for 8 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork

Devotee sponsors can choose one of the following package options:

DINNER & LOUNGE SPONSOR

Feature your company logo in all email communications regarding the event portion of the evening.

BAR SPONSOR

Feature your company logo in all email communications regarding the event portion of the evening.

CHECK-IN SPONSOR

Display your company logo in all email communications regarding the registration portion of the evening.

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 corresponding section of the catalog and on all section listings posted on Bidsquare.

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 all Silent Auction artwork postings on Bidsquare.

Sponsorship commitments must be received by **January 8, 2021** 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 8, 2021** to meet catalog print deadlines.

With an all-virtual event there are no benefits that carry a fair market value so the entire amount of your sponsorship can be considered tax-deductible to the full extent of the law.

ADVOCATE \$3,500

- Company listing on the MassArt Auction website, the Bidsquare website, and on all printed materials associated with the Auction
- Half-page, four-color advertisement in Auction catalog
- Invitation for up to 4 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork.

IN-KIND CONTRIBUTOR

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

SUPPORTER \$2,000

- Company listing on the MassArt Auction website, the Bidsquare website, and on all printed materials associated with the Auction
- Quarter-page, four-color advertisement in Auction catalog
- Invitation for up to 2 guests to attend a virtual preview party hosted by industry experts in order to become more familiar with the 2021 Auction artwork.

IN-KIND CONTRIBUTOR

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

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 8, 2021**.
- 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 email this form to:

Kathryn Calnan, Executive Director of Advancement
Massachusetts College of Art and Design Foundation
621 Huntington Avenue, Boston, MA 02115 | kcalnan@massart.edu

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