



**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 the all-virtual Auctions of the past two years, we are excited to do it all again for the 2022 MassArt Auction, which we plan to hold as a hybrid event on Saturday, April 9, 2022.\*

**All proceeds go to fund student scholarships and academic programs.**

Your sponsorship of the 2022 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.*

**AUCTION HIGHLIGHTS**

- \$1M+ raised every year since 2015
- 300+ artworks exhibited annually
- 30% of revenue generated from sponsorships
- Close to 1 million views on Bidsquare in 2021

**FOLLOW US ON SOCIAL MEDIA**

- f** 15,600 followers (@MassArtBoston)
- @** 18,500 followers (@massartboston)
- t** 13,500 followers (@MassArt)
- in** 20,000 followers (@Massachusetts College of Art and Design)



*Peter Vanderwalker, South End Boston, 2007, Edition of 10. One of 300+ works in The 2021 MassArt Auction.*

*\*Please be assured that the health and well-being of the MassArt community and guests are our top priority. Auction dates and details are subject to change based on guidance from the Centers for Disease Control & Prevention, the Massachusetts Higher Education COVID-19 Control Plan, the Massachusetts Department of Public Health, and the Boston Public Health Commission.*

# INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Support the next generation of artists

## ART CHAMPION \$10,000

As a thank you for your contribution, you will receive:

- Premiere listing on the MassArt Auction website, all printed materials, and event signage\* associated with the Auction
- Opportunity to host a (potentially virtual) Preview Party
- Private tour of the Auction exhibition in advance of the event\*
- 10 tickets to the Auction\*
- 10 VIP seats for the Live Auction\*
- 10 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## ART AFICIONADO \$5,000

As a thank you for your contribution, you will receive:

- Prominent listing on the MassArt Auction website, all printed materials, and event signage\* associated with the Auction
- 8 tickets to the Auction\*
- 8 VIP seats for the Live Auction\*
- 8 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## ART CONNOISSEUR \$3,500

As a thank you for your contribution, you will receive:

- Special listing on the MassArt Auction website, all printed materials, and event signage\* associated with the Auction
- 6 tickets to the Auction\*
- 6 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## ART LOVER \$2,000

As a thank you for your contribution, you will receive:

- Listing on the MassArt website and all printed materials associated with the Auction
- 4 tickets to the Auction\*
- 4 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## ART ENTHUSIAST \$1,000

As a thank you for your contribution, you will receive:

- Listing on the MassArt website and all printed materials associated with the Auction
- 2 tickets to the Auction\*
- 2 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*



2022 Auction Committee Co-Chairs, Daren Bascome '93, MassArt Trustee and Elizabeth Lowry H'19, Foundation Director (from left to right). Photo by Simon Simard.



(Past Auction Sponsors from left to right) Foundation Chair Dierdre Nectow, Foundation Director Alison Judd M'07, and Auction Committee Memeber Cheryl Franklin. Photo by Melissa Ostrow.

\*Event signage, seating, tickets, and parking availability will be dependent upon our ability to host in-person events on campus in April 2022.

# 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 7, 2022**.
- 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

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

As a thank you for your contribution, you will receive:

- Premiere placement of corporate identity on the Mass Art Auction and Bidsquare websites, event emails, social media accounts, all printed materials, and event signage\* associated with the Auction
- Inside cover, full-page, four-color advertisement in the Auction catalog
- Speaking opportunity at the Live Auction\*
- Host a (potentially virtual) private preview party for up to 100 clients, employees, and/or guests
- 16 tickets to the Auction\*
- 16 VIP seats for the Live Auction\*
- 20 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## OPENING RECEPTION \$15,000

As a thank you for your contribution, you will receive:

- Corporate identity on the Mass Art Auction and Bidsquare websites, event emails, social media accounts, all printed materials, and event signage\* associated with the Auction
- Prominently placed, full-page, four-color advertisement in the Auction catalog
- Host of the (potentially virtual) Opening Reception with unlimited tickets for clients, employees, and/or guests
- 14 tickets to the Auction\*
- 14 VIP seats for the Live Auction\*
- Reserved parking at the Auction\*

## PATRON SPONSOR \$10,000

As a thank you for your contribution, you will receive:

- Corporate identity on the MassArt Auction and Bidsquare websites, event emails, social media accounts, all printed materials, and event signage\* associated with the Auction
- Full-page, four-color advertisement in the Auction catalog
- 8 tickets to the Auction\*
- 8 VIP seats for the Live Auction\*
- 10 tickets to the (potentially virtual) Opening Reception\*



MassArt Board of Trustees Chair and Auction Artist, Elisa H. Hamilton '07 (right) and Vice Chair and Auctioneer, Karen M. Keane (left). Photo by Natasha Moustache.



Wesley Karger (far left) and Paul Karger (far right), Co-Founders and Managing Partners of Twin Focus, past Auction Sponsor, with Ashley Karger, Foundation Director (middle left), and Melissa Karger (middle right). Photo by Amy Fink '18.

## DEVOTEE \$5,000

As a thank you for your contribution, you will receive:

- Corporate identity on the MassArt Auction and Bidsquare websites, event emails, social media accounts, all printed materials, and event signage\* associated with the Auction
- Full-page, four-color advertisement in the Auction catalog
- 6 tickets to the Auction\*
- 6 VIP seats for the Live Auction\*
- 8 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## ADVOCATE \$3,500

As a thank you for your contribution, you will receive:

- Company listing on the MassArt Auction and Bidsquare websites, event emails, social media accounts, all printed materials, and event signage\* associated with the Auction
- Half-page, four-color advertisement in the Auction catalog
- 4 tickets to the Auction\*
- 6 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## SUPPORTER \$2,000

As a thank you for your contribution, you will receive:

- Company listing on the MassArt Auction and Bidsquare websites, event emails, social media accounts, and all printed materials associated with the Auction
- Quarter-page, four-color advertisement in the Auction catalog
- 2 tickets to the Auction\*
- 4 tickets to the (potentially virtual) Opening Reception\*
- Reserved parking at the Auction\*

## IN-KIND CONTRIBUTORS

Receive recognition as Auction Sponsors when providing support greater than or equal to the levels listed above.

\*Event signage, seating, tickets, and parking availability will be dependent upon our ability to host in-person events on campus in April 2022.

# CORPORATE SPONSORSHIP REPLY FORM

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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

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