



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

Building upon the success of our return to in-person Auction festivities last year, we are excited to gather again for this year's 2023 MassArt Auction, which we plan to hold as a hybrid event on Saturday, April 1, 2023.*

All proceeds go to fund student scholarships and academic programs.





Your sponsorship of the 2023 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 and 2022

FOLLOW US ON SOCIAL MEDIA

-  16,200 followers (@MassArtBoston)
-  20,100 followers (@massartboston)
-  13,500 followers (@MassArt)
-  20,900 followers (@Massachusetts College of Art and Design)



2023 Auction Committee Co-Chairs, Elizabeth Lowrey H'19, Foundation Director and Daren Bascome '93, MassArt Trustee (from left to right).
Photo by Simon Simard.

* Please note that Auction event dates and details are subject to change.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Support the next generation of artists and designers

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 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 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 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 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 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 Opening Reception
- Reserved parking at the Auction



*(Past Auction Sponsors from left to right)
Janet Pincus, Committee Member, Cheryl Franklin, Larry Franklin,
Christine Franklin, and Jared Franklin.
Photo by Melissa Ostrow.*



*(Past Auction Sponsors from left to right)
June Biner and Foundation Chair, Dierdre Nectow.
Photo by Melissa Ostrow.*



*(Past Auction Sponsors from left to right) Tali Kwatcher, Auction
Committee Member and Foundation Chair Emerita, Rich Coffman,
Foundation Director, Andra Dekkers, Auction Committee Member
and Foundation Director, and Lisa Tung, Auction Committee
Member and Executive Director of MassArt Art Museum.
Photo by Melissa Ostrow.*

INDIVIDUAL SPONSORSHIP REPLY FORM

Support the next generation of artists and designers

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 6, 2023**.
- 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 and designers

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 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 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 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 Opening Reception
- Reserved parking at the Auction



Mary K. Grant, Ph.D., MassArt President, (center) with students at the 2022 MassArt Auction. Photo by Melissa Ostrow.



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

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 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 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 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.

CORPORATE SPONSORSHIP REPLY FORM

Support the next generation of artists and designers

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, 2023**.
- Enclosed is my check (made out to the MassArt Foundation)
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