

THE MASSART AUCTION

28TH ANNUAL BENEFIT
ART AUCTION

SATURDAY APRIL 8, 2017



Image: Leslie M. W. Graff, "in her reflection, 2015 (detail), acrylic on canvas.

SUPPORT THE NEXT GENERATION OF CREATIVITY

The MassArt Auction, which sold out last year, presents an exceptional opportunity to place your company before a group of prominent business leaders and trend-setters as well as an audience of over 700 art enthusiasts. Most Auction attendees are residents of Boston, Brookline, Cambridge or Newton and share an appreciation of art and design. Reach this influential and high net worth audience while supporting MassArt student scholarship aid and academic programs as a corporate Auction sponsor.

Your corporate sponsorship of the MassArt Auction supports student scholarships and is an investment in the quality education the College offers to a diverse community of talented students recognized globally for their contribution to both industry and culture. Each option below is designed to fit your corporation's goals while providing support for MassArt and its students. Sponsorship may come in the form of cash or equivalent in-kind support.

MASSARTAUCTION.ORG

CORPORATE SPONSORSHIP OPPORTUNITIES

Support the Next Generation of Creativity

PRESENTING SPONSOR \$25,000

● 28TH MASSART AUCTION PRESENTING SPONSOR

Your corporation will be the presenting sponsor for the entire MassArt Auction. Your corporate name and identity will be linked to all communications and events associated with and leading up to the 28th annual benefit art auction.

The Presenting Sponsor will also receive the following benefits:

- 16 Tickets to the Auction with priority VIP seating during the Live Auction
- 20 Tickets to the Opening Reception on Wednesday, March 29
- Speaking opportunity at the Auction
- Private preview party for up to 100 clients, employees, and/or guests
- Premiere placement of corporate identity on invitation, save the date, print ads, on stage, internal and external signage, website and Auction catalog
- Inside cover, full page, four-color advertisement in Auction catalog
- Reserved parking at the Auction

AUCTION OPENING RECEPTION SPONSOR \$15,000

● AUCTION OPENING RECEPTION SPONSOR

Host the Auction Opening Reception on March 29, 2017 in MassArt's Bakalar & Paine Galleries and receive recognition of your company's support during the reception along with a speaking opportunity and unlimited tickets to the opening reception.

The Auction Opening Reception Sponsor will also receive the following benefits:

- 14 Tickets to the Auction with priority seating during the Live Auction
- Unlimited Tickets to the Opening Reception on Wednesday, March 29
- Corporate identity on invitation, print ads, on stage, internal and external signage, website and in Auction catalog
- Prominently placed full page, four-color advertisement in Auction catalog
- Reserved parking at the Auction

PATRON \$10,000

Please choose one of the following package options

● LIVE AUCTION SPONSOR

Host the Live Auction and receive logo recognition of your company's support on the 300+ Live Auction reserved seating signs plus additional recognition during the Live Auction.

● PADDLE SPONSOR

Your corporate identity will prominently appear on all Live Auction bid paddles. This provides great visibility for your company as all guests will see your corporate logo on the back of every paddle raised throughout the Live Auction!

● EXHIBITION SPONSOR

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

● CATALOG SPONSOR

Your corporate identity will be prominently displayed on the cover of the Auction catalog which is distributed to over 1,800 households.

● T-SHIRT SPONSOR

Your corporate identity will be featured on the back of each Auction volunteer t-shirt.

Patron level sponsors also receive the following benefits:

- 8 Tickets to the Auction (preferred seating during the Live Auction)
- 10 Tickets to the Opening Reception on Wednesday, March 29
- Corporate identity on invitation, print ads, on stage, internal and external signage, website and in Auction catalog
- Full page, four-color advertisement in Auction catalog
- Reserved parking at the Auction

● IN-KIND CONTRIBUTOR (UNLIMITED OPPORTUNITIES)

Receive print and online recognition as a Patron Auction Sponsor when providing in-kind support greater than or equal to \$10,000.

CORPORATE SPONSORSHIP OPPORTUNITIES CONTINUED

Support the Next Generation of Creativity

DEVOTEE \$5,000

Please choose one of the following package options

- **DINNER AND LOUNGE SPONSOR**
Host the Auction Dinner and receive recognition of your company's support in the dinner and lounge space.
- **BAR SPONSOR**
Host the Auction Bars and receive recognition of your company's support at all of the Auction Bars.
- **ARTWORK WRAP SPONSOR (3 SPONSORSHIP OPPORTUNITIES)**
With your sponsorship of the artwork wrapping, all Auction artwork will be carefully packaged and labeled with your corporate identity for Auction purchasers.
- **SILENT AUCTION SPONSOR (3 SPONSORSHIP OPPORTUNITIES)**
Sponsor one of three Silent Auction sections and proudly proclaim your support of MassArt with your corporate identity on the wall within the Silent Auction and corresponding section of the catalog.

Devotee level sponsors also receive the following benefits:
 - 6 Tickets to the Auction
 - 8 Tickets to the Opening Reception on Wednesday, March 29
 - Corporate identity on invitation, print ads, on stage, internal and external signage, website and in Auction catalog
 - Full page, four-color advertisement in Auction catalog
 - Reserved parking at the Auction
- **IN-KIND CONTRIBUTOR (UNLIMITED OPPORTUNITIES)**
Receive print and online recognition as an Devotee Auction Sponsor when providing in-kind support of \$5,000.

ENTHUSIAST \$3,000

- 4 Tickets to the Auction
- 6 Tickets to the Opening Reception on Wednesday, March 29
- Corporate listing on invitation, website and in Auction catalog
- Half-page, four-color advertisement in Auction catalog
- **IN-KIND CONTRIBUTOR (UNLIMITED OPPORTUNITIES)**
Receive print and online recognition as an Enthusiast Auction Sponsor when providing in-kind support of \$3,000.

SUPPORTER \$1,500

- 2 Tickets to the Auction
- 4 Tickets to the Opening Reception
- Corporate listing on invitation, website and in Auction catalog
- Quarter-page, four-color advertisement in Auction catalog
- **IN-KIND CONTRIBUTOR (UNLIMITED OPPORTUNITIES)**
Receive print and online recognition as an Supporter Auction Sponsor when providing in-kind support of \$1,500.

28TH ANNUAL BENEFIT ART AUCTION CORPORATE SPONSORSHIP REPLY FORM

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

Name of Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

SPONSORSHIP LEVEL:

- PRESENTING SPONSOR** - \$25,000
- AUCTION OPENING RECEPTION SPONSOR** - \$15,000
- PATRON** - Live Auction Sponsor - \$10,000
- PATRON** - Paddle Sponsor - \$10,000
- PATRON** - Exhibition Sponsor - \$10,000
- PATRON** - Catalog Sponsor - \$10,000
- PATRON** - T-Shirt Sponsor - \$10,000
- DEVOTEE** - Dinner and Lounge Sponsor - \$5,000
- DEVOTEE** - Bar Sponsor - \$5,000
- DEVOTEE** - Artwork Wrap Sponsor - \$5,000
- DEVOTEE** - Silent Auction Sponsor - \$5,000
- ENTHUSIAST** - \$3,000
- SUPPORTER** - \$1,500

Sponsorship Commitments must be received by January 13, 2017 to meet print deadlines.

PAYMENT INFORMATION:

- Please accept my pledge; I understand payment will be expected no later than January 13, 2017.
- Enclosed is my Check *(made out to the MassArt Foundation)*
- Please charge my Credit Card *(Visa, MasterCard, or AMEX)*

CreditCard#: _____ Expiration: _____

Name as it appears on card: _____

All artwork for catalog ads and logos are due January 13, 2017.

Contact Katy Barrett for ad spec fact sheet at katy.barrett@massart.edu or at 617 879 7023.

Please mail or fax this form to:

Katy Barrett, *Director of Corporate Relations*
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.