

SAN JOSE MUSEUM OF ART



The Wonder Ball

SATURDAY, SEPTEMBER 16, 2017



2017 Honorees Beverly and Peter W. Lipman.



Lucia Cha and Dr. Jerry Hiura, SJMA Board of Trustees.



Kyung H. Yoon, Founder and CEO of Talent Age Associates; Kishore Singh, President, DAG Modern Gallery, New Delhi.

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Last year's Wonder Ball, pictured here, raised (net) more than \$400,000 in support of the mission of the San Jose Museum of Art and was one of the most successful fundraisers in the Museum's history.

With higher goals the 2017 event promises to be even greater—with your support! This year's celebration will honor great benefactors **Beverly and Peter W. Lipman** for their years of leadership, support, and vision in building the Museum's permanent collection.

Funds raised from the event will contribute to SJMA's exhibitions, collections research, and education programs.

Dubbed “**one of the most creative events of the year**” by Sal Pizarro of the *San Jose Mercury News*, the San Jose Museum of Art showcases the highest level of hospitality and artistry.

An artist-focused event



Artists Wanxin Zhang and Diane Ding, seen here at the auction viewing, were guests as part of last year's event.



Artist Hung Liu and her husband, scholar and art critic, Jeff Kelley at last year's gala.



From top left to right: Dr. Anmol Mahal; Robbie Gordy, Auctioneer, Christie's; Sayre Batton, SJMA, interim director; Ellanor Notides, international director, Christie's; Dr. Deepanjana D. Klein, international head of South Asian, modern and contemporary art, Christie's; Peter Bransten, Landau Gottfried & Turner; Mrs. Anmol Mahal; Maja Thomas; Jay Xu, director, Asian Art Museum, San Francisco; and Sheila Parekh-Blum, associate specialist, head of sales, Christie's.

About SJMA

High-impact: By serving more than 44,000 school-age kids, the San Jose Museum of Art takes center stage as the single largest arts educator in Santa Clara County. Last year:

- More than 5,000 people attended the Museum's three free community days, with visitors from as far away as Canada, Germany, India, and Japan.
- The Museum's long-standing in-school programs Let's Look at Art and Art in the Dark programs reaching K-12 students are a large portion of the audiences served.
- SJMA's hands-on school field trips served 70% more students this past year than the previous year.
- Sowing Creativity in-school programs served over 1,000 Santa Clara County elementary school students, most of whom are based in low-income Title One schools, and include a partnership with Youth Science Institute.

Positively disruptive: SJMA's dynamic exhibitions of modern and contemporary art are often "firsts." The Museum organized the first major exhibitions for artists such as Jim Campbell, Jennifer Steinkamp, and Leo Villareal. The Museum's ongoing commitment to cutting-edge, community-focused work includes:

- the exclusive west-coast presentation of *Beauty—Cooper Hewitt Design Triennial*, the fifth installment of the Cooper Hewitt, Smithsonian Design Museum's signature contemporary design series. *Beauty* featured over 250 works by 63 designers and teams from around the globe.
- 2016 exhibitions such as *Border Cantos* reflected partnerships across San Jose and the greater San Francisco Bay Area. More than 40 sister organizations were actively involved, from the Exploratorium in San Francisco to San José's own Movimiento de Arte y Cultura Latino Americana (MACLA), as well as theater groups and social-service organizations.

Benefits of Sponsorship

Pre- and post-event marketing

Logo and/or name will receive premiere placement on all applicable event materials, print and electronic, as well as logo inclusion in print advertising. Collateral will include the printed invitation, emails, website, and press releases.

Night-of-event visibility and recognition

Elegant design and production make logo and name placement throughout the evening stand apart. On-screen recognition, the opportunity to address guests, and advertising placement in the program will all provide the highest prominence in placement and visibility.

Entertainment, networking, and employee engagement

Enjoy the highest level of hospitality and white-glove treatment: valet parking, table placement, and special attention. VIP invitations will be sent throughout the year and multiple touchpoints will be provided for your guests.

Reach

1,500 high-net-worth households and 9,000 unique email addresses.



Robbie Gordy, Christie's, the auctioneer at the SJMA 2016 Wonder Ball.



From the left: Mike Nevens, 2016 SJMA gala honoree; Eileen Fernandes, Museum Trustee and 2017 Gala co-chair; Yvonne Nevens, 2016 gala honoree; Tad Freese, Vice President, Board of Trustees and Auction Committee Chair.

SJMA Gala Sponsorship Benefits	PREMIUM \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000
Recognition				
Sponsor name or corporate logo in printed gala invitation	Prominent Logo	Logo	Logo	Name
Formal verbal acknowledgement from podium	✓	✓		
Sponsor name or corporate logo on gala website	Prominent Logo	Logo	Logo	Name
Sponsor name or corporate logo featured in gala slideshow	✓	✓	✓	
Sponsor name acknowledgement in media releases	✓	✓	✓	
Sponsor name featured in dedicated email blast	✓	✓		
Access to Museum facilities rental program	✓	✓	✓	✓
Valet parking for guests	✓	✓	✓	✓
Sponsor Acknowledgement in printed Museum newsletter	Logo (Year-round, as education sponsor)	Logo (post-Gala issue)	Name (post-Gala issue)	Name (post-Gala issue)
Listing on the donor wall in Museum Lobby	✓	✓	✓	
Recognition in annual report sent to donors, members, corporations, foundations, and government agencies	✓	✓	✓	✓
Photo opportunity with donor executives at VIP opening and other tailored benefits, including recognition in social media	✓			
High-Level Client, Employee, and Guest Entertainment Opportunities				
Seating for table of ten guests	✓	✓	✓	✓
Premium table location	Head Table	✓		
Invitations to auction preview and dinner	10	6	4	2
Invitations to VIP receptions and exclusive exhibition tours	6	4	2	
Employee, Friends, and Family Enrichment				
Complimentary passes and discounts for Museum visits	✓	✓	✓	



on the
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BY ANH-MINH LE

SOCIETY & CULTURE

PORTRAIT OF A PARTY
The San Jose Museum of Art's fundraising gala, **The Wonder Ball**, raised \$400,000, with proceeds benefiting the museum's educational programs.

1. Gala-goers dined outside, beneath twinkling stars and lights. **2.** George and Signe Kurian with Allison and Stephen Aldrich **3.** Yvonne and Mike Nevens were the evening's honorees. **4.** Maria Rezak **5.** Deepanjana Klein **6.** Maja Thomas and Susan Sayre Batton flank a Circosphere performer who greeted guests (and blended in with the hedges surrounding the venue). **7.** Carol and Gerry Parker

THE PARTY Held at the San Jose Museum of Art, the gala kicked off with a cocktail reception and was followed by a delectable alfresco dinner by Melons Catering & Events. A live auction and entertainment by Circosphere added to the festive vibe. **THE GUESTS** This year's Wonder Ball honored **Yvonne and Mike Nevens**. The Los Altos Hills residents are longtime supporters of the museum and the arts community at large. San Jose Mayor **Sam Liccardo** and SJMA President **Hildy Shandell** served as honorary co-chairs, while **Eileen Fernandes** and **Cheryl Kiddoo** were the event's co-chairs. **THE HIGHLIGHTS** The evening included a surprise gift by **Drew and Katie Gibson** of Los Altos. The couple donated "Delta," a work of found and fabricated tin on panel by Tony Berlant, to the SJMA's permanent collection. For the auction, which was presided over by **Robbie Gordy** of Christie's, an array of artists and galleries contributed pieces. Experiences—donated by restaurants, hotels and

Le, Anh-Minh. (2016, Nov. and Dec.). On the scene. *Silicon Valley*, p. 34

Gala co-chairs

Eileen Fernandes and Cheryl Kiddoo

Initial Sponsors*

Platinum

Bev and Peter Lipman
Yvonne and Mike Nevens

Gold

Deloitte.

and Eileen and Alfred Fernandes

Silver

Tad Freese
Cheryl and Bruce Kiddoo
Nicolette and Lindo St. Angel

LATHAM

LATHAM WATKINS

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*as of April 3, 2017