

# SAN JOSE MUSEUM OF ART

## San Jose Museum of Art's Annual Gala Saturday, September 17, 2016



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’s annual gala showcases the highest level of hospitality and artistry.

This year’s gala celebration will honor great benefactors **Yvonne and Mike Nevens** for their 25 years of leadership and support. Funds raised from the event will contribute to SJMA’s education programs.

## 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.
- Sowing Creativity in-school programs served more than 1,200 Santa Clara County elementary school students, 90% of whom are based in low-income Title One schools, and include a partnership with Youth Science Institute.
- 16,000 visitors participated in 50 unique adult programs that ranged from scholarly lectures to DIY Art activities to an annual poetry invitation organized by the county’s poet laureate. More than 1,300 guests participated in after-hour events.



**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 fourth iteration of the Museum’s experimental Beta Space exhibition series with artist Diana Thater was the largest to date and involved experts at the University of California Santa Cruz, UCO/Lick Observatory, and NASA Ames Research Center.
- Current exhibitions such as *Border Cantos* reflect partnerships across San Jose and the greater San Francisco Bay Area. More than 25 sister organizations are actively involved, from the Exploratorium in San Francisco to San Jose’s own Movimiento de Arte y Cultura Latino Americana (MACLA), from theater groups to social services organizations.

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# 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 receive 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 throughout the year and multiple touch points with your guests.

**Reach:** 1,500 high-net worth households  
9,000 unique email addresses

<b>SJMA Gala Sponsorship Benefits</b>	<b>Premiere \$50,000</b>	<b>Platinum \$25,000</b>	<b>Gold \$15,000</b>	<b>Silver \$10,000</b>
<b>Recognition</b>				
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 the Museum's facilities rental program	✓	✓	✓	✓
Sponsor acknowledgement in printed Museum newsletter <i>Premiere and Platinum Sponsors will be featured in a special article in the post-gala issue.</i>	Special Feature w/Photo & Logo (prominent, as education sponsor)	Special Feature w/Photo & Logo	Name	Name
Listing on the donor wall in Museum's 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	✓			
<b>High-Level Client, Employee, and Guest Entertainment Opportunities</b>				
Seating for table of ten guests	✓	✓	✓	✓
Premium table Location	Head Table	✓		
Invitations to gala auction preview and dinner	10	6	4	2
Invitations to VIP receptions and exclusive exhibition tours	6	4	2	
<b>Employee, Friends, and Family Enrichment</b>				
Complimentary passes and discounts	✓	✓	✓	✓