



Marin Museum of Contemporary Art Benefit Auction

Event Overview: Art Forward (ART FWD) Benefit Auction is MarinMOCA's signature fundraising event of the year. The exhibition and silent auction draws over 1,500 devoted arts fans from all over the Bay Area.

DATES

Exhibition and silent auction: September 10 - October 15, 2022

Opening preview party: Saturday September 10

Live Auction Party: October 15

LOCATION Marin Museum of Contemporary Art in Novato

AUDIENCE: Over 1,500 art and museum supporters from Marin and the greater Bay Area attend the exhibition.

Our attendees are art lovers at heart and active consumers of high-end products and services.

MEDIA EXPOSURE: ART FWD Benefit Auction will be advertised in both print and online venues including social media. Our social media presence includes 3,000+ followers on Facebook and Instagram and over 700 on Twitter. Our monthly e-newsletter is sent to over 7,000 individuals representing a targeted audience of art devotees. Our website receives up to 5,000 hits per month. Targeted advertising is planned to include print, online, social media and audience specific e-blasts.

SPONSORSHIP OPPORTUNITIES: Multiple levels of sponsorship are available, and each opportunity can be customized to meet diverse marketing needs.

The Marin Museum of Contemporary Art celebrates the art and artists of Northern California through exhibitions, programs, scholarship, and the production of new works. We connect these voices with the most innovative artistic makers of our time, whether local or global, to expand our audiences' appreciation of the power of contemporary art.

Exhibition sponsorship provides a unique opportunity for your company or organization to meet its marketing goals and reach your target audience. Most importantly, you are recognized as an organization that supports the arts, local artists, and the ongoing cultural development of Marin County.

Contact Development Manager Susan Sharman to discuss your sponsorship opportunity:

Events@marinmoca.org or (415) 506-0137 ext. 3

Marin Museum of Contemporary Art Benefit Auction

CORPORATE SPONSORSHIP BENEFITS AND LEVELS

Deadline for commitment is June 15, 2022

Estimated media exposure:

- Estimated social media exposure via Instagram and Facebook: 200,000 impressions
- Dedicated e-newsletter blasts (MarinMOCA and paid emails): estimated audience 45,000-100,000
- Print advertising: Estimated reach to 150,000 Marin-based residents
- Save the Date and Invitation mailed to 3,500 individuals

LEVELS:

Presenting \ \ \$10,000 (includes category exclusivity)

- 8 tickets to the VIP Reception and Live Auction party on October 15
- Acknowledgment from the stage by Master of Ceremonies during Live Auction event
- Visibility: Logo acknowledgment with priority size/placement on print invitation, event signage. Active logo link on website, museum e-blasts. Logo inclusion on advertising - MarinMag, MarinIJ, MarinARTS and social media posts. One (1) dedicated social media marketing post including business information
 - Dedicated space for your company materials and staff at Sept. 10 opening event
 - Opportunity for corporate hospitality event at the gallery (catering is a separate cost) during the exhibition.

Supporting \ \ \$7,500

- 6 tickets to the VIP Reception and Live Auction party on October 15
- Visibility: Logo acknowledgment with priority size/placement on print invitation, event signage. Active logo link on website, museum e-blasts. Logo inclusion on advertising - MarinMag, MarinIJ, MarinARTS and social media posts. One (1) dedicated social media marketing post including business information
 - Dedicated space for company materials and staff at Sept. 10 opening event

Platinum \ \ \$5,000

- 5 tickets to the VIP Reception and Live Auction party on October 15
- Visibility: Logo acknowledgment on print invitation, event signage. Active logo link on website, museum e-blasts. Logo inclusion on advertising - MarinMag, MarinIJ, MarinARTS. One (1) dedicated social media marketing post including business information

Gold \ \ \$2,500

- 3 tickets to the VIP Reception and Live Auction party on October 15
- Visibility: Logo acknowledgment on print invitation, event signage. Active logo link on website, museum e-blasts. Logo inclusion on advertising - MarinMag, MarinIJ, MarinARTS.

Silver \ \ \$1,000

- 2 tickets to the VIP Reception and Live Auction party on October 15
- List acknowledgment on event signage, print invitation, website, museum e-blasts

Marin Museum of Contemporary Art Benefit Auction

SPONSORSHIP COMMITMENT FORM

Presenting \ \ \$10,000

Supporting \ \ \$7,500

Platinum \ \ \$5,000

Gold \ \ \$2,500

Silver \ \ \$1,000

Today's Date _____

Company Name _____

Contact Name & Title _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Enclosed is my check made payable to:

The Marin Museum of Contemporary Art

Please charge my: Visa MC

Card Number _____

Expiration date _____ Security code _____

Name on card _____

Billing address _____

City, _____ State, _____ Zip _____

Signature _____

Thank you for your support!

Please complete the form and return payment to Susan Sharman at the address listed below.

We will contact you shortly to request a print-ready logo file.

500 Palm Drive, Novato, CA 94949 | events@marinmoca.org | (415) 506-0137 Ext. 3