

**MO
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Museum of Contemporary Art Detroit



GALA
+ ART AUCTION

SPONSORSHIP
2024



INTRODUCTION



We are thrilled to invite you to be a part of the Museum of Contemporary Art Detroit's (MOCAD) **2024 Gala + Art Auction**. This event celebrates contemporary art's impact on the human experience and is a crucial fundraiser to sustain our dynamic programming and exhibitions.

Importance of Sponsorship:

Sponsorship is vital for MOCAD to remain a hub for artistic and cultural dialogue, fostering connections within our diverse community. Your support offers extensive visibility and engagement opportunities, aligning your brand with a respected cultural institution and gaining recognition through media coverage, promotional activities, and exclusive access to MOCAD events.



Mission Statement

MOCAD's mission is to use art to nurture social change and human understanding, welcoming innovative voices from Detroit and around the world to guide us toward an equitable and inclusive future.





EVENT OVERVIEW

Overview

Date: October 26, 2024

Location: 4454 Woodward Ave, Detroit, MI

Theme: A Surrealist Ball

The goal of the fundraiser is to support MOCAD's exhibitions and educational programs, ensuring that art remains accessible and impactful in our community.

Agenda

- Welcome Reception
- Dinner and Program
- Art Auction Preview
- Special Performances
- Closing Remarks





SUMMARY OF SPONSORSHIP LEVELS

Presenting Sponsor: \$25,000

Tickets and Access:

- 8 tickets to the Gala
- Private tour for 8 with MOCAD's Artistic Director
- VIP access to an exclusive pre-event reception

Visibility and Branding:

- Recognition on all Gala materials, press releases, program book, website, mailings, and media
- Prominent logo placement on event signage, digital displays, and banners
- Opportunity to provide remarks at the Gala
- Featured mentions in event promotional campaigns across social media and email

Media and Community Impact:

- Media exposure through event coverage and interviews
- Recognition as a Community Champion of Cultural Narratives

Exclusive Benefits:

- Complimentary Supporting Level Membership: Complimentary one-year MOCAD Supporting Level Memberships for all guest, providing access to exhibitions, events, and exclusive previews
- Custom Social Media Highlight: A custom post across MOCAD's social media platforms, featuring the sponsor's logo and a personalized message of gratitude



Super Nova Sponsor: \$10,000

Tickets and Access:

- 6 tickets to the Gala
- Private tour for 6 of the Museum with a MOCAD Curator
- VIP access to exclusive pre-event reception

Visibility and Branding:

- Featured logo recognition on all Gala materials and press releases including program book, website, mailings, and media
- Logo placement on select event signage, digital displays, and banners
- Recognition in event speeches and acknowledgments
- Mentions in social media posts and eNews

Media and Community Impact:

- Media exposure through event coverage and interviews
- Acknowledgment as a significant supporter of the arts

Exclusive Benefits:

- Customizable engagement opportunities, such as virtual meet-and-greets with artists
- Two Complimentary Supporter Memberships: Enjoy a year of exclusive access to exhibitions and events with two free Supporter Level Memberships.





SUMMARY OF SPONSORSHIP LEVELS



Art Star Sponsor: \$5,000

Tickets and Access:

- 3 tickets to the Gala
- VIP access to exclusive pre-event reception

Visibility and Branding:

- Logo placement on MOCAD website, Gala invitation, and program book
- Recognition in social media channels (reaching thousands of viewers)
- Acknowledgment in MOCAD eNews (reaching 10,000+ individuals)
- Acknowledgment on Museum Donor Wall

Community Impact:

- Recognition as a supporter of cultural initiatives in the community

Exclusive Benefits:

- Priority booking for a small private event at MOCAD
- Invitations to special Museum events throughout the year
- Dual Supporter Memberships Included: Two one-year Supporter Level Memberships, granting special access to Museum activities and previews.

Super Star Sponsor: \$2,500

Tickets and Access:

- 2 tickets to the Gala
- VIP access to exclusive pre-event reception

Visibility and Branding:

- Logo placement on MOCAD website, Gala invitation, and program book

Community Impact:

- Recognition as a supporter of the arts and community enrichment

Exclusive Benefits:

- A MOCAD individual Level Membership
- Invitations to Museum preview events and exhibit openings



Museum of Contemporary Art Detroit

4454 Woodward Avenue, Detroit, MI 48201 mocatdetroit.org 313.832.6622



FOCUSED SPONSORSHIP OPPORTUNITIES

All of the following sponsorship levels include a complimentary one-year Supporter/Corporate Membership, providing access to exclusive exhibitions, events, and previews:

Catering Sponsor: \$30,000

- Prominent logo placement on catering stations
- Recognition in all event materials and media

Decoration Sponsor: \$10,000

- Logo placement on decorative elements
- Recognition in event materials and media

Art Auction Sponsor: \$25,000

- Logo placement on auction catalog and displays
- Recognition in auction-related promotional materials

Drinks Sponsor: \$20,000

- Logo placement on bar and drink stations
- Mentions in drink-related promotional materials





HONOREE PROFILE

Overview

The gala attracts high-net-worth individuals and major players in the art scene. The audience includes art collectors, philanthropists, and influential figures passionate about the economic development of Detroit and contemporary art.

In 2023 the honorees were:

- **Melanca Clark**, notable non profit visionary.
- **Linda Dresner**, art collector and fashion icon.
- **Leni Sinclair**, American photographer and political activist known for their iconic documentary photographs of the 60s and 70s, including anti-racist protests and concerts by John Lennon and Yoko Ono.



Testimonials and Past Success

MOCAD Impact:

- Since 2006, MOCAD has launched over 200 exhibitions and welcomed nearly a million visitors.
- MOCAD aims to deepen community connections by curating diverse exhibitions, expanding access through health workshops and social issue discussions, enhancing museum education, and increasing audience engagement.



Past Honorees





MOCAD BOARD OF DIRECTORS



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Please join us in supporting MOCAD



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