

A circular collage of film-related images, including a film reel, a person's face, and a film strip, serving as a background for the central text.

MO CAD 20 GALA

10.30.26
DETROIT

CELEBRATING 20 YEARS: A LEGACY IN MOTION



A Topline Introduction

MOCAD Gala 2026: A Legacy in Motion
Sponsorship Opportunities: \$3,000–\$100,000

In 2026, the Museum of Contemporary Art Detroit celebrates its 20th anniversary: a milestone year honoring two decades of bold contemporary art, experimental programming, artist-centered practice, and community connection in Detroit.

The MOCAD Gala is the Museum's signature fundraising event, bringing together artists, patrons, collectors, civic leaders, cultural partners, and supporters for an evening of celebration, connection, and investment in MOCAD's future.

Sponsorship of the 2026 Gala is more than support for one night. It is an investment in the next chapter of MOCAD's work: presenting ambitious exhibitions, supporting artists, expanding public programs, deepening youth and family engagement, and strengthening the Museum's role as a creative and civic gathering space for Detroit. As MOCAD enters its third decade, we invite sponsors to join us in shaping what comes next.



Museum of Contemporary Art Detroit
4454 Woodward Avenue, Detroit, MI 48201
mocadetroit.org 313.832.6622

Contact Mark Sleeman at board@mocadetroit.org or Natalie Johnson at development@mocadetroit.org to learn more about sponsorship opportunities today!



Importance of Sponsorship

Since opening its doors in 2006, the Museum of Contemporary Art Detroit has served as a vital platform for contemporary art, artists, and audiences in Detroit and beyond. Housed in an Albert Kahn designed, repurposed former auto dealership on Woodward Avenue, MOCAD reflects the city's spirit of experimentation, reinvention, and creative possibility.

Over the past 20 years, MOCAD has presented groundbreaking exhibitions, performances, music, public programs, and community-centered initiatives that inspire dialogue and reflect the urgent questions of our time. The Museum has become a space where emerging and established artists are supported, where audiences encounter new ideas, and where Detroit's cultural energy is amplified on a national and international stage.

Sponsorship helps make this work possible. Gala support directly fuels MOCAD's exhibitions, education initiatives, public programs, artist projects, and community engagement. As we celebrate 20 years, sponsors play a critical role in helping MOCAD build a sustainable future rooted in access, experimentation, and connection.



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Event Overview

Celebrating 20 Years of MOCAD: A Legacy in Motion

The 2026 Gala + Art Auction marks a defining moment in MOCAD's history. As the Museum celebrates its 20th anniversary, this year's Gala honors where MOCAD has been and looks ahead to the artists, communities, and ideas that will shape its next 20 years.

The evening will bring together MOCAD's community of artists, collectors, civic leaders, patrons, board members, cultural partners, and supporters for a dynamic celebration of contemporary art in Detroit.

Guests will experience a vibrant evening of art, performance, food, music, and connection, including a curated art auction featuring works and experiences that directly support MOCAD's exhibitions, programs, and mission.



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Why Sponsor MOCAD's Gala?

Sponsoring the MOCAD Gala connects your company, foundation, or family with one of Detroit's most dynamic contemporary art institutions during a milestone anniversary year.

Sponsors receive meaningful visibility while supporting the artists, exhibitions, public programs, and community-centered initiatives that make MOCAD a vital part of Detroit's cultural landscape.

As a sponsor, you help MOCAD:

- Present ambitious contemporary exhibitions
- Support artists and experimental creative practice
- Expand access to public programs and community engagement
- Grow youth, family, and education initiatives
- Strengthen Detroit's role as a global center for contemporary art
- Build long-term sustainability as MOCAD enters its next 20 years



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Sponsorship Levels

Benefits	Super Star \$3,000	Art Star \$6,000	Nova \$10,000	Supernova \$15,000	Reflector \$20,000	Luminary \$25,000	Visionary \$50,000	Transformative \$75,000	Catalyst \$100,000
Presenting sponsor of MOCAD's 2026 programs and exhibitions in all marketing, press, and digital communications. Announcement made at Gala.									
Representation as presenting sponsor on welcome wall at MOCAD entrance for duration of 2026.									
Presenting Sponsor of one 2026-2027 exhibition season. Announcement made at Gala.									
Representation as presenting sponsor on welcome wall at gallery entrance for Exhibition Season.									
Exclusive invitation to The Taubman's Annual Halloween Party on 10/31.									
Exclusive recognition as Presenting sponsor on all Gala promotion and media.									
Logo recognition in press release (logo submission deadline 10/8/2026).									
Dedicated social media post (80,000+ subscribers).									
Opportunity to be presenting sponsor of a community program with branded activation.									
Supporting an artist to attend the Gala and MOCAD homecoming brunch, including travel and accommodation.									
Tickets to MOCAD's homecoming brunch					2	4	6	8	10
Verbal mention during program.									
Inclusion in e-newsletter feature (15,000+ subscribers.)									
Recognition on printed invitation.									
Recognition in digital event promotion (web, email, social, event signage, program screen).									
MOCAD Supporting Level Membership (includes reciprocal membership programs and many other perks!)									
Tickets to MOCAD's 20th Annual Gala + Auction	2	4	6	6	6	8	10	10	12



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Catalyst | \$100,000

Benefits include:

- Supporting an artist to have a seat at your table and attend the Gala and MOCAD homecoming brunch, including travel and accommodation
- Premier recognition as a 20th Anniversary Sponsor of MOCAD's 2026-2027 programs and exhibitions, pending final approval
- Recognition at MOCAD during the 20th anniversary year
- Exclusive invitation to The Taubman's Annual Halloween Party on 10/31
- Announcement or recognition connected to the Gala program
- Opportunity to provide remarks during the Gala program
- Logo recognition in Gala-related press materials, pending deadline
- Dedicated social media recognition
- Verbal recognition during the Gala program
- Opportunity to support a MOCAD public or community program, with recognition in related materials
- Inclusion in a MOCAD e-newsletter feature
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 12 tickets to MOCAD's 2026 Gala
- 10 Tickets to MOCAD's homecoming



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Transformative | \$75,000

Benefits include:

- Supporting an artist to have a seat at your table and attend the Gala and MOCAD homecoming brunch, including travel and accommodation
- Recognition as presenting sponsor of one 2026–2027 exhibition season, pending availability and final approval
- Recognition at the Museum during the sponsored exhibition season
- Exclusive invitation to The Taubman's Annual Halloween Party on 10/31
- Announcement or recognition connected to the Gala program
- Opportunity to provide remarks during the Gala program
- Logo recognition in Gala-related press materials, pending deadline
- Dedicated social media recognition
- Verbal recognition during the Gala program
- Opportunity to support a MOCAD public or community program, with recognition in related materials
- Inclusion in a MOCAD e-newsletter feature
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 10 tickets to MOCAD's 2026 Gala
- 8 tickets to MOCAD's homecoming



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Visionary | \$50,000

Benefits include:

- Supporting an artist to have a seat at your table and attend the Gala and MOCAD homecoming brunch, including travel and accommodation
- Premier recognition as a leading Gala sponsor across event promotion and materials
- Exclusive invitation to The Taubman's Annual Halloween Party on 10/31
- Opportunity to provide remarks during the Gala program
- Logo recognition in Gala-related press materials, pending deadline
- Dedicated social media recognition
- Verbal recognition during the Gala program



- Opportunity to support a MOCAD public or community program, with recognition in related materials
- Inclusion in a MOCAD e-newsletter feature
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 10 tickets to MOCAD's 2026 Gala
- 6 tickets to MOCAD's homecoming brunch



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Luminary | \$25,000

Benefits include:

- Supporting an artist to have a seat at your table and attend the Gala and MOCAD homecoming brunch, including travel and accommodation
- Logo recognition in Gala-related press materials, pending deadline
- Dedicated social media recognition
- Verbal recognition during the Gala program
- Opportunity to support a MOCAD public or community program, with recognition in related materials



- Inclusion in a MOCAD e-newsletter feature
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 8 tickets to MOCAD's 2026 Gala
- 4 tickets to MOCAD's homecoming brunch



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Reflector | \$20,000 (New Sponsorship Level)

Benefits include:

- Supporting an artist to have a seat at your table and attend the Gala and MOCAD homecoming brunch, including travel and accommodation
- Verbal recognition during the Gala program
- Opportunity to support a MOCAD public or community program, with recognition in related materials
- Inclusion in a MOCAD e-newsletter feature
- Invitation to a private curator-led tour
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 6 tickets to MOCAD's 2026 Gala
- 2 tickets to MOCAD's homecoming brunch



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Supernova | \$15,000

Benefits include:

- Verbal recognition during the Gala program
- Opportunity to support a MOCAD public or community program, with recognition in related materials
- Inclusion in a MOCAD e-newsletter feature
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 6 tickets to MOCAD's 2026 Gala



Nova | \$10,000

Benefits include:

- Inclusion in a MOCAD e-newsletter feature
- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 6 tickets to MOCAD's 2026 Gala



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Art Star | \$6,000

Benefits include:

- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 4 tickets to MOCAD's 2026 Gala



Super Star | \$3,000

Benefits include:

- Recognition in digital event promotion, including web, email, social, event signage, and program screen
- Recognition in printed materials, pending print deadline
- MOCAD Supporter-level membership
- 2 tickets to MOCAD's 2026 Gala



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Honoree Profiles

Honorees at the Museum of Contemporary Art Detroit 2026 Gala are recognized for outstanding leadership and enduring contributions to Detroit's cultural life, marking twenty years of MOCAD.

It is especially fitting to honor Marsha Miro, Susanne Feld Hilberry, and Julia Reyes Taubman, who in 1995 first conceptualized MOCAD, envisioning a bold contemporary art institution in Detroit that would open new pathways for experimental practice and public engagement.



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Marsha Miro

Marsha Miro's vision helped shape the Museum of Contemporary Art Detroit into the bold and transformative institution it is today. As MOCAD's Founding Director and former President of the Board, she guided that vision from idea to reality, establishing the museum as a vital force in Detroit's cultural renaissance and a platform for experimental ideas, emerging voices, and global artistic dialogue.

Before her leadership at MOCAD, Marsha spent more than two decades as art critic for the *Detroit Free Press*, where she brought national attention to Detroit's creative community and documented the groundbreaking artists of the Cass Corridor movement. Through her writing, she championed local artists at a pivotal moment in the city's history, affirming Detroit as a place of extraordinary creative talent.

A mentor, advocate, cultural leader, and now Board Chair Emeritus, Marsha has devoted her career to supporting artists, cultivating audiences, and expanding access to contemporary art. Her insight, conviction, and unwavering belief in Detroit's creative potential continue to inspire MOCAD and generations of artists, thinkers, and cultural leaders.



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Susanne Feld Hilberry

Susanne Feld Hilberry transformed Detroit's cultural landscape through an unwavering belief in the power of artists and the importance of taking creative risks. Through the Susanne Hilberry Gallery, which she led for nearly four decades, she introduced generations of audiences to groundbreaking contemporary artists—championing both internationally renowned figures and emerging voices long before they received broader acclaim.

A co-founder of the Museum of Contemporary Art Detroit, Susanne recognized the need for a dedicated space for contemporary art in the city she loved. She remained a trusted advisor, steadfast supporter, and champion of MOCAD throughout its early years and beyond.

Known for her discerning eye, uncompromising standards, and deep devotion to artists, Susanne inspired all who knew her to seek out beauty, think boldly, and reject the mediocre. At MOCAD we are proud to carry forth her legacy with a named curatorial position. Her generosity of spirit and commitment to Detroit continue to shape the city's creative community and will endure for generations to come.



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Julia Reyes Taubman

Visionary, photographer, patron, and co-founder of the Museum of Contemporary Art Detroit, Julia Reyes Taubman believed deeply in the power of art to transform communities. Through her fearless imagination and unwavering conviction, she helped establish MOCAD as an experimental and internationally recognized platform for contemporary art in Detroit.

An accomplished documentary photographer, Julia's book *Detroit: 138 Square Miles* captured the beauty, complexity, and resilience of a changing city. She served as Chair of MOCAD's Board of Directors and held leadership roles with the Michigan Council for Arts and Cultural Affairs, Cranbrook Academy of Art, and the Rock & Roll Hall of Fame.

Remembered for her boundless curiosity, impeccable taste, and generous spirit, Julia challenged those around her to think without limits and strive for excellence. Her vision, warmth, and daring continue to inspire MOCAD and Detroit's cultural landscape, leaving a legacy that will endure for generations.



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MOCAD Board

MOCAD's Board of Directors is a dedicated group of leaders, innovators, and champions of contemporary art who provide strategic guidance and philanthropic support to advance the museum's mission. Their commitment ensures MOCAD remains a vibrant space for groundbreaking exhibitions, dynamic public programs, and meaningful community engagement.



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Join us in celebrating 20 years of MOCAD

Be a part of MOCAD's next chapter as we celebrate 20 years of groundbreaking art, bold ideas, and community impact. Your sponsorship directly fuels the exhibitions, performances, and programs that make Detroit a global destination for contemporary art.

Be a sponsor today.

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