Sponsorship Proposal for the 30th Anniversary Gala

April 21, 2017

NATIONAL MUSEUM OF WOMEN IN THE ARTS

30th Anniversary Gala

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The National Museum of Women in the Arts will kick off its 30th Anniversary year with a celebratory black-tie gala on Friday, April 21, in the museum’s gorgeous Washington landmark building. This evening’s theme is inspired by women artists - both past and present - who are represented in the museum’s diverse collection. Luminaries from Washington’s diplomatic, governmental, and social communities are expected to attend this very special event. In addition, the museum will honor and recognize its founder, Wilhelmina Cole Holladay.

This year’s gala - the museum’s largest fundraiser - marks a special milestone for the museum and honors the great work that has been done to champion women in the arts. You only turn thirty once, as the saying goes, so we have planned a very festive event that takes inspiration from our extraordinary permanent collection and will feature a silent auction, dinner, dancing, and many surprises!

As co-chairs of this year’s event, we personally invite you to join us as a sponsor of the gala. Your corporate sponsorship of the 30th Anniversary Gala will support the museum’s special exhibitions, educational programs, and diverse public audience engagement initiatives. Corporate benefits will be extended to our sponsors throughout the anniversary year.
Please find enclosed a list of all the benefits associated with your sponsorship. We appreciate your support and look forward to working with you to customize your involvement and recognition. Be sure to mark your calendar for Wednesday, April 19, 2017, for a VIP Sponsor cocktail reception hosted by His Excellency Kim Darroch and Lady Vanessa Darroch at the residence of the Ambassador of the United Kingdom.

In addition, the co-chairs are pleased to invite supporters at the $25,000 level and above to a private dinner - date to be determined - at the home of Board President and Co-Chair Cindy Jones and her husband, Evan Jones. Our museum founder, Wilhelmina Cole Holladay, will also be in attendance.

We look forward to your positive response. Please complete the enclosed acceptance form by February 15 so we can include your name on the gala invitation. Responses received after this date will be listed on the event program and receive verbal recognition at the event.

Please contact Cindy Jones, Board President & Gala Co-Chair, at 301-908-2647 or cindyjones324@gmail.com or Lucy M. Buchanan, NMWA Development Consultant, at 415-992-1599 or lbuchanan@nmwa.org.

With our deep appreciation and warmest regards,

Amy Baier    Kristin Cecchi    Jamie Dorros    Cindy Jones
President, Board of Trustees
Event Program:
The National Museum of Women in the Arts will kick off its 30th Anniversary year with a black-tie gala on April 21, in the museum’s gorgeous Washington landmark building. This evening’s theme is inspired by women artists - both past and present - who are represented in the museum’s diverse collection. Luminaries from Washington’s diplomatic, governmental, and social communities are expected to attend this very special event. In addition, the museum will honor and recognize its founder, Wilhelmina Cole Holladay.

Arriving at the gala, guests will have an opportunity to view the special exhibitions and permanent collection before enjoying cocktails and perusing silent auction items that will feature a highly curated selection of works by emerging contemporary women artists as well as one-of-a-kind gifts, unique world-class experiences and luxury travel packages. Dinner and dancing will follow in the museum’s elegant Great Hall and include several 30th Anniversary “surprises.”

Proceeds from the Spring Gala - the museum’s largest fundraiser - support the museum’s 30th Anniversary year including special exhibitions, educational programs, and diverse public audience engagement initiatives.
Select sponsors will be invited to a V.I.P. reception at the residence of the British Ambassador as well as other unique opportunities to engage with the museum and its supporters.

**Sponsorship Levels:**
- Diamond Patron, $100,000
- Gold Patron, $50,000
- Silver Patron, $25,000
- 30th Anniversary Patron, $15,000
- 30th Anniversary Sponsor (2 tickets), $3,000

**Contact:**
- Cindy Jones  
  NMWA Board President
  & Gala Co-Chair  
  Tel: (301) 908-2647  
  Email: cindyjones324@gmail.com

- Lucy M. Buchanan  
  NMWA Development Consultant  
  Tel: (415) 992-1599  
  Email: lbuchanan@nmwa.org

*Non-sponsor tickets may become available later in the spring. Please contact the museum for more details.*
CORPORATE BENEFITS

Diamond Patron ($100,000)

- All benefits given at the Gold Patron Level
- Two tables for ten with premier placement at the 30th Anniversary Gala
- Invitation for six to the sponsor’s reception at the residence of the British Ambassador
- Free facility rental of the museum’s Great Hall, Mezzanine, and other spaces (small fees for cleaning/security)
- Opportunity to host a private, director-led tour of the museum for company VIPs
- Logo recognition on museum education materials, exhibition invitations, and public programs brochures during anniversary year
- A feature article on your corporation’s philanthropy of NMWA in Women in the Arts magazine and logo recognition in magazine throughout 2017
- Opportunity to make remarks during the 30th Anniversary Gala
Gold Patron ($50,000)

- All benefits given at the Pearl Patron Level
- One table for ten with premier placement at the 30th Anniversary Gala
- Invitation for four to the sponsor’s reception at the residence of the British Ambassador
- Facility rental discount of 50% on use of the museum’s Great Hall, Mezzanine, and other spaces
- Corporate logo recognition and online thanks for your corporation’s philanthropy on the NMWA’s Broad Strokes blog, Facebook, Twitter, and other social media during anniversary year

Pearl Patron ($25,000)

- All benefits given at the Silver Patron Level
- One table for ten with premier placement at the 30th Anniversary Gala
- Invitation for two to the sponsor’s reception at the residence of the British Ambassador
- Facility rental discount of 50% on use of the museum’s Performance Hall or the Elisabeth A. Kasser Board Room
- Opportunity to host a private, curator-led tour of the museum for friends and family
- Name recognition in 30th Anniversary Gala press releases, and on museum education materials
- Opportunity to distribute products or vouchers at the 30th Anniversary Gala, as appropriate
- Free admission for all company employees during 2017 as well as a 10% discount in our gift shop

Silver Patron ($15,000)

- All benefits given at the 30th Anniversary Sponsor Level
- One table for ten with preferred placement at the 30th Anniversary Gala
- Invitation for two to the sponsor’s reception at the residence of the British Ambassador
- Invitation to VIP openings and events hosted by museum trustees during the anniversary year
- Corporate logo recognition on NMWA website for the anniversary year
- Corporate logo recognition in NMWA’s Women in the Arts magazine in 2017
- Public recognition of support during the 30th Anniversary Gala by the co-chairs

30th Anniversary Sponsor ($3,000)

- Two tickets with priority seating at the 30th Anniversary Gala
- Invitation for two to the sponsor’s reception at the residence of the British Ambassador
- Invitation to select events and openings hosted by the museum trustees during the year
- Corporate logo recognition in printed programs for the 30th Anniversary Gala
Founded to redefine traditional histories of art, the National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to celebrating the achievements of women in the visual, performing, and literary arts. The museum honors women artists of the past, promotes the accomplishments of women artists of the present, and assures the place of women artists in the future.

The collection now comprises more than 4,700 objects by over 1,000 women, making NMWA the most comprehensive and significant single repository of art by women from the 16th to the 21st century. Noted artists represented range from historic artists including Mary Cassatt, Lavinia Fontana, Clara Peeters, Rachel Ruysch, and Élisabeth Louise Vigée-Lebrun to modern and contemporary innovators such as Louise Bourgeois, Judy Chicago, Helen Frankenthaler, Frida Kahlo, Joan Mitchell, Louise Nevelson, Kiki Smith, Alma Thomas, and many others.
From June 23–September 10, 2017, REVIVAL will present an exhilarating array of 50 works by some of the most influential and inventive women artists working today. A central part of the NMWAs’ programming for its 30th anniversary year, the exhibition is grounded in the museum’s collection and its institution-wide focus on contemporary women artists as catalysts for change. Organized by NMWA, this show celebrates 30 years of building its global holdings, with the museum serving as the exclusive venue.

Offering a new look at the nature of spectacle, this exhibition presents contemporary sculptors and photo-based artists whose arresting aesthetics and intense subject matter spur the viewer into a transcendent encounter with the art object. Photographs and videos by Lalla Essaydi, Anna Gaskell, Maria Marshall, and Sam Taylor-Johnson, and sculptures by Louise Bourgeois, Petah Coyne, Sonia Gomes, Alison Saar, and Beverly Semmes offer meditations on the forces propelling gender and ethnic identity or the tenuous hold we have on the psychic self. REVIVAL demonstrates how artists engage space to generate intensity, with large scale works creating immersive, mesmeric environments while smaller, meticulously wrought works draw the viewer in to deliver strong sensorial impact.

Women were lesser-known pioneers in the fields of photography and video, and the radically new methods and forms created by postwar women sculptors are just beginning to be studied collectively. REVIVAL will celebrate the many ways in which today’s women artists continue to innovate in, and sometimes revolutionize and redefine, their respective mediums, illuminating how women sculptors, photographers, and filmmakers regenerate their mediums to profound expressive effect.
Beyond the Gallery

To celebrate REVIVAL, special events will include exclusive previews for exhibition supporters, a Press Preview, a Member Preview Day, and a champagne VIP toast opening reception.

The museum will offer programs for a range of audiences through a variety of interpretive lenses throughout the exhibition run. The education department will organize its popular evening gallery talks during which a Revival artist meets with visitors to discuss her creative process and unique perspective. Hands-on art workshops which focus on processes and techniques spotlighted in the exhibition will also be scheduled, while the museum will develop free “See for Yourself” self-guide cards to encourage closer looking and Guide-by-Cell audio guides to enable visitors to hear from the artists directly.

An Advanced Teacher Institute, attended by teachers from states along the eastern seaboard, will explore the exhibition and parallels between studio and STEM habits of mind.

Free weekly gallery talks will be led by curatorial and education staff members and visitors may also schedule docent tours of the exhibition.

An interactive digital exhibition catalogue, including artist biographies, highlighted works, and links to related materials, will further supplement the exhibition, making it accessible to an even wider audience. The digital catalogue will be accessible through the museum’s website, nmwa.org, and additional content will be shared through a variety of social media platforms—including Facebook, Twitter, YouTube, Instagram, and the NMWA blog, Broad Strokes.
In order to increase accessibility and understanding, NMWA develops and oversees activities and materials for visitors of all ages. These include art making workshops, lectures, audio guides, in-gallery tours, artist talks, and a vibrant docent program. With a special focus on reaching students and teachers, the museum’s education department holds teacher workshops throughout the year, boasts a variety of tours for young learners designed to promote critical thinking and meet specific standards of learning; and has developed a model arts integration curriculum, Arts, Books, & Creativity, available online to educators across the country.

NMWA has recently introduced Women, Arts, and Social Change (WASC) a bold new platform composed of public programs focusing on the power of women and the arts as catalysts for change through its FRESH TALK series. WASC’s inaugural 2015-2016 season was extremely successful, and the current season is proving to be equally exciting and provocative. In addition to FRESH TALK, the WASC initiative features Cultural Capital sessions—collaborations with area organizations to present films and an array of live performances.
The museum brings many of its offerings to a wider audience through its website, nmwa.org, and a variety of social media platforms - including Facebook, Twitter, YouTube, and the NMWA blog, Broad Strokes. The site serves as a vast resource which not only includes information on the museum’s exhibitions and upcoming activities but also provides extensive background on over 150 works in the collection as well as many of the artists represented.

NMWA further expands its influence through a unique network of national and international committees. Located in states and major cities around the globe, these affiliate groups raise the museum’s profile, planning local programs that highlight NMWA’s mission, collection, exhibitions, and activities. Committee members work with NMWA staff to increase membership and donate works of art, and they fund exhibitions, education programs, and object conservation.
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Ruthanna Maxwell Weber
Alice West

*Ex-Officio

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