Monet to Matisse

Masterworks of French Impressionism
from the Dixon Gallery and Gardens

SPONSORSHIP OPPORTUNITIES

About the Exhibition

ON VIEW OCTOBER 3, 2021 – JANUARY 9, 2022

Monet to Matisse: Masterworks of French Impressionism from the Dixon Gallery and Gardens boasts significant works of art by the most dynamic artists to work in late 19th- and early 20th-century France, including Claude Monet, Mary Cassatt, Edgar Degas, Pierre-Auguste Renoir, Paul Gauguin, and Henri Matisse.

From plein air landscapes to scenes of modern life in Paris, the 49 objects in the exhibition illustrate the radical innovations launched by artists we know today as Impressionists and Post-Impressionists.

It is anticipated to be one of the Museum’s most visited exhibitions this year.

About the Gala

EVENING OF SATURDAY, OCTOBER 9, 2021

To celebrate Monet to Matisse: Masterworks of French Impressionism from the Dixon Gallery and Gardens, the Crocker will host a black-tie gala. This event will be the Museum’s signature fundraiser this year, and will feature a cocktail party with access to the exhibition and an exquisite dining experience.

The estimated 200 attendees will include the Museum’s top individual and corporate supporters as well as philanthropists and business leaders from throughout the greater Sacramento region.

Opportunities to Support

Your sponsorship of the *Monet to Matisse: Masterworks of French Impressionism from the Dixon Gallery and Gardens* exhibition and gala includes exclusive benefits, extensive hospitality, and widespread recognition while supporting the Crocker’s many education programs, including important programs for our region’s schools and teachers.

- **$75,000**
- **$60,000**
- **$45,000**
- **$30,000**
- **$20,000**
- **$15,000**
- **$10,000**
- **$8,000**
- **$6,000**
- **$4,000**
- **$2,000**

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**TITLE SPONSOR**

**PRESENTING SPONSOR**

**SIGNATURE SPONSOR**

**SUPPORTING SPONSOR**

**CONTRIBUTING SPONSOR**

**COCKTAIL SPONSOR**

**VALET SPONSOR**

**GALA TABLE OF 8**

**GALA TABLE OF 6**

**GALA TABLE OF 4**

**GALA TABLE OF 2**

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**IN-PERSON ENGAGEMENT**

opportunities and impressions include 40,000 projected exhibition visitors

**DIGITAL & PRINT MARKETING EXPOSURE TO**

120,000 social media followers, 9,500 Museum members, 13,000 ArtLetter recipients, and 28,000 eNews recipients

**CUSTOMIZABLE**

client stewardship opportunities

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A Title Sponsorship, of which only one is available, will provide the broadest and most coveted combination of recognition and hospitality benefits at the Gala, during the exhibition, and at the associated public programs.

**HOSPITALITY**

Premier seating for twenty (20) guests at the Gala (tables of 2, 4, 6, 8 and/or 10)

Private exhibition tour for twenty (20) guests with Executive Director & CEO Lial A. Jones, Chief Curator and Associate Director Scott Shields, Ph.D., and Curator William Breazeale, Ph.D., hosting curator of the exhibition, and pre-tour champagne toast.

**EXHIBITION RECOGNITION**

Logo or name recognition on exhibition collateral, including:
- Exhibition title wall
- Crocker exhibition webpage
- Select exhibition-inspired program materials
- Press and social media

**GALA RECOGNITION**

Logo or name recognition on Gala collateral, including:
- Invitation, program, and menu card
- Event webpage, emails, and social media posts
- Digital and physical signage
- Sponsor thank-you page in ArtLetter

Verbal recognition at the Gala

Opportunity to present brief remarks at the Gala (live or pre-recorded)

**MUSEUM BENEFITS**

One (1) Director’s Circle Founder Membership and all associated benefits, including complimentary general membership at the Family level, and two (2) tickets to Founder’s Dinner, the Museum’s annual, invitation-only dinner for top Museum supporters.

Custom donor profile in one issue of ArtLetter

Name placement in Annual Report and on Annual Donor Wall in the Museum

Ability to use Crocker logo in your marketing materials

One (1) full-page advertisement in one issue of ArtLetter

**TERMS & CONDITIONS:** All benefits must be redeemed during the fiscal year (July – June) in which the event takes place. Private exhibition tour shall be scheduled at a mutually convenient time during Crocker Art Museum open hours, which are subject to change. Restrictions on group size may apply, and multiple tours may be necessary. In the event restrictions on gathering modify or cancel the Gala, comparable replacement benefits will be provided. Deadlines for logo recognition and advertisements apply. Other restrictions may apply.
A Presenting Sponsorship, of which only one is available, will provide premier recognition, hospitality, and benefits at the Gala, during the exhibition, and at the associated public programs.

**HOSPITALITY**

Premier seating for sixteen (16) guests at the Gala (tables of 2, 4, 6, 8 and/or 10)

Private exhibition tour for sixteen (16) guests with Executive Director & CEO Lial A. Jones, Chief Curator and Associate Director Scott Shields, Ph.D., and Curator William Breazeale, Ph.D., hosting curator of the exhibition, and pre-tour champagne toast.

**EXHIBITION RECOGNITION**

Logo or name recognition on exhibition collateral, including:
- Exhibition title wall
- Crocker exhibition webpage
- Select exhibition-inspired program materials
- Press and social media

**GALA RECOGNITION**

Logo or name recognition on Gala collateral, including:
- Invitation, program, and menu card
- Event webpage, emails, and social media posts
- Digital and physical signage
- Sponsor thank-you page in ArtLetter

Verbal recognition at the Gala

**MUSEUM BENEFITS**

One (1) Director’s Circle Founder Membership and all associated benefits, including complimentary general membership at the Family level and collections consulting with Museum curators.

Name placement in Annual Report and on Annual Donor Wall in the Museum

Ability to use Crocker logo in your marketing materials

One (1) full-page advertisement in one issue of ArtLetter

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## Sponsor Levels and Benefits

### Signature Sponsor

**$45,000**

A **Signature Sponsorship**, of which multiple are available, will provide recognition, hospitality, and benefits at the Gala and during the exhibition.

### Hospitality

- **Seating for fourteen (14) guests** at the Gala (tables of 2, 4, 6, 8 and/or 10)

- **Private exhibition tour for fourteen (14) guests** with Executive Director & CEO Lial A. Jones, Chief Curator and Associate Director Scott Shields, Ph.D., and Curator William Breazeale, Ph.D., hosting curator of the exhibition, and **pre-tour champagne toast**.

### Exhibition Recognition

- Logo or name recognition on exhibition collateral, including:
  - Exhibition title wall
  - Crocker exhibition webpage

### Gala Recognition

- Logo or name recognition on Gala collateral, including:
  - Invitation, program, and menu card
  - Event webpage, emails, and social media posts
  - Digital and physical signage
  - Sponsor thank-you page in *ArtLetter*

- **Verbal recognition at the Gala**

### Museum Benefits

- **One (1) Director’s Circle Founder Membership** and all associated benefits, including our popular Insider’s Tour of the Museum for up to ten (10)

- **Name placement** in Annual Report and on Annual Donor Wall in the Museum

- **Ability to use Crocker logo** in your marketing materials

- **One (1) full-page advertisement** in one issue of *ArtLetter*  

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### Terms & Conditions

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SPONSOR LEVELS AND BENEFITS

SUPPORTING SPONSOR
$30,000

Seating for twelve (12) guests at the Gala

Private tour of the exhibition for twelve (12) with Curator William Breazeale, Ph.D., hosting curator of the exhibition

Logo recognition on select exhibition and Gala collateral

Name recognition on exhibition Title Wall

Director’s Circle Patron Membership and all associated benefits

Full page Artletter advertisement

CONTRIBUTING SPONSOR
$20,000

Seating for ten (10) guests at the Gala

Private tour of the exhibition for ten (10) with a private docent

Logo recognition on select exhibition and Gala collateral

Name recognition on exhibition Title Wall

Director’s Circle Patron Membership and all associated benefits

Half-page Artletter advertisement

COCKTAIL SPONSOR
$15,000

Seating for eight (8) guests at the Gala

Exclusive logo recognition at the cocktail bar and on the cocktail napkins

Name recognition on the menu card and Gala program

Half-page Artletter advertisement

VALET SPONSOR
$10,000

Seating for six (6) guests at the Gala

Exclusive logo recognition at the valet station

Name recognition on the Gala program

Quarter-page Artletter advertisement

GALA TABLES
$2,000 TO $8,000

Your purchase of a table at the Gala will include name recognition at the table and in the Annual Report.

Tables are available in increments of:

<table>
<thead>
<tr>
<th>TABLE OF TWO</th>
<th>TABLE OF FOUR</th>
<th>TABLE OF SIX</th>
<th>TABLE OF EIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>$4,000</td>
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TO SECURE YOUR SPONSORSHIP OR TABLE RESERVATIONS

please call (916) 808-7843
or email development@crockerart.org