

art
auction
season 2021

SPONSORSHIPS & TABLES

CROCKER
art museum

About Art Auction Season 2021

Building on the success of last year's virtual auction, **Art Auction Season 2021** will feature the same lively events in a new hybrid virtual and in-person format. There are many opportunities to sponsor Art Auction Season, allowing you and/or your business to align with the Museum to increase your market awareness among the Museum's donors, members, and visitors while supporting the Crocker's many education programs, including our important school-based programs.

1 Two Virtual Art Auctions

BIDDING BEGINS MAY 10 & CLOSES JUNE 5 & 6 | ONLINE AT BIDSQUARE.COM

Two auctions will be presented - **Big Names, Small Art (BNSA)** and the **Silent Art Auction** - on one online bidding platform, Bidsquare.

Big Names, Small Art (BNSA) includes 200+ small artworks (12" x 12" or smaller) with bidding on each starting at just \$25, regardless of the work's fair market value. BNSA lots will close one artwork every minute beginning at 1:00 PM on **Saturday, June 5**.

Silent Art Auction features approximately 90 original works by some of the region's most renowned artists. Silent Art Auction lots will close one artwork every minute beginning at 1:00 PM on **Sunday, June 6**.

3 million+

views of artworks in the Museum's online Art Auction 2020

1,000+

bidders from **the United States, Canada, Mexico**, and throughout **Europe**

2 Live Art Auction

SATURDAY, JUNE 5 AT 5:30 PM | CROCKER ART MUSEUM

This festive, socially distanced event will be held outdoors in the Museum's courtyard. The evening will include cocktails in the Museum's EKD courtyard, a socially distanced dinner, and a live auction of approximately one dozen select original artworks by some of our region's most sought-after artists. **Space is limited and tables will be available on a first come, first served basis.**

3 Art Auction Exhibition

ON VIEW MAY 24 - JUNE 6, 2021 | CROCKER ART MUSEUM

Live Art Auction and Silent Art Auction works will be on view at the Museum as part of the Art Auction Exhibition. Artworks will also be featured in the Art Auction catalogue, mailed to over 10,000 member households.

Art Auction Patron Quick Facts

Art Auction patrons are drawn from the Museum's top individual and corporate supporters. They represent some of the Sacramento region's most philanthropic and high-net worth individuals and businesses.

Over the past 3 years, 60% of attendees are Crocker Director's Circle members and give an average of \$10,000 in philanthropic support annually.

Art Auction Season Title Sponsorship | \$20,000

An **Art Auction Season 2021 Title Sponsorship**, of which only one is available, will provide maximum and often-exclusive recognition throughout the Art Auction Season.

To secure or customize the Title Sponsorship, please contact **Amalia Griego** at (916) 808-1177.

Hospitality Benefits*

- **Seating for eight (8)** guests at the Live Art Auction (Tables of 2, 4, 6, or 8 are available)
- Exclusive Art Auction **exhibition tour** for up to eight (8) with Chief Curator and Associate Director Scott Shields, P.h.D and Executive Director & CEO Lial A. Jones

Extensive Recognition and Signage

- Logo or name recognition on **Art Auction Season collateral**, including:
 - Save the Date, invitation, program, and emails
 - Exhibition Title Wall
 - Virtual Art Auction bidding platform
 - Art Auction catalogue
 - Event webpage and social media posts
 - Digital and physical signage
 - Art Auction page in *ArtLetter*
- **Welcome Letter** in the Art Auction catalogue
- **Full-page color ad** in the Art Auction catalogue
- **Verbal recognition** at the Live Art Auction
- Opportunity to **present remarks** at the Live Art Auction (*pre-recorded or live*)

Museum Benefits

- One (1) **Director's Circle Patron Membership** with all associated benefits, including complimentary general membership at the Family level
- **Donor profile** in one issue of *ArtLetter*
- Name placement in **Annual Report** and on **Annual Donor wall** in the Museum
- Ability to use the Crocker logo in your marketing materials

Marketing Impressions

crockerart.org *Art Auction* page:
55,000 page views since 2017

BidSquare: 3 million page views and 1,000 bidders

Social media: 120,000+ combined followers; 90,000+ engagements on *Art Auction*-themed posts (likes, comments, clicks, shares, and views)


Art Auction catalogue: 10,000 recipients

ArtLetter magazine: 13,000+ recipients

Art Auction invitation: 12,000 recipients

Terms and Conditions: Private exhibition tour shall be scheduled at a mutually convenient time during exhibition. Restrictions on group size may apply and multiple tours may be necessary. In the event that restrictions on gatherings cancels the Live Event, comparable replacement benefits will be provided. Various deadlines for logo recognition and catalogue advertisements apply. Crocker logo use is subject to pre-approval from Crocker's Marketing department.

*Your comfort and safety are paramount, and you can support Art Auction Season as a sponsor without being physically present at the Live Event. The Title Sponsorship includes Live Event entry, but if you are unable to enjoy that benefit, we will work with you on an alternative, comparable benefit that better fits your need.



Named Sponsorships | \$2,500–\$12,500

Named Sponsorships provide maximum recognition throughout the Art Auction Season and can be bundled with a table of 2, 4, 6, or 8 at the Live Art Auction (please see the next page for table pricing).

We are happy to customize a sponsorship opportunity that meets your needs. To secure your sponsorship or customize a package, please contact Amalia Griego at (916) 808-1177.

Bidding Platform Sponsor | \$12,500

ONE AVAILABLE

- Private preview of the Art Auction exhibition
- Verbal recognition during Live Event remarks
- A one-year Director's Circle Patron membership and all associated benefits
- Logo recognition on Art Auction invitation and bidding platform banner
- Exclusive name recognition in each auction lot description on bidding platform
- Exclusive name or logo recognition on bidding platform registration instructions
- Name or logo recognition on digital and in-person signage
- Full-page ad in the Art Auction catalogue and listing in the catalogue

Supporting Sponsor | \$10,000

MULTIPLE AVAILABLE

- Private preview of the Art Auction exhibition
- Verbal recognition during Live Event remarks
- Logo recognition on the Art Auction invitation and bidding platform banner
- Name or logo recognition on the exhibition Title Wall
- Name or logo recognition on digital and in-person signage
- Full-page ad in the Art Auction catalogue and listing in the catalogue

Cocktail Sponsor | \$7,500

ONE AVAILABLE

- Verbal recognition during Live Event remarks
- Exclusive name or logo recognition at the cocktail bars and on the menu
- Name or logo recognition on digital and in-person signage
- Full-page ad in the Art Auction catalogue and listing in the catalogue

Catalogue Sponsor | \$5,000

ONE AVAILABLE


- Prominent logo recognition on the cover of the Art Auction catalogue
- Name or logo recognition on digital and in-person signage
- Full-page ad in the Art Auction catalogue and listing in the catalogue

Valet Sponsor | \$2,500

ONE AVAILABLE

- Exclusive logo recognition on the valet station
- Half-page ad in the Art Auction catalogue and listing in the catalogue

Terms and Conditions: Private exhibition tour shall be scheduled at a mutually convenient time during exhibition. Restrictions on group size may apply and multiple tours may be necessary. In the event that restrictions on gatherings cancels the Live Event, replacement benefits will be provided. Various deadlines for logo recognition and catalogue advertisements apply. Crocker logo use is subject to pre-approval from Crocker's Marketing department.



Live Art Auction Tables | \$1,000–\$4,000

This festive, socially distanced event will feature a live auction of approximately one dozen artworks. This popular event attracts art lovers, business leaders, and philanthropists from throughout California's capital region. This is your chance to bid on and win original artworks by our region's most sought-after artists.

To purchase your table, please call Amalia Griego at (916) 808-1177.

All Live Art Auction tables include name or logo recognition at the table and listing in the catalogue by table name or attendees' names.

Table of 8 | \$4,000

- One table accommodating eight (8) attendees at the Live Art Auction

Table of 4 | \$2,000

- One table accommodating four (4) attendees at the Live Art Auction

Table of 6 | \$3,000

- One table accommodating six (6) attendees at the Live Art Auction

Table of 2 | \$1,000

- One table accommodating two (2) attendees at the Live Art Auction



About the Dinner

Michael Fagnoni and Molly Hawks are the chefs and owners of the acclaimed Hawks Restaurant in Granite Bay, CA and Hawks Provisions + Public House in Sacramento, CA.

Consistently appearing on top restaurant lists since it opened, Hawks' menus pay tribute to local ingredients via Italian- and French-inspired dishes. Molly Hawks was one of the two chefs who oversaw Sacramento's famed Tower Bridge Dinner in 2019.

Terms and Conditions: In the event that restrictions on gatherings cancels the Live Event, comparable replacement benefits will be provided. Catalogue listing deadlines apply.

Table Cancellation/Reduction Policy: You may change your table size or receive a full refund of your table cost if your request is received by Friday, May 14th by 5pm by emailing development@crockerart.org.

