MONET TO MATISSE:
FRENCH MASTERWORKS
FROM THE DIXON GALLERY
AND GARDENS

SPONSORSHIP OPPORTUNITIES
Available Sponsorships

Monet to Matisse

Gala the evening of Saturday, October 2, 2021 | CROCKER ART MUSEUM
Exhibition on view October 3, 2021–January 9, 2022 | CROCKER ART MUSEUM

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Title Sponsor</td>
<td>$50,000</td>
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<tr>
<td>Presenting Sponsor</td>
<td>$40,000</td>
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<tr>
<td>Signature Sponsor</td>
<td>$30,000</td>
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<tr>
<td>Supporting Sponsor</td>
<td>$20,000</td>
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<td>Contributing Sponsor</td>
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<tr>
<td>Cocktail Sponsor</td>
<td>$10,000</td>
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<td>Valet Sponsor</td>
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<td>Gala table of 2</td>
<td>$3,000</td>
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<td>Gala table of 4</td>
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<td>Gala table of 6</td>
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<td>Gala table of 8</td>
<td>$12,000</td>
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- **Sponsorships** from $3,000–$50,000 (including gala tables)
- **Gala** the evening of Saturday, October 2, 2021
- **Exhibition on-view** October 3, 2021–January 9, 2022
- **Up to ten months of recognition and impressions** (April 2021–January 2022) on digital and printed collateral and at the Gala
- **In-person engagement opportunities and impressions** include 40,000 projected exhibition visitors and 200+ Gala attendees
- **Digital and print marketing exposure** to 120,000 social media followers; 8,500 members; 13,000 ArtLetter recipients; and 28,000 e-news recipients

Select recognition deadlines apply. Recognition time period is assuming sponsorship is confirmed and logo provided by the first opportunity deadline.

About the Gala

The Monet to Matisse Gala, held in the Museum’s courtyard, will serve as the Crocker’s premier social event in 2021. Centering around Monet to Matisse: French Masterworks from the Dixon Gallery and Gardens, the Gala will feature early admission to the Monet to Matisse exhibition, plein-air fine dining with wine pairings under the stars, and the opportunity to safely mix and mingle with the top community leaders, philanthropists, and corporate leaders from the greater Sacramento region.

There are many opportunities to sponsor and/or attend the Gala, giving you and your business the chance 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.

Monet to Matisse Gala

EVENING OF OCTOBER 2, 2021 | CROCKER ART MUSEUM

This elegant event will be held outdoors in the Museum’s courtyard during Sacramento’s enviable fall season. The evening will include a cocktail reception and a plated dinner with wine pairings for approximately 200 attendees.

The Gala centers around Monet to Matisse: Masterworks of French Impressionism from the Dixon Gallery and Gardens, on view at the Crocker October 3, 2021–January 9, 2022. The exhibition 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 30 paintings in the exhibition illustrate the radical innovations launched by artists we know today as Impressionists and Post-Impressionists.

Select Deadlines: ArtLetter announcements: Friday, March 19, 2021 (for May 2021 issue) and Friday, July 9, 2021 (for September 2021 issue); Event invitation: August 2021; Exhibition title wall: Friday, September 3, 2021; In-person event collateral: Friday, September 24, 2021.

**Title Sponsor | $50,000**

A Monet to Matisse Title Sponsorship, of which only one is available, will provide up to 10 months of recognition as well as premier hospitality and Museum benefits at the Gala, during the exhibition, and at the associated public programs.

Please contact Sheena Link at (916) 808-1181 to customize or secure the sponsorship.

**Hospitality Benefits***

- **Premier seating for eight (8) guests** at the Gala
- **Private tour for eight (8)** of Monet to Matisse: French Masterworks from the Dixon Gallery and Gardens with Chief Curator and Associate Director Scott Shields, Ph.D; Executive Director & CEO Lial A. Jones; and Curator William Brezeale, Ph.D., hosting curator of the exhibition.

**Gala Recognition**

- **Logo or name recognition** on Gala collateral, including:
  - Save the Date, invitation, program, and emails
  - Event webpage and social media posts
  - Digital and physical signage
  - Sponsor thank-you page in ArtLetter
- **Verbal recognition** at the Gala
- **Opportunity to present remarks** at the Gala (pre-recorded or live)

**Exhibition Recognition**

- **Logo or name recognition** on exhibition collateral, including:
  - Exhibition Title Wall
  - Exhibition webpage on CrockerArt.org
  - Select exhibition-inspired public programs
  - Press and social media

**Museum Benefits**

- **One Director’s Circle Founder Membership** and all associated benefits, including complimentary general membership at the Family level and **two (2) tickets to the 2022 Founder’s Dinner**, the Museum’s annual, invitation-only dinner for the top Museum donors and 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 the Crocker logo** in your marketing materials
- **One (1) full-page advertisement** in ArtLetter


**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 modifies or cancels the Gala, comparable replacement benefits will be provided. Various deadlines for logo recognition and advertisements apply. Crocker logo use is subject to pre-approval from Crocker’s Marketing department.
Presenting Sponsor | $40,000

A Monet to Matisse Presenting Sponsorship, of which only one is available, will provide up to 10 months of recognition as well as premier hospitality and Museum benefits at the Gala, during the exhibition, and at the associated public programs.

Please contact Sheena Link at (916) 808-1181 to customize or secure the sponsorship.

Gala Recognition

- **Logo or name recognition** on Gala collateral, including:
  - Save the Date, invitation, program, and emails
  - Event webpage and social media posts
  - Digital and physical signage
  - Sponsor thank-you page in ArtLetter
- **Verbal recognition** at the Gala

Exhibition Recognition

- **Logo or name recognition** on exhibition collateral, including:
  - Exhibition Title Wall
  - Exhibition webpage on CrockerArt.org
  - Select exhibition-inspired public programs
  - Press and social media

Museum Benefits

- One **Director’s Circle President Membership** and all associated benefits, including including access to the Travel Program and collections consulting
- **Custom 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

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 modifies or cancels the Gala, comparable replacement benefits will be provided. Various deadlines for logo recognition and advertisements apply. Crocker logo use is subject to pre-approval from Crocker’s Marketing department.
Named Sponsorships | $10,000–$30,000

All sponsorships include recognition on the Annual Donor Wall and in the Annual Report.

Please contact Sheena Link 916) 808-1181 or slink@crockerart.org to customize or secure a sponsorship.

**Signature Sponsor** | $30,000

ONE AVAILABLE
- Seating for four (4) at the Gala
- Logo recognition on invitation and listing in program and ArtLetter
- Recognition on select Gala promotions
- Verbal recognition during the event
- Recognition on exhibition Title Wall
- Director’s Circle Trustee Membership and all associated benefits, including access to the Travel Program and private talks
- Private tour for four (4) of *Monet to Matisse: French Masterworks from the Dixon Gallery and Gardens* with Chief Curator and Associate Director Scott Shields, Ph.D; Executive Director & CEO Lial A. Jones; and Curator William Brezeale, Ph.D., hosting curator of the exhibition.

**Contributing Sponsor** | $15,000

MULTIPLE AVAILABLE
- Seating for two (2) at the Gala
- Logo recognition on invitation and listing in program and ArtLetter
- Recognition on select Gala promotions
- Recognition on exhibition Title Wall
- Private *Monet to Matisse: French Masterworks from the Dixon Gallery and Gardens* exhibition preview for two (2) with William Brezeale, Curator and curator of the exhibition.

**Supporting Sponsor** | $20,000

MULTIPLE AVAILABLE
- Seating for two (2) at the Gala
- Logo recognition on invitation and listing in program and ArtLetter
- Recognition on select Gala promotions
- Verbal recognition during the event
- Recognition on exhibition Title Wall
- Director’s Circle Patron Membership and all associated benefits, including one complimentary family membership to give as a gift
- Private tour for four (4) of *Monet to Matisse: French Masterworks from the Dixon Gallery and Gardens* with Chief Curator and Associate Director Scott Shields, Ph.D; Executive Director & CEO Lial A. Jones; and Curator William Brezeale, Ph.D., hosting curator of the exhibition.

**Cocktail Sponsor** | $10,000

ONE AVAILABLE
- Seating for two (2) at the Gala
- Logo recognition at the cocktail bar, on the menu, and on the program
- Half-page ArtLetter advertisement

**Valet Sponsor** | $10,000

ONE AVAILABLE
- Seating for two (2) at the Gala
- Logo recognition at the valet station and on the program
- Half-page ArtLetter advertisement

**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 modifies or cancels the Gala, comparable or replacement benefits will be provided. Various recognition deadlines apply. Crocker logo use is subject to pre-approval from Crocker’s Marketing department.
**Gala Tables**  |  $3,000–$12,000

All tables include name or logo recognition at the table and recognition on the Annual Donor Wall and in the Annual Report. Tables may be added to sponsorship packages to increase your seats at the Gala.

**Please contact Sheena Link at (916) 808-1181 or slink@crockeraart.org to reserve a table.**

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**Table of 8**  |  $12,000

- One table accommodating eight (8) attendees at the Gala

**Table of 6**  |  $9,000

- One table accommodating six (6) attendees at the Gala

**Table of 4**  |  $6,000

- One table accommodating four (4) attendees at the Gala

**Table of 2**  |  $3,000

- One table accommodating two (2) attendees at the Gala

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**Terms and Conditions:** In the event that restrictions on gatherings modifies or cancels the Gala, comparable or replacement benefits will be provided. The deadline to cancel or modify your table(s) is September 1, 2021.


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