

# ASHEVILLE ART MUSEUM

2 South Pack Square | 828.253.3227 | ashevilleart.org  
PO Box 1717 | Asheville, NC 28802-1717

## Gala and Live Auction 2020

### *Sponsorship Opportunities*

Join us this November for our annual gala and celebration of the new Museum's one-year anniversary! We have reimagined this event to provide a variety of options, so you can celebrate with us in the way that is most comfortable for you. No matter how you choose to participate, you will be supporting the Museum's vital work of providing lifelong opportunities for education and enrichment through the visual arts. All who attend the Saturday, November 7 dinner will be considered sponsors of this year's gala and anniversary celebration.

### SPONSOR LEVELS AND BENEFITS

#### Lead Sponsor \$12,000 (benefits \$1,800; tax deductible portion \$10,200)

- Two tables of six people for the dinner
- Invitation for you and your table guests to attend the Auction Preview on Friday, November 13 during one of the available time slots
- Access to the Virtual Live Auction on Saturday, November 14
- Listing as the Lead Sponsor for the Museum's Virtual Gala and Live Auction in printed and digital materials
- Feature and acknowledgment of sponsorship in the Member publication, *Profile*, distributed to over 2,700 Member households
- Graphic/logo and listing with hyperlink on the Museum website's event page
- Graphic/logo on the online bidding platform for the Virtual Live Auction
- Acknowledgment of sponsorship in the digital auction catalogue, press release, and on social media
- Listing on the 2020 donor wall

#### Gold Sponsor \$5,000 (benefits \$900; tax deductible portion \$4,100)

- One table of six people for the dinner
- Invitation for you and your table guests to attend the Auction Preview on Friday, November 13 during one of the available time slots
- Access to the Virtual Live Auction on Saturday, November 14
- Acknowledgment of sponsorship in the Member publication, *Profile*, distributed to over 2,700 Member households
- Graphic/logo and listing with hyperlink on the Museum website's event page
- Graphic/logo on the online bidding platform for the Virtual Live Auction
- Acknowledgment of sponsorship in the digital auction catalogue, press release, and on social media
- Listing on the 2020 donor wall

#### Silver Sponsor \$3,000 (benefits \$600; tax deductible portion \$2,400)

- Tickets for four people to attend the dinner
- Invitation for you and your table guests to attend the Auction Preview on Friday, November 13 during one of the available time slots
- Access to the Virtual Live Auction on Saturday, November 14
- Graphic/logo and listing with hyperlink on the Museum website's event page
- Acknowledgment of sponsorship in the digital auction catalogue and press release
- Listing on the 2020 donor wall

**Bronze Sponsor \$1,500 (benefits \$300; tax deductible portion \$1,200)**

- Tickets for two people to attend the dinner
- Invitation for you and your table guest to attend the Auction Preview on Friday, November 13 during one of the available time slots
- Access to the Virtual Live Auction on Saturday, November 14
- Listing with hyperlink on the Museum website's event page
- Acknowledgment of sponsorship in the digital auction catalogue and press release
- Listing on the 2020 donor wall

**Zinc Sponsor \$750 (benefits \$300; tax deductible portion \$450)**

- Tickets for two people to attend the dinner
- Invitation for you and your table guest to attend the Auction Preview on Friday, November 13 during one of the available time slots
- Access to the Virtual Live Auction on Saturday, November 14
- Listing on the Museum website's event page

**Promotional Impact of Sponsorship**

In 2019–2020, the Museum's website had 353,000 pageviews and nearly 1.7 million Facebook impressions. The Museum also built its reach on Instagram with over 48,000 interactions. The Museum's social media accounts (Facebook, Twitter, and Instagram) currently have a combined following of more than 26,000 people. There are over 2,700 Member households. The Museum's eblast platform has over 7,000 subscribers. Press releases are sent to local and regional media partners.

All sponsorships are tax-deductible to the extent allowed by law.

For more information or to purchase tickets, please contact Kristen Boddy at [kboddy@ashevilleart.org](mailto:kboddy@ashevilleart.org) or 828.253.3227 x117.