

MOCAD

MUSEUM OF CONTEMPORARY ART DETROIT

GALA

& ART AUCTION

HONORING MELANCA CLARK & LENI SINCLAIR

OCTOBER 13, 2023



OPPORTUNITIES TO SPONSOR COMMUNITY IMPACT AT MOCAD'S GALA

2023 MOCAD GALA SPONSORSHIP OPPORTUNITIES



Sydney G. James:
*Girl Raised in
Detroit, Spring/
Summer 2023*



WHY SUPPORT MOCAD

Detroit is home to one of the most vibrant arts scenes in the world, whose work tells stories about community, resilience, diversity, grit, and change. While our city has many art museums and galleries, MOCAD is its only public institution that specifically holds space for art from Detroit to be featured on a major stage.

MOCAD was founded in 2006 with a mission to “present art at the forefront of contemporary culture.” Since then, the Museum has launched exhibitions by the most groundbreaking artists of our time, been called an “unofficial town hall” by the NY Times, and welcomed more than 750,000 visitors.

We focus on art as a means to nurture social change and human understanding, **exploring the best of contemporary art, reflecting our community, and connecting Detroit to the global art world.**

Each year, MOCAD hosts:

- approximately **15 exhibitions**, often artists from Detroit and our region, available for viewing free of charge
- over **100 free public programs**, including panel discussions, art-making workshops, tours, trainings, and concerts
- a **Teen Council** which boasts a 100% college acceptance rate and provides near-weekly opportunities for local teens in arts leadership, professional development, mentorship, and creative development
- at least **20 youth programs**, including art-making workshops and Family Day events



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2023 GALA — OCTOBER 13, 6—10PM, AT MOCAD

MOCAD's 17th annual Gala + Art Auction offers the opportunity to celebrate and support the Museum's exhibitions and programs with our region's greatest supporters of arts and culture. The night will reference themes of Old Hollywood and feature an online art auction, a curated dinner, live music, drag performances, and more.

At this year's Gala, we will honor former Hudson-Webber Foundation President & CEO Melanca Clark (pictured above) and American photographer Leni Sinclair for their extraordinary contributions to arts and culture in our region and world.

All proceeds from your sponsorship will support MOCAD in keeping programs and exhibitions free to our community.



Guests at the 2019 MOCAD Gala.
Chef Luciano DelSignore puts on final touches

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KAWS:
Alone Again,
Spring 2019

SPONSORSHIP LEVELS

We need your support to ensure that MOCAD's programs and exhibitions remain accessible to the community.

SUPER STAR \$2,500

- 2 tickets to the Gala
- A MOCAD Supporter Level Membership
- Visibility on MOCAD Website, Gala Invitation, and Gala Program

ART STAR \$5,000

- 4 tickets to the Gala
- Acknowledgment in MOCAD eNews (reaching 10,000+ individuals)
- Acknowledgment on Museum Donor Wall

NOVA TABLE SPONSOR \$10,000

- 8 tickets to the Gala
- Private Tour for 8 of the Museum with a MOCAD Curator
- Recognition on all Gala materials, including program book, website, mailings, and media (Social media channels with 80,000+ subscribers and website reaching nearly 200,000 viewers annually)

SUPER NOVA TABLE SPONSOR \$15,000

- 10 tickets to the Gala
- Private Tour for 8 of the Museum with a MOCAD's Artistic Director
- Featured Logo Recognition in press releases and all Gala materials, including program book, website, mailings, and media

PRESENTING SPONSOR \$25,000

- 12 tickets to the Gala
- Private tour for 8 of the Museum with MOCAD's Artistic Director
- Premier Presenting Sponsor Recognition on all Gala materials and press releases, including program book, website, mailings, and media



Upon your request, any unused tickets can be used to provide a local artist(s) a ticket to our Gala.

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COMMITMENT FORM

- ☐ **\$2,500 SUPER STAR** ☐ **\$5,000 ART STAR** ☐ **\$10,000 NOVA**
☐ **\$15,000 SUPER NOVA** ☐ **\$25,000 PRESENTING SPONSOR**

Name (as you wish it to appear in printed recognition materials)

Name of Primary Contact

Address

City, State, Zip

Phone

Email

Signature

For questions, please don't hesitate to contact Paul Andrews at 313-407-1368 or pandrews@mocadetroit.org.

Please sign and return this commitment form to: pandrews@mocadetroit.org

Upon receipt of this form, an invoice will be sent to you.

2023 MOCAD GALA SPONSORSHIP OPPORTUNITIES



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Please join us in supporting MOCAD

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