

LAGUNA ART MUSEUM

**2020 MAJOR EVENTS
INDIVIDUAL SPONSORSHIP PACKAGE**

CONTINUING THE LEGACY

With momentum from the Centennial year in 2018, 2019 launched our annual Gala. Generous support of sponsors, donors, and ticket buyers has helped make this signature event a great success, ensuring operating support for Laguna Art Museum to continue its mission to be the premier museum of California art and a center of culture for Laguna Beach. Operating support allows the museum to collect, care for, and exhibit works of art that were created by California artists or represent the life and history of the state; as well as develop a permanent collection that represents the rich history of California art and offer a robust education program for all ages. As an organization launching its 2nd century with momentum, the community will be hearing more from us on membership initiatives, artistic and cultural programming, strategic direction, and sustainable success.

+HISTORY

The museum traces its roots to the founding of the Laguna Beach Art Association in 1918, which laid the foundation for the Pageant of the Masters, Festival of Arts, and Laguna College of Art and Design. We showcase three major exhibitions each year with works from all periods of California art. Like our founders, we continue to offer education to adults and youth in schools and communities. We also host artistic performances and lectures. As a museum founded by artists, it remains close to the hearts of artists all over California, and a legacy vessel for the rich history and origins of the Laguna Beach community.



+THE MUSEUM TODAY



The past year has been an eventful one for the museum. For many, the highlight was Elizabeth Turk's *Shoreline Project*, the spectacular performance piece that was part of our annual Art & Nature Festival. None of the thousand participants will forget the joyful atmosphere on Main Beach that evening. Another landmark was the re-opening of our lower-level galleries following the extensive renovation made possible by a building improvement grant from the City of Laguna Beach. The clean lines of Anders Lasater's architectural design are a perfect setting for art, a fact we especially appreciated when we installed our recent exhibition

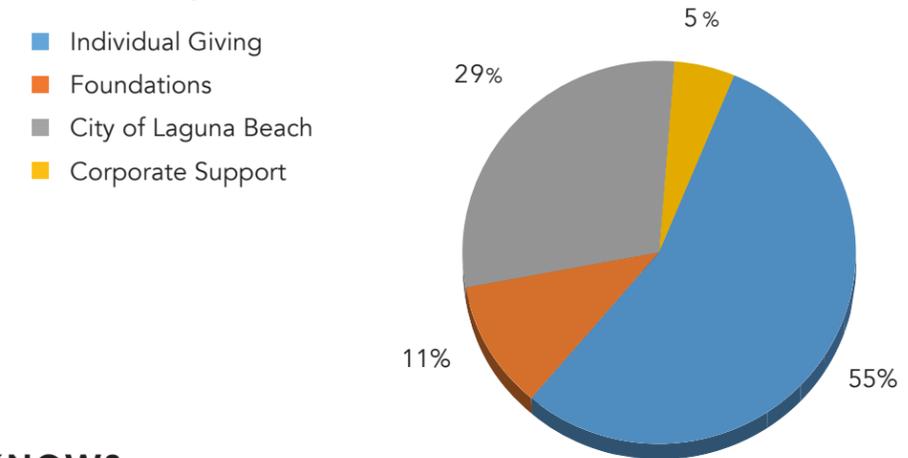
of sculptures by Gwynn Murrill. Looking to the year ahead, we have an exciting roster of exhibitions and programs in preparation. This fall our Art & Nature Festival will feature an immersive, nature-based video installation by contemporary artist Yorgo Alexopoulos, and next summer we'll be showing a major retrospective exhibition of the works of Granville Redmond, one of the giants of early California landscape painting. 2021 exhibitions include Julia Morgan, the architect of Hearst Castle.

WHY YOUR SUPPORT MATTERS

The generosity of individuals like you directly ensures that the museum offers quality arts programming for the community. As a non-profit, Laguna Art Museum reinvests 100% of its income to provide:

- Critically acclaimed, professional exhibitions relating to the art of California
- A dynamic, on-going education program for all ages
- The care and growth of its permanent collection

We rely on individual, foundation, and corporate support to advance our mission. The museum received its FY2019 funding from the following sources:



DID YOU KNOW?

- The museum traces its roots to the founding of the Laguna Beach Art Association (LBAA) in 1918.
- Anna Hills, co-founder of the LBAA with Edgar Payne, was an artist, educator, and community leader. She played a key role in the incorporation of the city, and was actively involved in starting the fire department, Chamber of Commerce, and Presbyterian Church.
- The LBAA laid the foundation for the Pageant of the Masters, Festival of Arts, and Laguna College of Art and Design.
- The gallery that the LBAA built in 1929 stands today as The Steele Gallery—the heart of the museum—within the current building.
- Today the museum showcases three major exhibitions each year with works from all periods of California art.
- The museum's permanent collection consists of over 3,000 works and represents the history of California art from the 1830s to the present day.
- The museum offers interactive free school tours for all grade levels serving more than 2,000 children annually, and actively collaborates with neighboring school districts and organizations.
- Every Thursday the museum hosts evening programs, including music, film, artist talks, and more
- As a museum founded by artists, it remains close to the hearts of artists all over California.

MUSEUM LEADERSHIP

BOARD OF TRUSTEES

Louis M. Rohl, Chair
Joe Hanauer, Vice Chair
Jane Hanauer, Secretary
Emil Monda, Treasurer
Robert Hayden, III, Immediate Past Chair

Lita Albuquerque, Rick Balzer, Edward Bayuk, Nikki Bostwick, Robert C. Braun, Robert F. Chapman*, Keith Colestock, Deborah Engle, Betsy Jenkins, Greg MacGillivray, Carla Meberg, Tiare Meegan, Kristin Samuelian, Steve Samuelian, Marnie Wall, Bob Whalen*, Elie Weaver
*ex officio

Janet W. Eggers, G. Ray Kerciu, Presidents Emeriti

EXECUTIVE DIRECTOR

Malcolm Warner joined Laguna Art Museum as Executive Director in 2012. Previously he was Deputy Director at the Kimbell Art Museum, Fort Worth, Texas; Senior Curator of Paintings and Sculpture at the Yale Center for British Art, New Haven; and Curator of European Art at the San Diego Museum of Art. He was born in the United Kingdom and pursued both undergraduate and graduate studies at the Courtauld Institute of Art, University of London.

MUSEUM STAFF

Kristen Anthony, Education Associate
Janet Blake, Curator of Historical Art
Tim Campbell, Collections Manager
Bernadette Clemens, Director of Advancement
Sara Gale, Events and Development Manager
Cody Lee, Director of Communications
Caitlin Reller, Assistant Curator of Education
Peter Salomon, Business Manager
Tim Schwab, Director of Design and Installation
Marinta Skupin, Curator of Education
Joelle Warlick, Grants and Donor Relations Manager
Malcolm Warner, Ph.D., Executive Director
Joel Woodard, Director of Operations
Leilani Yamanishi, Visitor Services and Membership Manager

MAJOR EVENTS

VIP PREVIEW RECEPTION TUESDAY, JANUARY 28, 2020 LAGUNA ART MUSEUM 6:00 - 8:00 P.M.

This invitation-only elegant reception welcomes the museum's trustees and approximately 100 of its most important supporters. The VIP Reception provides an exclusive opportunity to preview all of the works included in the silent and live auction, with a guided tour by executive director Malcolm Warner. Lasting approximately two hours, this event is an ideal opportunity to create meaningful connections with community leaders in the visual arts and show your support for the museum.



CALIFORNIA COOL: ART AUCTION SATURDAY, FEBRUARY 1, 2020 LAGUNA ART MUSEUM 6:00 - 10:00 P.M.

An evening not to be missed! Laguna Art Museum will present the 38th edition of the highly-anticipated event. With works by over 100 important California artists, the museum-curated California Cool Art Auction 2020 will include original art at great prices, delicious cuisine, and creative cocktails. The evening includes both a silent and live auction that attracts competitive bidding by over 400 art collectors, both seasoned and new. For this 38th edition of the art auction we are thrilled to continue our partnership with Artsy and welcome back Aaron Bastian of Bonhams, who will lead the exciting and fast-paced live auction. Your support of this event will directly benefit the museum's mission of presenting acclaimed exhibitions, providing art education for all ages, and delivering excellent programming to the community.

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GALA SEPTEMBER 12, 2020

Join us for what has become a highlight of the gala calendar in Orange County. Supporting Laguna Art Museum's far reaching art education and exhibition programs, the LAM Gala promises performances, art, dancing, exquisite wines, and fine dining. A live auction featuring unique experiences adds to the excitement of the evening, giving guests an opportunity to further support the museum as the premier showcase for California art, over 100 years strong. VIP reception precedes the public reception, dinner, program, and after party.



2019 CORPORATE PARTNERS



SPONSORSHIP OPPORTUNITIES

____ \$50,000 – DIAMOND SPONSOR

- One table for ten with premium seating at Gala 2020
- Admission for ten with reserved seating at Art Auction 2020
- Ten tickets to the Gala 2020 VIP Reception
- Ten tickets to the Art Auction 2020 VIP Reception
- Logo recognition in Art Auction and Gala 2020 invitations, print programs, and marketing materials
- Logo placement and hyperlink to your website on LAM website for one year (90,000 impressions)
- One full page advertisement in both the Art Auction 2020 and Gala 2020 print program
- Logo placement on event entrance signage at both Art Auction 2020 and Gala 2020
- Verbal recognition by Executive Director Malcolm Warner at both Art Auction 2020 and Gala 2020
- Opportunity to display marketing materials and include order forms at certain event(s)
- Opportunity to host a private event at LAM in 2020 (in collaboration with museum schedule)
- Recognition on the museum donor wall for one year
- Complimentary Director's Circle membership for one year (\$10,000 value)

____ \$25,000 – PLATINUM SPONSOR

- One table for ten with premium seating at Gala 2020
- Admission for ten with reserved seating at Art Auction 2020
- Six tickets to the Gala 2020 VIP Reception
- Six tickets to the Art Auction 2020 VIP Reception
- Logo recognition in Art Auction and Gala 2020 invitations, print programs, and marketing materials
- Logo placement on LAM website for one year (90,000 impressions)
- One half page advertisement in both the Art Auction 2020 and Gala 2020 print program
- Logo placement on event entrance signage at both Art Auction 2020 and Gala 2020
- Opportunity to host a private event at LAM in 2020 (in collaboration with museum schedule)
- Recognition on the museum donor wall for one year
- Complimentary Platinum Advisory Circle membership for one year (\$5,000 value)

____ \$15,000 – GOLD SPONSOR

- Seating for six at Gala 2020
- Admission for six with reserved seating at Art Auction 2020
- Four tickets to the Gala 2020 VIP Reception
- Four tickets to the Art Auction 2020 VIP Reception
- Logo recognition in Art Auction 2020 and Gala 2020 invitations and print programs, and LAM website
- Private tour of a 2020 exhibition for ten with the Executive Director and champagne reception
- Recognition on the museum donor wall for one year
- Complimentary Gold Advisory Circle membership for one year (\$3,000 value)

SPONSORSHIP OPPORTUNITIES (CONTINUED)

____ \$7,500 – SILVER SPONSOR

- Seating for four at Gala 2020
- Admission for four with reserved seating at Art Auction 2020
- Two tickets to the Gala 2020 VIP Reception
- Two tickets to the Art Auction 2020 VIP Reception
- Logo recognition in Art Auction 2020 and Gala 2020 invitations and print programs, and LAM website
- Recognition on the museum donor wall for one year
- Complimentary Silver Advisory Circle membership at for one year (\$1,200 value)

____ \$2,500 – GALA 2020 BENEFACTOR

- One ticket to Gala 2020
- One ticket to the Gala 2020 VIP Reception
- Sponsor recognition on event invitation and print program
- Complimentary Patron level membership for one year (\$500 value)

____ \$1,500 – GALA 2020 PATRON

- One ticket to Gala 2020
- One ticket to the Gala 2020 VIP Reception
- Sponsor recognition on event invitation and print program

____ \$1,500 – AUCTION HOST COMMITTEE

- Admission for two to Art Auction 2020
- Two tickets to the Art Auction 2020 VIP Reception
- Sponsor recognition on event invitation, print program, and event entrance signage

INDIVIDUAL SPONSORSHIP CONFIRMATION FORM

Please sign me up at the following level:

- ____ DIAMOND SPONSOR - \$50,000
____ PLATINUM SPONSOR - \$25,000
____ GOLD SPONSOR - \$15,000
____ SILVER SPONSOR - \$7,500
____ GALA 2020 BENEFACTOR - \$2,500
____ GALA 2020 PATRON - \$1,500
____ ART AUCTION 2020 HOST COMMITTEE - \$1,500

NAME _____

STREET _____ SUITE _____

CITY _____ STATE _____ ZIP _____

DAY PHONE _____ E MAIL _____

__ Payment by check (please make checks payable to Laguna Art Museum)

Please charge my: __ Visa __ MasterCard __ American Express Total amount: \$ _____

Card Number _____ Exp. _____

Name on Card _____

Please return completed form by:

- e-mail sgale@lagunaartmuseum.org or fax to: (949) 494-1530
- mail to: Laguna Art Museum
Attn: Sara Gale
307 Cliff Drive, Laguna Beach, CA 92651

For more information, please contact
Bernadette Clemens, Director of Advancement at
949.494.8971 x208 or bclemens@lagunaartmuseum.org

*Laguna Art Museum is a non-profit 501© (3) tax-exempt organization
(Tax I.D. #33-0717157). Tax deductible amount corresponds to the
contribution amount and will be calculated accordingly.
Thank you for your consideration and support*

