VENERALIA: ENLIGHTEN

SPONSORSHIP OPPORTUNITIES
FACT SHEET

Who
Michael C. Carlos Museum

Gala Co-Chairs
Tara and Richard Aaronson

Patron Chairs
Anna and Richard Paré | Sara and John Shlesinger

Silent Auction Chair
Su Longman

Honorary Chairs
Henry Mann and Lewis Nix

What
23rd Annual Spring Gala
Veneralia: Enlighten

When
Saturday, April 12, 2014
7:00 PM – Cocktails | 8:00 PM – Dinner

Where
Michael C. Carlos Museum of Emory University
571 South Kilgo Circle
Atlanta, Georgia 30322

Tickets
Patron $1,500 per couple | General $500 per person

Contact
Jennifer Long, Assistant Director of Development
404.727.2115 or jennifer.long@emory.edu
VENERALIA SPONSORSHIP

WHO WILL ATTEND

Veneralia: Enlighten will be attended by over 250 supporters and patrons of the arts including corporate heads, philanthropists, entrepreneurs, and community leaders.

EXPOSURE YOU RECEIVE

By participating in Veneralia as a sponsor, you will enjoy exposure and access at a high-profile arts event, which draws influential supporters and significant media attention. Sponsors also enjoy ongoing visibility through the Museum’s extensive pre-event, on-site, and post-event communications.

SUPPORT THE ARTS AND EDUCATION

One hundred percent of the proceeds from Veneralia are used to benefit museum programs. As a Veneralia sponsor, your investment will support special exhibitions and education programs directly impacting 20,000 area school children annually, in addition to sparking the imagination and learning for 100,000 museum visitors. Veneralia sponsorship has a long-range impact, allowing the Museum to further its efforts to share the art and history of world cultures with new audiences.

Proceeds from Veneralia: Enlighten will benefit the Museum’s upcoming exhibition, African Cosmos: Stellar Arts, which will explore how the celestial bodies of the sun, moon, and stars have served as sources of inspiration in African art from ancient times to the present day.
Veneralia 2014 highlights will be released to more than 60 media outlets, including *Veneralia: Enlighten* media sponsor *Atlanta Magazine*, the *AJC*, *Southern Seasons*, and the *Atlantan* with delivery through PRWeb serving all major search engines, including Google and over 300,000 subscribers. A full page ad in *Atlanta Magazine* will be distributed in 80,000 copies of the March 2014 issue, which includes a special arts and culture section.

In addition to exposure with Veneralia attendees, your sponsorship will be recognized by the Carlos Museum’s constituents and partners. Each year the Museum communicates with:

- 100,000 onsite visitors
- 200,000 website viewers
- 6,000 e-communications subscribers
- 5,000 social media followers
- 3 million readers of print and online advertising
- 260 media mentions in print, online, and broadcast

**ABOUT THE CARLOS MUSEUM**

The Michael C. Carlos Museum of Emory University collects, preserves, exhibits, and interprets art and artifacts from antiquity to the present in order to provide unique opportunities for education and enrichment in the community, and to promote interdisciplinary teaching and research at Emory University. The Museum has grown to become one of the Southeast’s premier art museums. Through compelling works of art the Museum preserves and shares the stories of civilization.
SPONSORSHIP OPPORTUNITIES
VENERALIA 2014 | A benefit for the Michael C. Carlos Museum of Emory University

PRESENTING SPONSOR $35,000 (Donation $28,750)

- Special recognition of presenting sponsorship on the evening of Veneralia
- 18 tickets to Veneralia (value: $9,000)
- 10 tickets to the pre-Veneralia Patron Party March 20, 2014
- In addition to VIP attendance at Veneralia, as a presenting sponsor you will receive intimate access to key donors, special recognition, and the opportunity to speak at the exclusive pre-Veneralia Patron Party
- Prominent listing on Veneralia invitation (including outside envelope) and program (4,000 invitations mailed and 400 programs printed)
- Sponsor recognition on Museum’s event webpage, Twitter, and Facebook page
- One complimentary use of the Museum’s facilities for a special event (value: $2,500)
- Feature article in the Carlos Museum’s newsletter (2,000 distributed)
- One-year membership at the Carlos Partnership level, the Museum’s highest level membership with associated benefits which include insider involvement with curators and visiting scholars (value: $10,000)
- Special behind-the-scenes tour of the Carlos Museum for ten, led by Museum director, Bonnie Speed.

PLATINUM SPONSOR $20,000 (Donation $15,320)

- Special verbal recognition of sponsorship the evening of Veneralia
- 14 tickets to Veneralia (value: $7,000)
- 6 tickets to the pre-Veneralia Patron Party on March 20, 2014
- Special recognition at the pre-Veneralia Patron Party
- Prominent listing on Veneralia invitation and program (4,000 invitations mailed and 400 programs printed)
- Sponsor recognition on Museum’s event webpage, Twitter, and Facebook page
- One complimentary use of the Museum’s facilities for a special event (value: $2,500)
- Recognition in the Carlos Museum’s newsletter (2,000 distributed)
- One-year membership at the Director’s Council level with associated benefits which include a private tour with the Museum director (value: $5,000)
GOLD SPONSOR $10,000 (Donation $8,570)

- Special recognition of sponsorship on the evening of Veneralia
- 10 tickets to Veneralia (value: $5,000)
- 4 tickets to the pre-Veneralia Patron Party on March 20, 2014
- Special recognition at the pre-Veneralia Patron Party
- Gold Sponsor listing in Veneralia invitation and program (4,000 invitations mailed and 400 programs printed)
- Sponsor recognition on Museum’s event webpage, Twitter, and Facebook page
- Recognition in the Carlos Museum’s newsletter (2,000 distributed)
- 1 Curator Council level membership which includes invitations to private tours and talks led by Museum curators (value: $1,500)

SILVER SPONSOR $5,000 (Donation $4,370)

- 4 tickets to Veneralia (value: $2,000)
- 2 tickets to the pre-Veneralia Patron Party on March 20, 2014
- Silver Sponsor listing in Veneralia invitation and program (4,000 invitations mailed and 400 programs printed)
- Sponsor recognition on Museum’s event webpage, Twitter, and Facebook page
- Recognition in the Carlos Museum’s newsletter (2,000 distributed)
- 1 Corinthian Patron level membership which includes invitations to private tours led by Museum docents (value: $600)

BRONZE SPONSOR $2,500 (Donation $2,150)

- 2 tickets to Veneralia (value: $1,000)
- 2 tickets to the pre-Veneralia Patron Party on March 20, 2014
- Bronze Sponsor listing in Veneralia invitation and program (4,000 invitations mailed and 400 programs printed)
- Sponsor recognition on Museum’s event webpage, Twitter, and Facebook page
- Recognition in the Carlos Museum’s newsletter (2,000 distributed)
- 1 Doric Patron level membership which includes invitations to special exhibition, free admission, preview receptions, and events (value: $150)

PATRON SPONSOR $1,500 (Donation $1,200)

- 2 tickets to Veneralia (value: $1,000)
- 2 tickets to the pre-Veneralia Patron Party on March 20, 2014
- Patron listing in Veneralia invitation and program (4,000 invitations mailed and 400 programs printed)
- Recognition in the Carlos Museum’s newsletter (2,000 distributed)
SPONSORSHIP AND TICKET ORDER FORM

YES! WE WOULD LIKE TO SPONSOR THE EVENT AS INDICATED BELOW:

☐ PRESENTING SPONSOR $35,000 18 Tickets
☐ PLATINUM SPONSOR $20,000 14 Tickets
☐ GOLD SPONSOR $10,000 10 Tickets
☐ SILVER SPONSOR $5,000 4 Tickets
☐ BRONZE SPONSOR $2,500 2 Tickets
☐ PATRON SPONSOR $1,500 2 Tickets

☐ Individual Ticket(s) @ $500 each

YOUR INFORMATION:

Print your full name

Company name as it should appear in print (if applicable)

Address

City, State, Zip

Telephone

Fax

Email

PAYMENT:

Please indicate payment preference and fax to 404.727.4292 or mail by January 30, 2014 to
Attn: Veneralia, Michael C. Carlos Museum, 571 South Kilgo Circle, Atlanta, GA 30322

☐ Check enclosed (payable to Emory University)

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover Card

Cardholder Name

Credit card number Expiration date /

Signature

☐ Check here if you do not wish to receive any benefits in exchange for your contribution

A receipt for your contribution will be issued to you separately by Emory University. Please consult with your CPA or tax advisor about the tax consequences of your donation. In order for a foundation and its disqualified persons to avoid potential self-dealing, it is recommended that such disqualified persons make a personal gift directly to Emory and receive any affiliated tangible benefits individually instead of receiving benefit from the foundation’s gift.