



VENERALIA

A Benefit for the Michael C. Carlos Museum of Emory University

SPONSORSHIP OPPORTUNITIES





Veneralia, the “festival of Venus” as it was known in ancient times, is the Michael C. Carlos Museum’s signature spring fundraiser.

WHO

Michael C. Carlos Museum Friends

WHEN

Saturday, May 18, 2019
7 p.m. – Cocktails | 8 p.m. – Dinner

WHERE

Michael C. Carlos Museum
571 South Kilgo Circle
Atlanta, Georgia 30322

TICKETS

Patron \$1,500 per couple
General \$500 per person

WHO WILL ATTEND

Veneralia will be attended by 200 supporters and patrons of the arts including corporate heads, philanthropists, entrepreneurs, and community leaders.

SUPPORT THE ARTS AND EDUCATION

One hundred percent of the proceeds from Veneralia is used to benefit museum programs. As a Veneralia sponsor, your investment will support special exhibitions and education programs directly impacting 20,000 area schoolchildren annually, in addition to sparking the imagination and curiosity of 75,000 museum visitors. Veneralia sponsorship has a long-range effect, allowing the museum to further its efforts to share the art and history of world cultures with new audiences.

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, providing unique opportunities for education and enrichment in the community and promoting interdisciplinary teaching and research at Emory University. Formally established in 1919, the Carlos Museum has since grown to become one of the most revered institutions in Georgia, serving generations of students, scholars, schoolchildren, history buffs, art lovers, and tourists.

Originally known as the Emory University Museum, the steady development of the Carlos eventually led to an expansion of the facility in 1993, with a landmark building designed by noted architect Michael Graves. As an institution dedicated to the study of the art and history of world cultures as well as the borderless and timeless humanity of the creative impulse, the Carlos Museum is in a unique position to highlight the diversity and accomplishments of the world’s great civilizations and to generate dialogue on human connections and commonalities, global dependency, and shared histories. Through compelling works of art, the museum preserves and shares the stories of civilization.

EXPOSURE YOU WILL RECEIVE

By participating as a sponsor of Veneralia, you will enjoy exposure and access at a high-profile arts event that 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.

Veneralia highlights are released to more than 60 media outlets including the *Atlantan*, the *AJC*, and *Southern Seasons*. In addition to exposure with Veneralia attendees, your sponsorship will be recognized by the Carlos Museum's many arts and culture partnerships, hospitality industry relationships with the Atlanta and DeKalb Convention and Visitors Bureaus, and university connections, all of which promote broad visibility. Museum events are also covered by all Emory University media outlets.

IMPRESSIONS

- 75,000 on-site visitors
- 270,000 website viewers
- 6,000 e-communications subscribers
- 15,000+ social media followers
- 9 million readers of print and online advertising
- 260 media mentions annually in print, online, and broadcast

DEMOGRAPHICS

- 50% of museum members, visitors, and donors earn \$100,000+
- 60% have a graduate or advanced degree
- 69% list travel as a favorite leisure time activity



"Atlanta and Georgia are richer places because the Carlos Museum opens history and the world to young people and to all of us. It is a treasure, and I am pleased that Fidelity Bank can support it."

— **JIM MILLER**, President
FIDELITY BANK



"We have been proud to have our name associated with such a well-known and valued institution in arts education. We know that our sponsorship dollars are directly impacting the programs and exhibitions that are enhancing the experiences of the many children and families who visit the Carlos Museum each year."

— **KELLY WILLIAMS-PUCCIO**, Executive Director
PUBLIX SUPER MARKETS CHARITIES, INC.

SPONSORSHIP LEVELS AND BENEFITS

PRESENTING SPONSOR

\$25,000 (donation \$20,570)

- Special verbal recognition of sponsorship on the evening of Veneralia
 - 12 tickets to Veneralia (value: \$6,000)
 - 6 tickets to the pre-Veneralia Patron Party
 - Special recognition at the pre-Veneralia Patron Party
 - Prominent listing on the Veneralia invitation (including outside envelope) and program (2,500 invitations mailed and 200 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)
 - 1 Director's Council-level membership with associated benefits including a private tour with the museum director (value: \$5,000)
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GOLD SPONSOR

\$10,000 (donation \$8,660)

- Special recognition of sponsorship on the evening of Veneralia
 - 8 tickets to Veneralia (value: \$4,000)
 - 4 tickets to the pre-Veneralia Patron Party
 - Special recognition at the pre-Veneralia Patron Party
 - Gold Sponsor listing in Veneralia invitation and program (2,500 invitations mailed and 200 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 including invitations to private tours and talks led by a museum curator (value: \$1,500)
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SILVER SPONSOR

\$5,000 (donation \$4,250)

- 4 tickets to Veneralia (value: \$2,000)
 - 2 tickets to the pre-Veneralia Patron Party
 - Silver Sponsor listing in Veneralia invitation and program (2,500 invitations mailed and 200 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 including invitations to private tours led by museum docents (value: \$600)
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BRONZE SPONSOR

\$2,500 (donation \$2,150)

- 2 tickets to Veneralia (value: \$1,000)
 - 2 tickets to the pre-Veneralia Patron Party
 - Bronze Sponsor listing in Veneralia invitation and program (2,500 invitations mailed and 200 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 including invitations to special exhibitions, free admission, preview receptions, and events (value: \$150)
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CONTACT

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EMORY

MICHAEL C.
CARLOS
MUSEUM