

NASHER MUSEUM OF ART AT DUKE UNIVERSITY

Corporate Partner Program



"At UBS Financial Services, we believe the arts serve as a constant reminder of the value of creativity, innovation, inspired action and energy. Through our partnership with an organization of such high caliber as the Nasher, we are able to demonstrate these values to our employees, clients, and the overall Triangle community."

James Sheehan
Director, Complex Manager
Durham and Chapel Hill
UBS Financial Services Inc.

"Our partnership with the Nasher provides a perfect opportunity to promote our business and establish goodwill with their patrons, many of whom are already clients. The Nasher is truly a treasure in our community."

Linda McGill
Owner, Jewelsmith

For more information, please contact the Development Office at nashermembership@duke.edu or 919.681.8515.

The Nasher Museum of Art at Duke University opened in October 2005 and has become a leading cultural destination for Durham and the Triangle community, North Carolina and the greater Southeastern region. Since opening, nearly 200,000 people from all 50 states, 48 countries, and 88 of North Carolina's 100 counties have visited the museum, positioning the Nasher among the top ten best attended university art museums in the country.

The museum presents an extensive schedule of leading-edge exhibitions and dynamic programs that appeal to a diverse audience, including film series, lectures, concerts, Family Days, and specially designed education programs offered free of charge to local schoolchildren and their teachers, making the Nasher an invaluable cultural resource for the region.

Corporate support is vital to the Nasher's success, and helps to make our community an exceptional place to live, work, and visit. In return, businesses benefit by advancing their recognition in the area and fostering community goodwill, and by using the museum as a unique environment for employee enrichment and client entertainment.

Corporate memberships range from \$1,000 to \$10,000 and offer a host of benefits to complement your level of involvement, ranging from free employee admission to exclusive entertaining opportunities.

Tailored sponsorship packages also enable companies to reach targeted segments of the museum's audience, as well as their own constituencies.

Join us in these efforts and become a Corporate Partner today!

NASHER MUSEUM OF ART AT DUKE UNIVERSITY

Corporate Membership Benefits

*All benefits are valid for the duration of the 12 month corporate membership. Rental discounts will change for events held during the *El Greco to Velázquez: Art during the Reign of Philip III* exhibition on view from August 21 – November 9, 2008. For more information about renting the museum for a private event, please contact the Special Events office at 919.684.3321. For information about tax-deductible amounts, please contact the Development Office at 919.681.8515 or nashermembership@duke.edu.

Corporate Associate - \$1,000

- Free admission for employees and their families to Corporate & Foundation Partner's Day
- 10% discount at museum's store on corporate holiday shopping day
- On-site recognition in museum's main entrance
- Recognition in the Corporate Partner listings on the museum's web-site, annual report and newsletter
- Recognition in annual newspaper publication acknowledgement
- 10% discount on museum facility rental fee for one event and priority rental privileges (catering fees apply)
- 3 complimentary uses of museum's classroom during business hours for meetings up to 20 people (includes admission)
- 1 invitation for 2 guests to attend museum openings and special events (approx. 10/year)
- 6 tickets to the *El Greco to Velázquez: Art during the Reign of Philip III* exhibition in fall 2008
- 10 complimentary admission passes for non-ticketed exhibitions

Corporate Patron - \$2,500

All the benefits of a Corporate Associate, plus:

- 10% discount on new Individual and Dual/Family memberships for employees
- 25% discount on rental fee for one event and priority rental privileges (catering fees apply)
- 2 invitations for 4 guests total to attend museum openings and special events (approx. 10/year)
- 4 additional tickets (10 total) to the *El Greco to Velázquez* exhibition in fall 2008
- 10 additional complimentary admission passes (20 total) for non-ticketed exhibitions

Corporate Leader - \$5,000

All the benefits of a Corporate Patron, plus:

- Free admission for employees and one guest to non-ticketed exhibitions
- 50% discount on rental fee for one event and priority rental privileges (catering fees apply)
- 3 invitations for 6 guests total to attend museum openings and special events (approx. 10/year)
- 4 additional tickets (14 total) to the *El Greco to Velázquez* exhibition in the fall 2008
- 10 additional complimentary admission passes (30 total) for non-ticketed exhibitions
- Invitation for senior executive and guest to attend select Brummer Society events held exclusively for individual donors who give \$1,000+ annually

Corporate Benefactor - \$10,000

All the benefits of a Corporate Leader, plus:

- Logo recognition in annual newspaper publication acknowledgement
- Rental fee waived for one event, 20% discount on rental fees for subsequent events and priority rental privileges (catering fees apply)
- Opportunity to host a private tour led by the director for up to 25 clients or employees
- 4 invitations for 8 guests total to attend museum openings and special events (approx. 10/year)
- 6 additional tickets (20 total) to the *El Greco to Velázquez* exhibition in the fall 2008
- 20 additional complimentary admission passes (50 total) for non-ticketed exhibitions
- Complimentary Brummer Society Bronze membership for a senior executive

NASHER MUSEUM OF ART AT DUKE UNIVERSITY

Corporate Sponsorship Opportunities Overview

The Nasher Museum of Art at Duke University offers a diverse range of sponsorship opportunities that enable your company to reach targeted segments of the museum's 100,000+ annual visitors and 1,900 loyal membership base, as well as your own constituency. As a sponsor, your company will align itself with the leading contemporary arts organization in the region and support the museum's most visible and significant activities. A sample of the types of sponsorship opportunities are described below. The museum will work with your company to create an integrated sponsorship package tailored to your business objectives. We invite to you explore the opportunities with us. For more information, please contact the Development Office at 919.681.8515 or nashermembership@duke.edu.

Exhibitions Sponsorships generally range from \$20,000 - \$50,000. Lead and Co-Sponsorships are available.



Roger Fry, *The Model*
1913, Private Collection

A Room of Their Own: The Artists of Bloomsbury

December 18, 2008 – April 5, 2009

Brenda LaGrange Johnson & Heather Johnson Sargent Pavilion

Nearly a century ago, the Bloomsbury group first took hold of the cultural imagination, their name becoming synonymous with wit, intelligence, political activism, and avant-garde art and literature. The group was centered on writers such as Leonard and Virginia Woolf, Lytton Strachey and Clive Bell and artists Vanessa Bell, Roger Fry, Duncan Grant and Dora Carrington. This exhibition, organized to coincide with the 100-year anniversary of Bloomsbury's beginnings, will examine the American reception of the art produced between 1910 and the 1970's by this small group of artists and their collaborators. The exhibition will include paintings, works on paper, decorative arts and books. It is organized by the Herbert F. Johnson Museum of Art at Cornell University, with the assistance of the Nasher Museum of Art, and will travel to several university art museums throughout the country. It is made possible by a major grant from the National Endowment for the Humanities.



Gustavo Artigas, *Ball Game*
2007

Escultura Social: A New Generation of Art from Mexico City

January 15, 2009 – May 31, 2009

Nicholas Benjamin Duke Biddle Pavilion

This exhibition explores recent developments in contemporary art in Mexico City through the theme of *escultura social* (social sculpture), a term derived from the German conceptual artist Joseph Beuys, who proposed that sculpture, if made from everyday materials and displayed in a "real world" setting, has the potential to affect society most broadly. The show focuses on works by a generation of young artists who came to maturity in Mexico City in the 1990s, and focuses on four themes: the transformation of everyday materials, social engagement with the public, the role of language and text in contemporary art, and the impact of music, popular media and performance. The exhibition includes sculpture, installation, photography, video and conceptual works and was organized by the Museum of Contemporary Art, Chicago, with major support from the Harris Foundation in memory of Betty and Neison Harris.



Seated Woman (Marie-Therese Walter), 1936

Picasso and the Allure of Language

August 20, 2009 – January 17, 2010

Brenda LaGrange Johnson & Heather Johnson Sargent Pavilion

The theme of this exhibition is Picasso's relationship with language, which will be seen in works made for Gertrude Stein and other writers of the period. It will showcase major paintings and drawings as well as lesser-known yet equally intriguing works that helped shape our understanding of what "modern" was throughout the last century. The exhibition, a lively presentation of a chronologically and thematically diverse group of objects, includes paintings, drawings, collages, prints, ceramics, sculpture and illustrated books and will be accompanied by a fully-illustrated catalogue with contributions by a team of curators and scholars. The exhibition is co-organized by the Nasher Museum and the Yale University Art Gallery and represents works from the Yale collection and sculptures from the Raymond and Patsy Nasher Collection.

NASHER MUSEUM OF ART AT DUKE UNIVERSITY

Corporate Sponsorship Opportunities Overview *continued*

Member Programs

Member programs provide sponsors the perfect opportunity to reach the museum's most loyal and active support base. Sponsorships for single events range from \$2,500 - \$5,000. Series are available.

- **Brummer Society programs** – exclusive tours, gallery visits, seminars and annual recognition dinner designed specifically for the museum's highest level of donors.
- **Member preview receptions** – special receptions held for museum members and Duke students, faculty and staff that provide an opportunity to view exhibitions before they are open to the public.
- **Young Friends events** – programs designed for the museum's dynamic affiliate group comprised of art lovers between the ages of 21 and 40-something.

Public Programs

The Nasher Museum is committed to being a community resource and offers programs that attract a diverse audience. Sponsors enable the museum to offer these programs free of charge while promoting their business to a broad cross-section of the community. Sponsorships for single events range from \$2,500 - \$5,000 and \$5,000 - \$50,000 for series.

- **First Thursdays** (*series only*) – receptions with special programming held on the first Thursday of each month during the museum's extended Thursday hours.
- **Public opening receptions** – receptions and special programs that coincide with exhibition openings. Exhibition sponsors have first right of refusal.
- **Free admission hours** (*series only*) – free admission hours on specified dates and times.
- **Weekly free public tours** (*series only*) – free docent-guided public tours are offered every Saturday and Sunday at 2:00 p.m.

Publications

High-quality print publications are sent to approximately 3,500 subscribers and museum supporters each year. Sponsorships range from \$5,000 - \$15,000.

- **Annual report** – sent to more than 2,000 museum patrons and friends each October.
- **Newsletter** (*series only – 3/year*) – sent to over 3,500 subscribers and supporters

K-12 Education & Family Programs

The Nasher Museum actively seeks to work with schools, educators and families as part of its commitment to arts education and community outreach. Since opening, over 4,500 students and educators have participated in these programs, free of charge. Sponsorships range from \$2,500 - \$10,000.

- **Guided and self-guided tours** – tailored tours and supplemental activities that meet the NC Department of Education's curriculum standards. Since opening, over 4,300 students from 48 area schools have participated.
- **Educator Workshops** – workshops designed to give educators a more in-depth look at current exhibitions and to help them integrate the content into their curricula. Participants receive Continuing Education Unit credit. To date, over 220 educators from 46 area schools have participated.
- **Education brochures** (*series only – 2/year*) – highlights upcoming exhibitions and related K-12 programs. Sent to approximately 2,500 DPS teachers, previous program participants, and Triangle area school administrators.
- **Family Days** – provide families an opportunity to connect directly with an exhibition's content through hands-on activities, related entertainment such as a musical performance or storyteller, guided tours and gallery hunts. Approximately 6/year with an average attendance of 400+. Exhibition sponsors have first right of refusal.

Duke Student Parties

Highly popular semi-annual theme parties held for current Duke University students. Average attendance is 1,800+ per party. Sponsorships for each party range from \$5,000 - \$10,000. Series are available.

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Corporate Partner Entertaining Privileges

Corporate Partners are invited to take advantage of the exceptional entertainment opportunities available at the Nasher Museum of Art at Duke University. Designed by renowned architect Rafael Viñoly, the distinctive space offers a unique setting for entertaining clients or employees, hosting meeting or training sessions, and much more. Whether you are planning a meeting for 20 people or a reception for 800, the museum's experienced special event staff will work with you to meet your event needs. For more information, please contact the museum's Special Events Office at 919.684.3321.



Mary D.B.T. Semans Great Hall

The 13,000 square foot Great Hall is the focal point of the museum and lends itself perfectly to cocktail receptions, seated dinners, and dancing. The three exhibition pavilions extend from the Great Hall, and the adjoining outdoor terrace provides an outstanding view. Capacity is 250 for seated dinners and 800 for receptions.



Francis P. and Edward T. Rollins Terrace

Accessible from the Mary D.B.T. Semans Great Hall, this outdoor terrace can be used in conjunction with other museum spaces as a unique reception area.



Nancy A. Nasher and David J. Haemisegger Family Lecture Hall

Our state-of-the-art 173 seat auditorium has excellent film and video projection capabilities and is ideal for shareholder meetings or other business presentations.



Classrooms

With a 20-person capacity, the museum's classrooms provide the perfect setting for smaller business meetings, presentations and training programs. AV needs can be accommodated, and catering is available through the museum's café.