

# Art Ball

SATURDAY

May 4, 2024

**ART BALL** is the signature event supporting The Newark Museum of Art's groundbreaking exhibitions and programs.

Each year committed partners make our gala a remarkable celebration of the heartbeat of Newark.

Be recognized as proud investors in New Jersey's creative future.

## OUR GUESTS

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A sophisticated mix of recognized leaders and emerging voices in art, business, government, tech, and philanthropy

## HONOREES

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**Nancy Cantor** The Inaugural Beatrice Winsor Award  
**Willie Cole** The 2024 Artistic Impact Award

## PROGRAM

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**6PM** Cocktails

**7PM** Recognition of our honorees

**8PM** Dining in the Museum galleries

**9PM** Dessert and dancing

THE  
NEWARK  
MUSEUM  
OF  
ART

This year's Art Ball builds on our exciting new exhibition, *The Story of Newark Fashion: Atelier to Runway*, which celebrates Newark's deep roots in the industry and its role in one of fashion's legendary turning points: *The Battle of Versailles*.



**The Newark Museum of Art (NMOA)**, New Jersey's largest fine art museum, is a vibrant anchor for the arts and community, welcoming more than **78,000** visitors annually to a **4.5-acre** campus of galleries, gardens, and historic landmarks. A cultural leader for more than a century, NMOA collections are the nation's 12th largest, spanning more than **300,000** artworks, scientific specimens, and artifacts. The first institution to support modernism in America, NMOA continues to pursue new definitions of cultural innovation and equity—putting the people of Newark and their creativity at the center of its work. NMOA is among **3%** of the U.S. museums receiving prestigious national accreditation.

## YOUR IMPACT

**ART BALL** directly supports growth and innovation at NMOA with critical financial support for infrastructure, programming, and increasing access and equity in our cultural community. Last year's Art Ball raised **\$706,000** to support the Museum's operations, and in 2023 we expanded our reach:

Dedicated Harriet Tubman Square, working with the city's monument commission to transform Washington Park into a public tribute to enduring strength and freedom

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Increased Newark audiences by **33%**

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Increased Latinx audiences by **19%**

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More than **82%** of program attendees were people of color

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More than **65%** of program attendees were under 45

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Nurtured **72** significant partnerships with community organizations

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Offered more Spanish language content in our galleries

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Melody Asherman, *Model Farhia Hagi in "Stephanie Johanne" Gown*, 2019. Tulle. Photographed by Mark Clennon, 2020



## SPONSORSHIP BENEFITS

**YOUR VISIBILITY** Our emails reach an audience of more than **38,000**. Our social media feeds reach more than **1.4 million**

	Presenting	Visionary	Leadership	Sponsor	Patron	Gold Ticket
Investment	\$250,000	\$100,000	\$50,000	\$25,000	\$10,000	\$2,500
<b>See.</b> Experience global arts as our guest						
Art Ball Guests	20	20	10	10	4	1
Museum admission for all employees for 1 year	+3 guests	+3 guests	+3 guests	+3 guests	•	
VIP tickets to NMOA exhibition openings	•	•	•	•		
Private after-hours Museum tour	•	•	•			
Bespoke employee enrichment opportunities	•	•				
One private event rental of Engelhart Court	•	•				
Private Shop event with Champagne	•					
<b>Be Seen.</b> Your commitment will be recognized in:						
Art Ball Print Program	•	•	•	•	•	•
Art Ball Web Page	•	•	•	•	•	
NMOA Annual Report	•	•	•	•	•	
Art Ball Print Invitation	•	•	•	•		
Funders Panel at NMOA Entrance	•	•	•	•		

To view all sponsorship benefits please visit:  
<https://newarkmuseumart.org/art-ball/#sponsor-levels>

Douglas Says, *The Hole dress*, 1992/recreated 2022. 4-way cotton Lycra. Collection of Douglas Says. Photo by James L. Hicks II



## SPONSORSHIP OPPORTUNITIES

**Presenting** \$250,000    **Visionary** \$100,000    **Leadership** \$50,000

**Sponsor** \$25,000    **Patron** \$10,000

**Gold Tickets** \$2,500   Number of Single Tickets \_\_\_\_\_

We are unable to attend but enclose a donation of \$ \_\_\_\_\_ to support the Museum's mission. (100% tax deductible)

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Name for recognition in marketing materials

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Telephone

Enclosed is my check made payable to:

**The Newark Museum of Art**

49 Washington Street

Newark, NJ 07102

Attn: Audrey Carmeli

Federal Tax ID #22-1487275

To purchase via credit card, please visit

<https://newarkmuseumart.org/art-ball/#donate>

Sponsorship & Reservation Inquiries, please contact Audrey Carmeli at:

[acarmeli@newarkmuseumart.org](mailto:acarmeli@newarkmuseumart.org) or **973.596.5158**

Please note all but \$300 per guest of your contribution is tax deductible.

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Narciso Rodriguez, **Look41**, Spring 2004. Photo © Jacky Marshall, 2003