

**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**

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

### HONOREES

Nancy Cantor The Inaugural Beatrice Winser Award Willie Cole The 2024 Artistic Impact Award

## **PROGRAM**

**6**<sub>PM</sub> Cocktails

**7**PM Recognition of our honorees

**8**<sub>PM</sub> Dining in the Museum galleries

9<sub>PM</sub> Dessert and dancing



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.

# OUR 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

Increased Newark audiences by 33%

Increased Latinx audiences by 19%

More than 82% of program attendees were people of color

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

Nurtured **72** significant partnerships with community organizations

Offered more Spanish language content in our galleries

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



## SPONSORSHIP BENEFITS

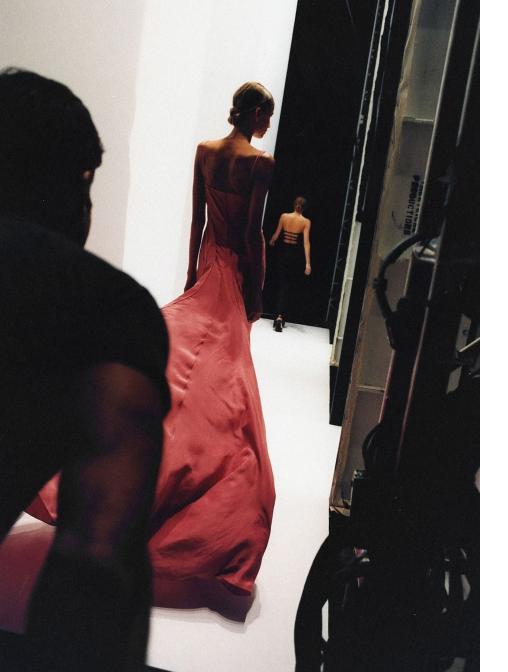
**YOUR VISIBILITY** Our emails reach an audience of more than **38,000.** Our social media feeds reach more than **1.4 million** 

20 3 guests	\$100,000 20 +3 guests	\$50,000 10 +3 guests	\$25,000	\$10,000	\$2,500			
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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	Leade	ership \$50,000		
☐ Sponsor	\$25,000	☐ Patron	\$10,000				
☐ Gold Tickets	\$2,500 <b>N</b> t	umber of Sing	le Tickets				
We are unable to Museum's miss					to support the		
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Please note all but \$300 per guest of your contribution is tax deductible.							
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