



MOLAA presents an Opening Night Gala
Manchuria: Periferal Visions - A Felipe Ehrenberg Retrospective
Saturday, May 22, 2010



INTRODUCTION

The Museum of Latin American Art (MOLAA) is the only museum in the United States exclusively dedicated to the presentation of modern and contemporary Latin American art. As such, MOLAA plays a critical role in the vitality of our nation's cultural landscape, serving the significant and fast growing Latino population. Thirty-five percent of our nation's residents, and nearly half of Southern California residents, identify as Latino. Despite its relevance, few institutions across the US preserve and present the artistic contributions and the rich cultural heritage of Latin America, especially in the 20th and 21st centuries. MOLAA fills this void by educating the public about modern and contemporary Latin American art through the presentation of a significant permanent collection, dynamic exhibitions and related educational and cultural programs.

On Saturday, May 22, 2010 MOLAA presents an Opening Night Gala in honor of the retrospective exhibition, *Manchuria: Periferal Visions—A Felipe Ehrenberg Retrospective*, one of Mexico's most illustrious and iconoclast contemporary artists. Organized by the Museum of Modern Art, Mexico City, the exhibition is the first in the United States to profile Ehrenberg as an early proponent of the post-modern aesthetic. Known as a neologist (one who invents or uses new words and forms), Ehrenberg first experimented in England with the 1970s Fluxus movement and returned to Mexico engaging in the practice of artist's books, performance, installation, media and intervention art. Recently Mexico's cultural attaché in the artistically progressive Sao Paulo, Brazil, his initiatives continue to infuse the international art scene.

The Opening Night Gala is the first MOLAA event to begin our series of celebrations for *Mexico 2010*, Mexico's Bicentennial/Centennial anniversary of Independence and Revolution. The evening includes the finest in Mexican art, culture and dining. Beginning with a cocktail reception, silent auction and hors d'oeuvres in the Balboa, guests will enjoy an elegant sit-down dinner for Members, Collectors, Corporate Sponsors and Donors in the Robert Gumbiner Sculpture Garden and a special evening interlude with Felipe Ehrenberg, Fernando Llanos and Mi Reyna.



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TABLE SPONSOR BENEFITS

\$25,000 Presenting Sponsor Benefits

- Table of 10 for the *Opening Night Gala* in priority seating
- Logo on all marketing materials related to *Opening Night Gala*
- Name and Logo on *Opening Night Gala* invitations and program
- Acknowledgement on all Press Releases related to *Opening Night Gala*
- Opportunity to include a 30-second promotional spot in looped sponsor video to run on video screen in Museum Lobby for the duration of *Opening Night Gala* (sponsor responsible for production costs)
- Logo on Video Screens during *Opening Night Gala* (more prominent and frequent mention)
- Name and Logo on signage throughout *Opening Night Gala* event
- Logo on MOLAA's website with link
- Mention in MOLAA's Member's Magazine (Summer Issue)
- Recognition on MOLAA's Donor Wall located in the Museum Lobby for one year
- Opportunity to include product samples and/or distribution of promotional materials in gift bags for *Opening Night Gala*



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\$10,000 Gold Sponsor Benefits

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TABLE SPONSOR BENEFITS

\$5,000 Silver Sponsor Benefits

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\$2,500 Bronze Sponsor Benefits

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DEMOGRAPHIC PROFILE

MOLAA's black-tie gala attracts established, affluent art collectors, business owners and Corporate Executives.

MOLAA's black-tie gala attendees:

- 70% male
- 30% female
- average age is 54
- 60% Caucasian or White
- 40% Hispanic or Latino

MOLAA's black-tie gala attendees are professionals:

- business owner/partners
- professional/managerial
- physicians/lawyers/accountants/etc

MOLAA's black-tie gala attendees are educated:

- Masters Degree/ Post Graduate/Professional Education

MOLAA's black-tie gala attendees are homeowners:

- Average market value of \$500,000 plus

MOLAA's black-tie gala attendees are affluent:

- \$200,000 plus is their average household income
- \$1,000,000 plus is their average net worth

The types of auction items purchased in the past (in order of popularity):

- Trips/vacation packages
- paintings/prints/works on paper



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Pledge Letter

The Museum of Latin American Art (MOLAA) will provide _____
 (Sponsor) with the benefits described in the attached Proposal and Sponsorship
 Benefits list, according to the chosen level:

- Platinum - \$25,000**
- Gold - \$10,000**
- Silver - \$5,000**
- Bronze - \$2,500**

Sponsor will provide MoLAA with camera-ready artwork (.jpg or .eps file) of its corporate logo along with instructions for its use. MOLAA is not responsible for inclusion of the sponsor logo in print materials if sponsor does not supply logo prior to the print deadlines.

Form of Sponsorship Payment:

Check enclosed in the amount of \$ _____ (payable to the Museum of Latin American Art)

Please send invoice to:

Name: _____

Title: _____

Company _____

Address: _____

City: _____ State _____ Zip _____

Telephone: _____

Email: _____

Please complete this form and fax to (562) 216-4190 to secure sponsorship as presented. MOLAA is a 501(c) (3) organization, recognized as such by the IRS. Your donation is tax-deductible to the extent allowable by law. Our federal tax identification number is 33-0786070.