

15TH ANNUAL AWARD LUNCHEON

HONORING

JOHNNETTA BETSCH COLE, PHD

AND

MICKALENE THOMAS

WEDNESDAY, APRIL 17, 2019

I invite you to become a sponsor of our 15th Annual Award Luncheon where we will be honoring cultural anthropologist, author and museum director **Johnnetta Betsch Cole, Ph.D.**, and visual artist **Mickalene Thomas**, whose work of African American women examine, extend, and subvert concepts of female identity and beauty.

Dr. Cole and Ms. Thomas will be presented with the 2019 Award for Excellence in the Arts on Wednesday, April 17, 2019 at the New York Athletic Club on Central Park South in New York City.

An Opening Reception welcomes guests from 11:30 a.m. – 12:30 p.m., followed by lunch and program from 12:30-2:30 p.m.

The luncheon is an opportunity for you to connect with the entire spectrum of art world, including artists, dealers, auction house specialists, attorneys, collectors, and appraisers, while supporting the work of The Appraisal Institute of America, the educational foundation of the Appraisers Association of America.

As a supporter of the 15th Annual Award Luncheon, you receive prominent acknowledgements and publicity before, during and post event via printed and digital publicity, invitations, website and verbally at the event. Please review the sponsorship opportunities and join us in recognizing the remarkable careers of **Johnnetta Betsch Cole, Ph.D.** and **Mickalene Thomas**.

Linda Selvin, Executive Director

SPONSORSHIP OPPORTUNITIES

OPENING RECEPTION - **Sponsored**

\$10,000

AIG Private Client Group

- ◆ Welcome guests and introduce your Company at the Opening Reception
- ◆ One prominently placed table at the Luncheon, seating for ten guests
- ◆ Ten guests to attend the reception
- ◆ Company Name prominently placed at the table
- ◆ Special recognition from the lectern during the Luncheon program
- ◆ Prominent recognition in the Luncheon program, logo projected on screen and post event marketing
- ◆ Publicity in all marketing pre, during and post (including national art publications, invitation mailing and social media)
- ◆ Ad placed on the Appraisers Association website for one year (11K hits per month)
- ◆ Marketing materials placed in the “goodie bags” distributed to all attendees



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NAMED AWARD - Sponsored

\$5,000 / EACH

- 1 - **JOHNNETTA BETSCH COLE, PHD** - *Sponsored by Amy J. Goldrich, Esq.*
- 2 - **MICKALENE THOMAS** - *Sponsored by Emigrant Bank Fine Art Finance*

- ◆ Named Award: “Company Name” Award for Excellence in the Arts
 - ◆ One prominently placed table at the Luncheon, seating for ten guests
 - ◆ Ten guests to attend the Reception
 - ◆ Company Name prominently placed at the table
 - ◆ Special recognition from the lectern during the Luncheon program
 - ◆ Prominent recognition in the Luncheon program, logo projected on screen and post event marketing
 - ◆ Publicity in all marketing pre, during and post (including national art publications, invitation mailing and social media)
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-

IN CONVERSATION WITH - Sponsored

\$5,000 / EACH

- 1 - *Winston Art Group*
- 2 - *Sharon Chrust & Associates, LLC*

- ◆ One prominently placed table at the Luncheon, seating 10 guests
 - ◆ Ten guests to attend the Reception
 - ◆ Acknowledgment from the lectern
 - ◆ Company Name prominently placed at the table
 - ◆ Special recognition from the lectern during the Luncheon program
 - ◆ Prominent recognition in the Luncheon program, logo projected on screen and post event marketing
 - ◆ Publicity in all marketing pre, during and post (including national art publications, invitation mailing and social media)
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-

TOTE BAG - Sponsored

\$5,000

Sponsored by GV Art Conservation

- ◆ 1-Color Logo printed on outside of Goodie Bag
- ◆ Tickets for four to attend the Reception and Luncheon
- ◆ Prominent recognition in the Luncheon program, logo projected on screen and post event marketing
- ◆ Publicity in all marketing pre, during and post (including national art publications, invitation mailing and social media)
- ◆ Ad placed on the Appraisers Association website for one year (11K hits per month)
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HONORING **JOHNETTA BETSCH COLE, PHD** AND **MICKALENE THOMAS**

TABLE (25 OPPORTUNITIES) \$4,000

- ◆ One prominently placed table at the Luncheon, seating for ten guests
 - ◆ Ten guests to attend the Reception
 - ◆ Company Name prominently placed at the table
 - ◆ Recognition in the Luncheon program, logo projected on screen and post event marketing
 - ◆ Ad placed on the Appraisers Association website for one year (11K hits per month)
 - ◆ Marketing materials placed in the “goodie bags” distributed to all attendees
-

STEP AND REPEAT - **Sponsored** \$3,500 *AIG Private Client Group*

- ◆ Logo printed on backdrop of Step & Repeat, placed in the Opening Reception
 - ◆ Tickets for two to attend the Reception and Luncheon
 - ◆ Recognition in the Luncheon program, logo projected on screen and post event marketing
 - ◆ Ad placed on the Appraisers Association website for one year (11K hits per month)
 - ◆ Marketing materials placed in the “goodie bags” distributed to all attendee
-

CENTERPIECE \$3,000

- ◆ Logo printed on a unique, thematic item placed on tables and throughout the Luncheon
 - ◆ Tickets for two to attend the Reception and Luncheon
 - ◆ Recognition in the Luncheon program, logo projected on screen and post event marketing
 - ◆ Ad placed on the Appraisers Association website for one year (11K hits per month)
 - ◆ Marketing materials placed in the “goodie bags” distributed to all attendee
-

BENFACTOR (UNLIMITED) \$2,500

- ◆ Tickets for two to attend the Reception and Luncheon
 - ◆ Recognition in the Luncheon program, logo projected on screen and post event marketing
 - ◆ Ad placed on the Appraisers Association website for one year (11K hits per month)
 - ◆ Marketing materials placed in the “goodie bags” distributed to all attendees
-

PATRON (UNLIMITED) \$1,500

- ◆ Tickets for two to attend the Reception and Luncheon
 - ◆ Recognition in the Luncheon program, logo projected on screen
 - ◆ Marketing materials placed in the “goodie bags” distributed to all attendees
-

SPONSOR SEAT (UNLIMITED) \$500

- ◆ Ticket for one to attend the Reception and Luncheon
- ◆ Recognition in the Luncheon program, logo projected on screen

15TH ANNUAL AWARD LUNCHEON **SPONSORSHIP REPLY FORM**

\$10,000 — Opening Reception

\$5,000 — Named Award

\$5,000 — Conversation

\$5,000 — Tote Bag

\$4,000 — Table

\$3,500 — Step and Repeat

\$3,000 — Centerpiece

\$2,500 — Benefactor

\$1,500 — Patron

\$500 — Sponsor Seat

\$375 — Guest Ticket

\$275 — Member Ticket

We/I cannot attend but would like to make a 100% tax-deductable gift. \$ _____

Sponsor Name _____

Job Title _____

Contact Name _____

Job Title _____

Company _____

Address _____

City/State/Zip Code: _____

Phone _____ Email _____

PAYMENT INFORMATION Payment is due in full no later than Tuesday, April 9, 2019.

Enclosed is my check made payable to the Appraisal Institute of America,
the educational foundation of the Appraisers Association of America

Charge to credit card: MasterCard Visa AmEx Discover

Name on Credit Card _____

Credit Card Number _____ Expiration _____

Please return by Friday, March 1st to be listed in the invitation.

For more information, contact: Teresa Caputo, Program Manager

P: 212.889.5404 x 11, E: tcaputo@appraisersassociation.org



All proceeds from the 15th Annual Award Luncheon benefit the Appraisal Institute of America, the educational foundation of the Appraisers Association of America. Founded in 1983, as a 501(C)3, its mission is to provide, advance and promote educational programs and accessibility to information pertaining to appraisals for the general public and for new and established appraisers.