

# UNDERWRITE. MAKE ART HAPPEN.

Invest in the creative process and support the development of new work by underwriting Headlands' artist programs. Naming opportunities are available for multi-year support over a minimum of three years.



## FREQUENTLY ASKED QUESTIONS

### Why underwrite an artist award at Headlands?

Underwriting offers an opportunity for donors to make a significant impact in artists' practice and in the cultural landscape more broadly. The unique residency experience offered at Headlands supports artists in maximizing the gift of time and space to develop new work and expand their practice.

### What is the AIR award?

Headlands' Artist in Residence (AIR) award is a prestigious opportunity for artists to experiment and expand their practice through a 4-10 week live/work residency.

### How do I decide what to underwrite?

Follow your passion! If you love dance, consider underwriting a dance AIR. If you are an art collector, consider underwriting a photography, painting, or sculpture AIR award. If you are interested in Japan, consider underwriting a Japanese AIR award.

### Can I see a breakdown by amount?

For \$15,000 you can underwrite an AIR award

You are welcome to specify a region or discipline of interest.

For opportunities up to \$10,000, please visit our Membership program which offers access to artist studio visits, dinners on Headlands' historic campus, and invitations to special events, in addition to merchandise and program discounts.

### I have generous friends. Can I underwrite as a part of a group?

Yes. We are happy to collaborate with you to create a donor circle of friends and colleagues who collectively underwrite an artist program. We request a minimum lead gift of \$2,500 alongside minimum donor circle gifts of \$1,000. We are able to fulfill the underwriting opportunity if the collective amount has been raised within 6 months.

### What is your selection process for AIR awards?

Our artist selection process is two-fold: we offer an open call annual application process that includes significant outreach efforts to increase the scope and diversity of the applicant pool across artistic discipline, geographic region, ethnicity, creative process, and more. Additionally, each year we ask more than 100 artists, arts professionals, and leaders in their field to nominate artists to apply to Headlands' programs. We then select a panel of arts professionals who review applicants and make award recommendations. Panel members rotate annually. Artist applications are accepted from March to June; panel review takes place in October; awards are announced in December.

### Can I participate in the artist selection process?

No, our curatorial process relies on a carefully selected panel of arts professionals who work in close collaboration with our staff and board and who are rooted in Headlands' mission and values. While donors are encouraged to support a specific discipline, region, or other area of interest, they are not able to select a specific artist by name. Once the artist selection process is complete and the awards have been finalized, we will be pleased to share with you information on the artist awardees.

### Once the artists have been selected, will I be matched with a particular artist?

Yes, if that is of interest. Underwriting support may be directed generally to support any AIR, or may be directed specifically to support a particular AIR.

### Will I have an opportunity to meet the artist?

Yes. You are welcome to a studio visit, dinner, or program at Headlands with the artist you helped support.

### How will my contribution be applied and acknowledged?

AIR underwriting covers housing, studio, meals, travel, transportation, artist stipend, and institutional support for a residency period of 4-10 weeks. Your generous contribution will be acknowledged online on Headlands' Supporters page, our onsite Donor Board, and our beautifully designed Annual Report.

