HEADLANDS CENTER FOR THE ARTS

2019 BENEFIT ART AUCTION
CORPORATE SPONSORSHIP INFORMATION
ABOUT HEADLANDS CENTER FOR THE ARTS

OVERVIEW
Located in the coastal wilderness of the Marin Headlands within the Golden Gate National Recreation Area, Headlands Center for the Arts (Headlands) is a place unlike any other, where landscape, history, and people come together in a singular generative spark for creative experimentation. A multidisciplinary, international arts center established in nine historic military buildings in 1982, Headlands believes that leading edge art—and the artists who create it—are essential to a vibrant, forward-thinking society.

Headlands’ Artists Programs—which together serve as many as 100 artists each year—are unique among arts organizations for their deep, comprehensive support for artists at various stages in their careers. By providing key supports that creative thinkers need to do their best work, Headlands nurtures original thought and generates vital new directions in art. Headlands’ role in supporting research, exploration, and discovery often leads to presentations and finished works made available to Bay Area audiences across the region’s most esteemed presenting organizations. Further, Headlands promotes public access and community engagement grounded in the creative process, annually engaging 13,000 visitors through approximately 30 free or low-cost public programs. These include conversations, dinners, work-in-progress performances, and open studios, many of which commission local practitioners to participate alongside Headlands Artists and Alumni.

MISSION
Headlands Center for the Arts provides an unparalleled environment for the creative process and the development of new works and ideas. Through a range of programs for artists and the public, Headlands offers opportunities for reflection, dialogue, and exchange that build understanding and appreciation for the role of art in society.

IMPACT
Since its founding, Headlands has hosted nearly 1,500 emerging and mid-career professionals, local, national, and international artists among the most influential creative voices of our time. These artists’ career successes, which include at least 39 Guggenheim Fellowships, 34 Fleishhacker Foundation Eureka Awards, 28 Artadia Awards, 23 USA Fellowships, 18 Joan Mitchell Awards, 9 MacArthur “Genius” Grants, 9 SFMOMA SECA Art Awards, and others, speak to the impact of a Headlands residency on an artist’s trajectory.

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BENEFIT ART AUCTION

THE BENEFIT ART AUCTION is Headlands Center for the Arts’ largest fundraiser—and biggest celebration—of the year. Proceeds directly support Headlands’ world-renowned artist residency and public programs and its mission to champion the vital role of arts in society. Unique among peer nonprofit fundraising auctions, Headlands proudly offers up to 50 percent commission back to donating artists and features museum-quality works.

The Benefit Art Auction is a premiere San Francisco Bay Area fundraising event and art party—a favorite among collectors, artists, and art enthusiasts alike. The Auction features more than 80 exceptional lots representing both emerging and internationally distinguished contemporary artists. Alumni of Headlands’ lauded residency program make up approximately half of the participating artists. Auction attendees can also bid on unique art, food, and travel experience packages.

The evening offers both live and silent auctions, as well as exquisite hors d’oeuvres, bountiful cocktails and other drinks, immersive art installations, and DJ jams. Among the more than 700 guests are artists, art patrons, collectors, business and tech leaders, and creative professionals.

Past auction items include artworks by Ruth Asawa, Uta Barth, David Ireland, Margaret Kilgallen, Hung Liu, Thomas McKinley, Richard Misrach, Clare Rojas, Larry Sultan, Tam Van Tran, and more.

For sponsorship and ticket information, visit headlands.org/auction.
By lifestyle and interest, Headlands’ audiences include arts appreciators and outdoor enthusiasts, activists and innovators, foodies and philanthropists, adventurers and life-long learners.

THE BENEFIT AUCTION AUDIENCE

800
Auction attendees, including arts patrons, collectors, creative professionals, designers, architects, and artists.

95,000
Visitors to headlands.org annually (peak visitorship in lead up to auction)

50% / 30%
Auction attendees who are San Francisco / Marin County residents (San Francisco neighborhoods primarily Pacific Heights, Presidio Terrace, Potrero, or Mission)

4,000 / 21,000
Printed / digital auction invitations sent.

STAYING CONNECTED

We keep in touch with our audiences through regular e-blasts to 21,000+ subscribers, a content-rich website with 95,000 visitors annually, seasonal print materials, and social media channels with over 22,000 followers. We regularly welcome as many as 12,000 visitors for 25 to 30 public programs annually.
PRESS COVERAGE

The Benefit Art Auction attracts a buzz, with media coverage in recent years including the San Francisco Chronicle, 7x7, Nob Hill Gazette, California Home & Design, ArtForum, Cultured Magazine, Artsy, Marin Independent Journal, Art Business, and more!
UNIQUE SPONSORSHIP OPPORTUNITIES

UNDERWRITE A LOUNGE

Sit back and relax in a cozy nook or mingle in a stylish lounge named for your contribution.

NAME A COCKTAIL

Get your name on the tip of guests’ tongues with a one-of-a-kind signature drink offering.

HOST THE AUCTION PREVIEW EVENT

Known for throwing a great party? Host the spring preview event and get in front of our top donors and art buyers at this pre-auction gathering.

SPONSOR THE VIP PREVIEW HOUR

Take advantage of this intimate moment to get your name out to VIP guests before the main event.

These are just a few examples—we would be delighted to design a custom sponsorship package to fit your company’s needs.

Contact auction@headlands.org to learn more.

Above & below left: photos by Kim Sikora
INVEST IN CREATIVITY & INNOVATION

Partnerships with Headlands Center for the Arts offer marketing and visibility among an expanding creative community, employee and client access to unique experiences, and other tailored offerings designed to meet your company’s goals.

2018 CORPORATE SPONSORS

BOS
INVEST WITH VISION

BANANA REPUBLIC

2018 IN-KIND PARTNERS

ALYSIAN
ART, SY

FORT MASON CENTER FOR ARTS & CULTURE

found rentals

LASER ENGRAVING COMPANY

SEILER LLP
Certified Public Accountants

Bonhams

LAWRENCE FINE ARTS

MINNESOTA STREET PROJECT

PACIFIC UNION INTERNATIONAL

THE PAINTERS PLACE PICTUREFRAMERS

FORT POINT BANK CT

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## 2019 CORPORATE SPONSORS ENJOY...

<table>
<thead>
<tr>
<th>Visibility Opportunities to get in front of your audience</th>
<th>$25,000</th>
<th>$10,000</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on Benefit Art Auction print invitation, website, catalog, event signage</td>
<td>Logo priority placement &amp; size</td>
<td>Logo priority placement &amp; size</td>
<td>Name listing only</td>
</tr>
<tr>
<td>Advertisement in Benefit Art Auction catalog</td>
<td>Full page (8x12”)</td>
<td>Half page (8x6”)</td>
<td>Quarter page (4x6”)</td>
</tr>
<tr>
<td>Recognition in Headlands’ annual report, donor wall, and website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on social media platforms (Facebook and Instagram) with links to company website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement in stage remarks by Executive Director</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<table>
<thead>
<tr>
<th>Hospitality Auction night perks</th>
<th>$25,000</th>
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<tbody>
<tr>
<td>Tickets to Benefit Art Auction event</td>
<td>10</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>VIP Preview and Cocktail Hour with access to private, docent-led tours of artwork</td>
<td>Tour led by Headlands’ Executive Director</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reserved table seating for all guests during live auction</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advance mailing of Benefit Art Auction catalog</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Car service evening of Benefit Art Auction</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Access Additional engagement opportunities</th>
<th>$25,000</th>
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</thead>
<tbody>
<tr>
<td>Invitation to intimate private collection home visit in advance of the Benefit Art Auction event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to special auction sneak-peek with special announcement of live lots in advance of the Benefit Art Auction event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary space rental of Headlands’ historic artist-renovated campus for private company event or group art tour ($5,000 value)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Headlands membership, offering discounts, access to studio visits, and invitations to special events ($250 value)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
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