

THE CORAL GABLES MUSEUM PRESENTS ITS FIFTH ANNUAL FUNDRAISER



CELEBRATING THE WORLD OF CUBAN ART AND ARCHITECTURE AND HONORING
CUBAN VISIONARIES HILARIO F. CANDELA, FAIA AND JUAN A. MARTINEZ, PH.D.
SATURDAY, JANUARY 21, 2017

FIFTH ANNUAL CORAL GABLES MUSEUM FUNDRAISER

Join the Museum Board of Directors and Honorary Chair **Ramón Cernuda** to honor architect **Hilario F. Candela, FAIA** and art historian **Juan A. Martínez, Ph.D.** at the Exhibit Premiere of *Cuban Art in the 20th Century: Cultural Identity and the International Avant Garde*.

\$350 per person VIP ticket (7pm-8pm)

Includes pre-party cocktail reception and private viewing of the Cuban art and architecture exhibits with honorees and curators.

\$250 per person general admission ticket (beginning at 8pm)

All guests will enjoy passed hors d'oeuvres, buffet, open Bacardi bar, exhibit viewings, entertainment and video presentation.

All proceeds will support the Coral Gables Museum in continuing to provide meaningful exhibits, programs and events.

IMAGE: RENÉ PORTOCARRERO, CITY (CIUDAD) 1954

FIFTH ANNUAL CORAL GABLES MUSEUM FUNDRAISER SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP: \$20,000

- Headline recognition on exhibit title wall
- Listing as Presenting Sponsor on the invitation and all PR
- Podium recognition and introduction
- Listing on sponsor page of program
- 10 VIP tickets to “Estrellas Cubanas”
Jan. 21 Premiere Opening Event
- Invitation and recognition at exhibit-related events
- Logo and link on email blast to CGM’s 10,000+ email list
- Recognition in WLRN 15-second spot radio advertisement
- Logo and recognition in social media marketing
- One time use of CGM’s Community Meeting Room for an event (MAX: 120)
- One time use of CGM’s Courtyard for an event (MAX: 60)
- 30 Museum admission passes

GOLD SPONSOR: \$10,000

- Mention on exhibit title wall
- 6 VIP tickets to “Estrellas Cubanas”
Jan. 21 Premiere Opening Event
- Listing as Gold Level Sponsor on invitation and all PR
- Podium recognition and introduction
- Listing on sponsor page of program
- Invitation and recognition at exhibit-related events
- Logo and link on email blast to CGM’s 10,000+ email list
- One time use of CGM’s Perrin International Hall for an event (MAX: 20)
- 20 Museum admission passes

SILVER SPONSOR: \$5,000

- Mention on exhibit title wall
- 4 VIP tickets to “Estrellas Cubanas”
Jan. 21 Premiere Opening Event
- Listing as Silver Level Sponsor on invitation and all PR
- Podium recognition and introduction
- Listing on sponsor page of program
- Logo and link on email blast to CGM’s 10,000+ email list
- 10 Museum admission passes

ART AFICIONADO: \$2,500

- Mention on exhibit title wall
- 2 VIP tickets to “Estrellas Cubanas”
Jan. 21 Premiere Opening Event
- 5 Museum admission passes

FRIEND OF THE CORAL GABLES MUSEUM: \$1,000

- 1 VIP ticket to “Estrellas Cubanas”
Jan. 21 Premiere Opening Event
- Mention on exhibit title wall
- 2 Museum admission passes

UNDERWRITING OPPORTUNITIES:

Décor -\$4,000
Band -\$3,000 | Invitation -\$3,000 | Program -\$3,000
Videography -\$1,000 | Photography -\$1,000 | Wine -\$1,000
Valet -\$500

Benefits include listing in event program.

CONTACT: For ticket, sponsorship and underwriting opportunities, please contact: Caroline Parker Santiago, Executive Director, at 305.603.8067 / caroline@coralgablesmuseum.org.



ABOUT THE EXHIBIT

Cuban Art in the 20th Century:

Cultural Identity and the International Avant Garde

showcases a magnificent survey of Cuban art from the Colonial era to Contemporary times. With more than 100 works featured, the assemblage brings forth one of the largest art historical compendiums of Cuban art shown in the United States, offering new insights into the relationship between Cuban culture and the rest of the world. The exhibit is curated by Segundo Fernández, attorney, art collector and doctoral candidate in art history, with support from Peter Weishar, Dean of FSU College of Fine Arts; Allys Palladino-Craig, Director of the Museum of Fine Arts; Juan A. Martínez, Professor Emeritus of FIU; Ramón Cernuda, art collector and Director of Cernuda Arte. This exhibit was first presented by Florida State University Museum of Fine Arts, Tallahassee in February 2016, and this will be its local premiere.

EXHIBIT IMPACT

The Coral Gables Museum serves about 50,000 visitors per year and the following average monthly program attendance figures (total: 4,100). Therefore, 12,300 visitors are expected to attend this exhibit.

The exhibit marketing plan includes:

- Promotional partnership with exhibit partner
Florida State University
- Multiple email blasts to CGM’s email subscribers (10,000+)
- Facebook promotion (6,000+)
- Additional social media promotion to include Twitter and Instagram
- WLRN 15-second spot ads
- ArtCircuits advertisements
- Community Newspaper full-page advertisement
- Listings on public calendars