

AUCTION 25



INTRODUCTION

Now in its 25th year, the Akron Art Museum's Annual Auction is an evening of fabulous art, fine wines, great food and a one-of-a-kind auction experience in the spectacular Beatrice Knapp McDowell Grand Lobby of the Akron Art Museum. The 25th Annual Auction is Saturday, August 28, 2021 at the Akron Art Museum, One South High, Akron, OH 44308.

In collaboration with the 2021 Auction Committee, the Akron Art Museum is preparing for this spectacular event at the Museum. However, we are also exploring alternative options in case we are unable to host in-person. Whether it is in-person or otherwise, we are committed to bringing our community together for this important fundraising event on August 28, 2021.

Sponsorship of this event provides a recognizable way for you to support the Akron Art Museum in its mission to enrich lives through modern and contemporary art.

EXPECTED ATTENDANCE 200 community leaders, art lovers and aficionados of fine wine and gourmet dining ages 21 and up.

MARKETING NETWORKS Established branded Akron Art Museum social media networks through Facebook, Twitter, Instagram, and LinkedIn. Traditional and social media networks through *Akron Beacon Journal* and *Cleveland.com's Currents News* among others.

IMPRESSIONS

Prior to event

- Press release to regional news outlets
- Save the Date Postcards
- Printed invitations
- Announcement in Spring 2021 View magazine [2,500+ printed copies, 1,800+ mailed to museum membership, donors and partner organizations, 700+ distributed to museum visitors and via museum appearances at offsite events]
- 5 e-blasts sent to approx. 20,000+ opt-in subscribers
- Akron Art Museum website presence on dedicated Auction landing page
- Event signage at the Museum
- 200+ Auction Catalogs distributed to Auction guests
- Announced recognition

Post event

- Event summary report in Fall 2021 View magazine
- Social Media wrap-up and thank-you posts
- Museum website wrap-up and thank-you page
- e-blast wrap-up and thank-you story

MARKETING DATA

Website: 480k+ page views (192k+ unique visitors) in FY2020. Separate event page prominently features sponsors and event details.

Facebook: 19k+ followers.

Twitter: 21.9k+ followers. Tweet about it using #Auction2021

Instagram: 21.1k+ followers. #Auction2021

LinkedIn: 1.5k+ followers

2019 PRESS COVERAGE (Pre Event)

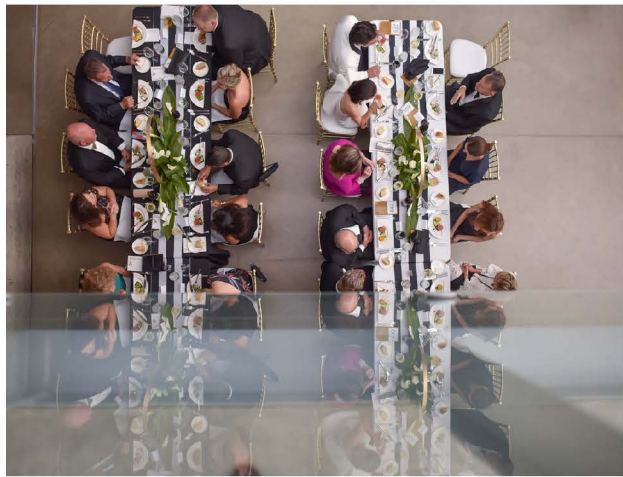
Akron Beacon Journal, 5/11/19, Entertainment & Life, "Justin Vineyards Stars at Akron Art Museum's Auction 24," by Phil Masturzo: http://bit.ly/AAM_2019_Justin

2019 PRESS COVERAGE (Post Event)

Westside Leader/Akron.com, 8/1/19, "Recent Auction Highest Grossing for Akron Art Museum," Kathleen Collins (pdf available)



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Annual Auction to Benefit the Akron Art Museum • August 28, 2021 Lead Sponsorship Levels and Benefits

	Presenting Sponsor \$25,000 Contribution Portion \$19,000	Platinum Sponsor \$10,000 Contribution Portion \$7,000	Gold Patron \$5,000 Contribution Portion \$2,600	Silver Patron \$2,500 Contribution Portion \$1,300	Honorary Patron \$1,500 Contribution Portion \$900
Recognition in <i>View</i> magazine	3 issues	2 issues	1 issue	1 issue (text)	1 issue (text)
Recognition on all auction print material, museum website, e-blast and social media	Logo Recognition	Logo Recognition	Logo Recognition	x (text)	x (text)
Recognition on mobile bidding platform	x	x			
Sponsorship gift at event	x	x			
Table(s) with signage and number of guest tickets	Table(s) for 20 guests	Table for 10 guests	Table for 8 guests	4	2

Please include us as a sponsor at the \$ _____ Level. Include our name as follows in all recognition and publications: _____

Payment Type: Mastercard Visa American Express Discover Check Invoice Me

Card Number: _____ Exp. Date: _____ Security Code: _____

Signature: _____

Contact Name: _____

Email: _____ Phone: _____

Or please accept a donation of \$ _____ for the event. 100% tax deductible.
Please make all checks payable to: Akron Art Museum 1 S. High St. Akron, Ohio 44308 and return with this form.

