OAKLAND MUSEUM OF CALIFORNIA

50TH ANNIVERSARY FUNDRAISER
CORPORATE SPONSORSHIP INFORMATION

March 14, 2020  |  6 – 11 pm

Celebrating 50 years. Honoring Executive Director and CEO, Lori Fogarty.
The mission of the Oakland Museum of California is to inspire all Californians to create a more vibrant future for themselves and their communities.

OVERVIEW

When the Oakland Museum of California (OMCA) first opened its doors fifty years ago, it was established as the “Museum of People.” Since 1969, OMCA has been part of a growing ecosystem supporting the arts and culture in Oakland. Our temporary exhibitions catalyze dialogue on urgent and compelling issues in California, inspiring action for the state’s future that is grounded in an understanding of its history and heritage.

OMCA creates transformative experiences that have real meaning in the lives of our visitors. The Museum’s ability to communicate the personal relevance of these experiences attracts audiences that reflect the changing demographics of California and the extraordinarily diverse community of Oakland and the Bay Area.

IMPACT

We reflect the ethnic, cultural and economic diversity of Oakland and the Bay Area: of the Museum’s annual 380,000 visitors, 62% are under 45 years; 56% are people of color; and 32% are visiting with families (of whom 41% have kids under 4).

The Museum also serves as an educational resource for 30,000 K-12 students, teachers and chaperones through programs, tours, performances and self-guided experiences. 11,000 students are from schools that receive Title I funding, and 10,000 students attend Oakland schools. The Museum awards over 100 bus scholarships to eliminate transportation barriers.

50th ANNIVERSARY GALA
HONORARY CHAIRS

Sheryl Wong
Sharon Simpson

COMMITTEE

Abby Banks
Rachel Benham
Dale Block
Mary Corley
Valerie Corvin
Karen Eichler
Silvia Fernandez
Kelly Finley

Karen Frank
Anita Martinez
Estrella Parker
Peter Pervere
Rachelle Sessions
Ann Thompson
Jennifer Walker
Penelope Wong

BOARD OF DIRECTORS

The OMCA Board comprises 36 community leaders, 40% of whom are people of color.

Andrea Alfano
Eileen Ash
Abbey Banks
Rachel Benham
Colin Boyle
Cedric Brown
Shomari Carter
Deborah Castles
Susan Chamberlin
Sean Chang
Valerie Corvin
Vincent Davis
Quinn Delaney
Silvia Fernandez
Kelly Finley
Lori Fogarty
Karen Frank
Lance A. Gyorfi
Doug Heske

Joseph Hurwich
Shannon Jackson
Dana King
Anita Martinez
Jack Morris
Estrella Parker
Peter Pervere
Mike Rosenbaum
Beth Sawi
Rachelle Sessions
Dorine Streeter
Ann Thompson
Rahsaan Thompson
Alan Varela
Linda Wendel
Sherry Westernoff
Carina Wong
Penelope Wong
Over 300 leaders and philanthropists join the Oakland Museum of California each year to raise over $450,000 for OMCA’s dynamic programs. This year, OMCA is celebrating 50 years since opening its doors in 1969. In honor of our 50th, we invite our corporate peers to celebrate the Museum and Lori Fogarty’s visionary leadership as Executive Director and CEO.

This celebratory evening will feature formal table seating, a guest chef, pop-up performances, live music by the Pete Escovedo Orchestra, and Tom Marioni’s witty installation, *The Act of Drinking Beer with Friends is the Highest Form of Art*. All sponsorship proceeds support OMCA’s dynamic educational programs, exhibitions, and community programs.

### AUDIENCE

300

Attendees, including philanthropists, corporate executives, artists, local celebrities, and civic leaders

### REACH

20,000 / 1,000

Digital / Print invitations

51,000 / 42,000

Instagram / Facebook followers

3,000,000

Annual website visitors

### GENDER

- 43% Male
- 57% Female
Corporate sponsorship provides a range of engagement and marketing opportunities, boosting your ability to increase customer loyalty; attract, motivate and retain staff; and increase brand awareness. All sponsors receive pre-event recognition on digital and print invitations, as well as onsite logo recognition the night of the event.

In addition to the opportunities listed below, OMCA also offers unique sponsorship packages at the $25,000 and $50,000 levels. These customizable packages underwrite the gala’s signature art moments—dancers, spoken word performers, and contemporary artists—as well as headline entertainment. Sponsorships at these levels also include verbal recognition from the Executive Director, wine bottles at your table, and the opportunity to be seated with a local celebrity.

**PURCHASE A TABLE**

Pamper your clients or your employees by purchasing a 10-person table. Each table costs $10,000 and comes with a branded table topper.

**SPONSOR ART MOMENTS**

Support local artists as they highlight their talents during dinner pop ups. Sponsorship is $15,000 and includes a 10-person table with a branded table topper.

**SPONSOR THE PHOTO BOOTH**

Make your logo a take-home piece by sponsoring our festive photo booth, available throughout the event. Sponsorship is offered at $25,000 and includes a 10-person table with a branded table topper.

Not seeing what you’re looking for? Reach out to us and we can design a custom package to meet your company’s needs!
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<thead>
<tr>
<th></th>
<th>Catalyst</th>
<th>Innovator</th>
<th>Champion</th>
<th>Ally</th>
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<tbody>
<tr>
<td><strong>VISIBILITY</strong></td>
<td>$50,000</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
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<tr>
<td>Recognition on print invitation, digital invitation, and website</td>
<td>Hyperlinked logo</td>
<td>Hyperlinked logo</td>
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<tr>
<td>Recognition on event signage and program</td>
<td>Logo</td>
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<td>Name</td>
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<tr>
<td>Recognition in Annual Donor Impact Report and Donor Wall</td>
<td>✓</td>
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<td>Social media recognition</td>
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<td>Verbal acknowledgment during remarks from Executive Director</td>
<td>✓</td>
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<td><strong>HOSPITALITY</strong></td>
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<td>Table of 10 at the event</td>
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<td>1</td>
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<td>Branded element</td>
<td>Headline Entertainment</td>
<td>Photo Booth</td>
<td>Branded Element</td>
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<td>Local celebrity seated at your table</td>
<td>✓</td>
<td>✓</td>
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<td>Wine placed at your table</td>
<td>✓</td>
<td>✓</td>
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<td>Car service to and from the event</td>
<td>✓</td>
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<td><strong>ACCESS</strong></td>
<td>$50,000</td>
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<td>Invitation for all employees to annual Corporate Appreciation Night</td>
<td>✓</td>
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<td>Complimentary docent tour for your employees</td>
<td>✓</td>
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THANK YOU!

Thank you for considering sponsoring this exciting event. We look forward to partnering with you to celebrate California’s art, history, and nature and to support the wonderful programs that recognize the inspiring stories of the people of Oakland and the Bay Area.

For more information, please contact:

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Corporate Partnership Manager
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510-318-8508