



TACOMA ART MUSEUM

**SPONSORSHIP
GUIDE 2023-2024**



Tacoma Art Museum is the leading resource for art of the Northwest and greater western region.

Mission

Tacoma Art Museum transforms our communities by sharing art that inspires broader perspectives and cultivates a compassionate future.

Vision

Defying expectations, advancing community voices, and expanding avenues of engagement and learning.

Tacoma Art Museum offers extensive events, exhibitions, and programmatic sponsorship opportunities for corporations, foundations, and other organizations. These innovative partnerships celebrate the power of the visual arts to change lives. This guide is designed to help select your sponsorship opportunities.

TABLE OF CONTENTS

Exhibitions 05

Be a part of our new exhibitions. Sponsorships go directly to supporting the dynamic exhibitions on view at Tacoma Art Museum. Annually, TAM presents eight to ten exhibitions highlighting exceptional works of art to encourage creative discourse and strike a balance between historic and contemporary exhibitions.

Events 09

Event sponsorships support TAM's Gala, Contemporaries, Yoga, and Life Drawing programs, as well as making possible the Museum's free community festivals.

Education 12

Sponsorship of Education and Programming make the Museum's student school tours, guest artist lectures, special member events, and much more possible.

TAM's Green Initiative 15

From turning on the lights, to ensuring reduction of our carbon footprint, TAM's Green initiative supports our eco-friendly efforts as we upgrade systems and facilities.

Sponsorship Levels **Checklist Order Form** 16

Tally up your FY23-24 giving and see what recognition your corporate giving level offers you and your team.

**TAM makes supporting the arts
in the greater South Sound
community easy & exciting!**

**One of the best investments
your business can make is to
stand beside the community
that you do business in!**

**TAM strives to bring innovative,
thoughtful, and masterful
representation to the
downtown Tacoma scene as well
as offer an oasis of learning.**

**Joining as a sponsor and
corporate member today gives
your business the visual and
cultural edge to stand apart.**

Exhibitions Sponsorship Opportunities



Marie Watt, *Tear This Wall Down* (detail), 2007, Reclaimed wool blankets, satin binding, and thread, Museum purchase with funds from the Aloha Club, 2007.15

Soft Power October 14, 2023 - September 1, 2024

The textile-based works in *Soft Power* are declarations: potent expressions of care, rebuke, resistance, and resilience. These soft manifestations of cultural heritage—the natural, tangible, and intangible—amplify personal narrative through

Annette B. Weyerhaeuser Gallery
George and Mary Davis Gallery

materiality. Visitors are encouraged to join in the creation of a large-scale collaborative soft artwork within the gallery. *Soft Power* is generated by the work and words of twenty artists. Organized by Tacoma Art Museum and curated by Ellen Ito.

Corporate Sponsorship Benefits & Opportunities	Opening Night Sponsor 2,500-4,999	General Programming Sponsor 5,000-14,999	Soft Power Film Series 15,000+	Community Artmaking Experience (Within Exhibition) 25,000+	Soft Power Presenting Sponsor 50,000+
Recognition on printed & digital marketing as well as tabletop company logo	X	X	X	X	X
Listing on TAM exhibition web page		X	X	X	X
Private Curator-led tour through Soft Power exhibition (up to 20)			X	X	X
Curators lead private film series viewing with custom cocktail experience for 20			X		X
Speaking opportunity at opening night					X



Trenton Quiocho, *Trapped* (detail), 2021, Blown glass, Museum purchase in honor of Margaret Bullock with funds from a gift of Jared FitzGerald, 2023.1 A-E

Recent Acquisitions

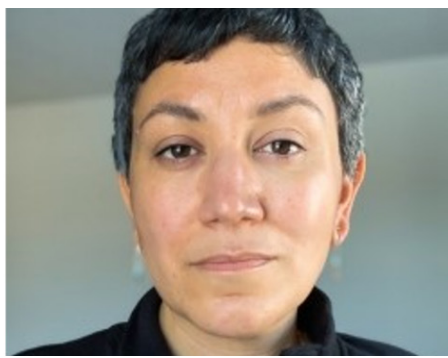
December 9, 2023 - May 26, 2024

Tacoma Art Museum’s collection of art sets it apart from most museums. With more than 5,400 works in the collection, TAM is focused on regional art by Northwest artists, including major holdings of studio glass art and studio art jewelry, as well as the significant Haub Family Collection of Western American Art. Each year the Museum adds to its permanent collection through generous gifts from donors and purchases made directly from artists and galleries.

Jane and George Russell Gallery

Since 2021, TAM has only purchased artwork by artists from historically marginalized communities and women artists to better represent the art of the Northwest and greater western region. This exhibition is the first time that many of these works will be on view for visitors, as we welcome the new group of artworks into the collection. Organized by Tacoma Art Museum and curated by Faith Brower.

Recent Acquisitions Sponsorship Opportunities	Opening Night Sponsor 2,500	General Programming Sponsor 5,000	Exhibition Presenting Sponsor 20,000+
Recognition on printed & digital marketing as well as tabletop company logo. Listing on TAM exhibition web page	X	X	X
Private Curator-led tour through exhibition (up to 20)		X	X
Speaking opportunity at opening night			X



clockwise
from top left:
Lele Barnett,
Maymanah Farhat,
Patricia Marroquin Norby,
Tracie D. Hall—the guest
curators of the four
exhibitions that make up
the (Re)Frame initiative.

(Re) Frame: Haub Family Collection of Western American Art **Opening May 18th, 2024 - extended view** **Haub Family Galleries**

(Re)Frame: Haub Family Collection of Western American Art is an initiative that aims to expand the narratives about the art of the American West by opening four new exhibitions that look at the region from a range of perspectives. Four guest curators from around the country – Lele Barnett,

Maymanah Farhat, Tracie Hall, and Patricia Norby – worked independently and draw inspiration from the Haub Family Collection of Western American Art to center artists and ideas that are historically underrepresented in museums.

(Re)Frame Sponsorship Benefits & Opportunities	(Re)Frame Marketing Sponsor 2,500-14,999	(Re)Frame Opening Weekend Symposium Sponsor 15,000+	(Re)Frame Lecture Panel Discussion 20,000+	General Programming Sponsor 25,000-49,999	(Re)Frame Presenting Sponsor 75,000+
Recognition on printed & digital marketing as well as tabletop company logo	X	X	X	X	X
Listing on TAM exhibition web page	X	X	X	X	X
Tiered listing on public facing windows of Haub wing during exhibition turn over		X	X	X	X
Speaking opportunity at opening or symposium			X	X	X
Private curator-led tour through (Re)Frame (up to 20)			X	X	X



Installation view of *The Current: Saying the Quiet Parts Out Loud* at Tacoma Art Museum, on view April 15–October 15, 2023.

The Current, An Artist Award and annual exhibitions

April 2023 - October 2024

Jane and George Russell Gallery

This exhibition transforms the gallery into an immersive experience that reimagines the space as a portal into the world of The Current, An Artist Award, a project launched in 2021 to honor the ongoing contributions, artistic practices, and creative vitality of Black artists in Tacoma by generating recognition, providing connectivity, and strengthening our region's creative ecology. The exhibition welcomes visitors into the work of The Current, showcasing the values of the program and is reflective of themes that come to surface throughout the year. Via a multivoiced, informative exhibition space, areas in the gallery will center the fundamental values of The Current: warmth, intimacy, care, community, support, and transparency. These themes bring attention to the importance of

support and placemaking for many Black artists and individuals in the Tacoma area. Through artwork, spaces for individual and group learning activities, and programming, the exhibition highlights the mission of The Current in envisioning the museum as a care-filled affirming space for Black artists and communities. The Current's annual exhibitions invite all communities to expand their knowledge and deepen relationships with local Black artists and communities. The next iteration of the exhibition will be on view at TAM in June 2024. Organized by Tacoma Art Museum and curated by Victoria Miles. (Below sponsorships support an annual exhibition project, the next iteration of the program will be on view at TAM in June 2024.)

<i>The Current</i> Sponsorship Benefits & Opportunities	The Current 2024 Award Recipient Presentation Sponsor 2,000	General Programming 2023-24 Sponsor 5,000-10,000	Community Sponsor 15,000-25,000
Recognition on printed & digital marketing as well as tabletop company logo	X	X	X
Listing on TAM exhibition web page	X	X	X
Speaking opportunity at opening night or award presentation	X	X	X
Private curator-led tour through <i>The Current</i> (up to 20)		X	X

Event Sponsorship Opportunities



Contemporaries

TAM is creating engagement opportunities for young professionals in the South Sound. With our new Contemporaries meetings and membership, special programming will include dynamic monthly events, fascinating art, and engaging programming. Join in sponsoring this new program with aims to reach our audiences 21 years and older with estimated attendance of 45-75 per event.

Contemporaries Sponsorship Opportunities	Bar Sponsor 500	Entertainment 1,500	Cultivation Sponsor 5,000	23-24 Year Contemporaries Program Sponsor 10,000
Logo listed on Bar Signage	X			X
Tiered logo recognition on the Contemporaries event page of TAM's website	X	X	X	X
FREE Museum admission for employees/members		X	X	X
Complimentary tickets to Contemporaries event	2	6	8	12
Tiered recognition on all digital and physical event collateral		X	X	X
Opportunity to display physical signs or banners at event			X	X
Speaking opportunity at Contemporaries event			X	X
Opportunity to pick the theme of one Contemporaries event				X
Opportunities available	11	5	1	1



Life Drawing Monthly Classes

Find inspiration and discover new skills in Life Drawing at TAM. This class for artists 18 years or older features a live model and on-site instructor to help guests develop timeless techniques for drawing the human form. The first hour of class is guided by an instructor, followed by one hour of independent drawing. All materials are provided.

Life Drawing Sponsorship Opportunities	Monthly Sponsor 300	Yearly Sponsor 3,500
Logo on event listing in all advertised collateral including event page	X	X



Yoga at TAM Monthly Classes

with Tuladhara Yoga

This program offers a 60-minute yoga practice in TAM's main event space is inspired by art in the collection and the importance of community connection. Members and guests will feel rested and restored with a mellow flow led by Alycia Patterson. After class, guests can enjoy a mimosa or juice included with their ticket price.

Yoga at TAM Sponsorship Opportunities	3 Months 900	6 Months 1,800	1 Year 3,600
Free admission for 5 per sponsored month	X	X	X
Social media & printed recognition during sponsorship duration	X	X	X



Spring Gala April 13, 2024

The annual Gala is a night full of philanthropy and community. TAM works closely with local artists and businesses to showcase our community through sponsorships and silent and live auction items. With over 200 VIP guests, including Museum Trustees, Director's Circle and Leadership Guild members, exhibition sponsors, renowned local artists, industry professionals, and community leaders, TAM Gala offers exclusive marketing opportunities for community local businesses.

Spring Gala Sponsorships (part 1)	Ad Plus 1,500	Supporting 2,500	Sustaining 5,000	Premier 10,000
Color ad in Gala program *	1/4 pg	1/4 pg	1/2 pg	1/2 pg
Complimentary event tickets *		2	4	8 (table)
TAM private event rental discount *		10%	15%	20%
Tiered recognition on all digital and physical event collateral		X	X	X
Private exhibition tour - date to be agreed upon. For employees, guests, or clients. *				20 guests
* indicates non-tax-deductible benefit (may be waived) Total non-tax-deductible portion	\$500	\$850	\$1,270	\$1,940

Spring Gala Sponsorships & Tables (part 2)	Entertainment 7,500	Catering 7,500	Auction 7,500	Bar (2 locations) 12,500	Presenting 15,000
Color ad in Gala program *	1/2 pg	1/2 pg	1/2 pg	1/2 pg	full pg
All benefits included with \$5,000 Sustaining Sponsorship	X	X	X	X	X
Exclusive signage and logo recognition around designated sponsor area	X	X	X	X	X
All benefits included with \$10,000 Premier Sponsorship				X	X
Featured logo placement on event invitation and program					X

Education Sponsorship Opportunities



TAM's Education Programs

TAM believes all students are artists with the power to make meaningful connections by looking at, discussing, and creating works of art.

TAM Educators offer a variety of ways for students to engage, whether on a field trip to the Museum or at local schools.

TAM uses a learner-based method called Visual Thinking Strategies when teaching with artworks in the collection and exhibitions. This method encourages critical thinking, builds community by allowing students to share different points of view, and gives space for students to build their voice and literacy skills. After thoughtful close-looking and discussion, students have the opportunity to further explore their ideas and experiment with different processes through hands-on artmaking activities.

Teacher Professional Development

TAM Teacher Professional Development offers educators an opportunity to learn how to use art as an interdisciplinary tool for teaching. Training consists of learning about Visual Thinking Strategies, learning how to connect it with school curriculum, and how to apply these tools to revitalize educational materials for students.

In-Class Art

TAM's in-class art programs provide youth with new ways to connect to art and their community! Youth participating in local community-based organizations will engage in dynamic conversations about contemporary social issues sparked by encounters with original works of art in TAM's galleries. Experience includes a hands-on activity designed to inspire creative self-expression!

TAM's Education School Program & Educator Support Opportunities	Youth Programming Partner 3,500+	Guided Hands-on Artmaking Sponsor 5,000+	Financial Support Field Trip Sponsor 25,000+	23-24 Year School Program Presenting Sponsor 50,000+
Recognition on printed & digital marketing	X	X	X	X
Listing on TAM Education web page		X	X	X
Speaking opportunity at GALA				X



TAM Studio

TAM Studio is the Museum's free artmaking space for visitors of all ages. No admission required! Explore the art and artists from the Pacific Northwest and broader western region through hands-on activities. Located in the Museum's lobby next to the TAM Store, TAM Studio is stocked with art supplies and fun things to do. Guests of all ages, interests, and abilities are welcome to stop by TAM Studio during Museum hours to connect, explore, create, and read together.

TAM Studio Program Support Opportunities	Supplies & Programs Partner 500-5,000
Recognition on printed & digital marketing with tiered recognition	X
Special logo opportunity on TAM select education material	X



TAM Talks: Artist Scholar Program

Join TAM for an art adventure! Specially trained staff and volunteers will present lively talks on topics challenging and broadening our understanding of art and the societal influences of the world in which it was created. Topics may range from discussing Indigenous sovereignty in representation to highlighting underrepresented works in the Museum's collection.

TAM's Education School Program & Educator Support Opportunities	Community Scholar Program Sponsor 3,500+	Community Scholar Supporting Sponsor 5,000+	Community Scholar Presenting Sponsor 25,000+
Recognition on printed & digital marketing	X	X	X
Special logo opportunity on TAM education material			
Listing on TAM Education web page		X	X



Free Neighborhood Nights

Tacoma Art Museum is open late and FREE to all every Thursday, 5 – 8 pm! Neighborhood Nights offer us the space to build programs with community partners, artists, scholars, and entertainers. Stop by TAM Cafe for a bite or a drink before enjoying exhibitions,

Every Thursday, 5-8pm

artmaking in TAM Studio , or a special program. Thursday evenings at TAM are the perfect time to bring your friends, family, or a date to enjoy art.

Free Neighborhood Nights	Entertainment Partner \$10,000+	Programming Partner \$20,000+	Presenting Sponsor
Tiered recognition on printed & digital marketing	X	X	SOLD
Opportunity to have a table during 3 Thursdays per year	X		SOLD
Opportunity to have a table 6 Thursdays per year		X	SOLD
Opportunity to have a table 12 Thursdays per year			SOLD
Opportunity to have a table every Thursday per month			SOLD

Operations Upgrades



TAM’s Green Initiative Program

An important part of caring for the objects in our collection is maintaining precise environmental controls. TAM, like most museums, has a complex array of systems that work together to maintain the safest environment for art in our care 24/7. At the heart of our system are several boilers that help maintain the hot water loop necessary for both heating and humidity control throughout the building. These boilers, which have been in service for more than 20 years, are inefficient by today’s standards. Looking towards a more sustainable future, and a reduction of

our overall carbon footprint, TAM is seeking to replace these boilers with modernized efficient equipment and are thrilled to have been awarded funding from the Frankenthaler Climate Initiative grant program which will be used in concert with other funding to replace this critical equipment in the coming year. This modernization will significantly decrease our carbon emissions, increasing efficiency by as much as 20%, and is expected to reduce our natural gas usage by as much as 15% going forward.

TAM’s Green Initiative Sponsorship Opportunities	LED Lighting Retrofit 2,500-5,000	Drinking Fountain Upgrade 9,500	Electric Vehicle Charging Stations (1 public location) 15,000	Frankenthaler match contribution 20,000+
Mention in Newsletter and collateral in announcement of project	X	X	X	
Naming on drinking fountain wall		X		
Naming rights on electric charging station			X	
See Corporate levels 20,000+				X

Corporate Sponsorship Levels

Corporate Sponsorship Benefits & Opportunities	Baroque 5,000	Impressionist 5,000-9,999	Art Nouveau 10,000+	Futurism 25,000+	Avant Garde 50,000+
Recognition on website & onsite in lobby	X	X	X	X	X
Recognition in TAM Annual Report	X	X	X	X	X
Single use Museum guest passes	10	15	20	30	60
Venue rental discount (based on size and availability)		10%	20%	30%	40%
Private curator-led tour with reception (up to 20)				X	X
Speaking opportunity at Gala					X
Naming rights (Your choice of available opportunities for permanent naming)					X

Sponsorship Checklist

PROGRAM NAME:

SPONSORED AMOUNT \$

PROGRAM NAME:

SPONSORED AMOUNT \$

PROGRAM NAME:

SPONSORED AMOUNT \$

PROGRAM NAME:

SPONSORED AMOUNT \$

Please feel free to mix and match to obtain the sponsorship level desired

TOTAL SPONSORED AMOUNT \$

Order Form

COMPANY NAME AS TO APPEAR:

BILLING NAME:

BILLING CONTACT:

PHONE:

EMAIL:

BILLING ADDRESS:

ZIP:

CREDIT CARD #:

EXPIRATION DATE:

CVV:

TAMI