35TH ANNUAL HAGGERTY MUSEUM OF ART unGALA

SURREALIST BALL

SATURDAY, SEPTEMBER 7, 2019 | 6:00 PM
WE ENERGIES PUBLIC SERVICE BUILDING

This year's theme is inspired by *Madonna of Port Lligat*, a painting by Surrealist artist Salvador Dalí that is part of the Haggerty Museum of Art's collection.

SPONSORSHIP INFORMATION
2019 unGALA: SURREALIST BALL
We're transforming the We Energies Public Service Building into a Surrealist tableau, inviting guests to a modern-day version of Marie-Hélène de Rothschild's 1972 Surrealist Ball. Unleash your imagination, embrace “where the strange seems ordinary and the ordinary seem strange,” and experience an evening of unprecedented extravagance full of inspired costumes, dreamy culinary and drink delights, daring music, dancing, art installations, performance, games, and more!

AT THE HAGGERTY MUSEUM OF ART...
...aesthetic experience actively fuels inquiry. Through art, we stretch thinking and deepen understanding. We expand perspectives and develop empathy. We start conversations, and offer a forum for them to be held.

We are the place where creativity, intellect and social justice intersect. Here, experiencing art moves our spirit, engages our mind, and provides a powerful means for connection. And though all art can prompt discussion, the unique role of the Haggerty Museum of Art is inspiring the discussions that better humanity.

WHY SPONSOR THE unGALA
The Haggerty Museum of Art is open every day, and admission is always free. While Marquette University generously supports the Museum's building maintenance and most administrative costs, exhibitions and programs are funded entirely through financial support from businesses, individuals and organizations that share the Haggerty Museum of Art's vision to transform our communities through the arts.

All proceeds from the Haggerty unGALA support the Museum's exhibitions, learning, and community engagement initiatives.
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor ($25,000)</th>
<th>Signature Sponsors ($10,000)</th>
<th>Salvador Dalí Tables ($5,000)</th>
<th>Max Ernst Tables ($3,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserved table for 8 guests</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Company logo on all pre-event materials, including printed Save the Date card, invitation (circulation 1,500) and twice-monthly e-blasts (circulation 22,000)</td>
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<tr>
<td>Recognition during the event’s program (reaching 350)</td>
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<td>verbal and on-screen recognition</td>
<td>on-screen recognition</td>
<td>on-screen recognition</td>
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<tr>
<td>Sponsor name/logo displayed on table</td>
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<tr>
<td>Prominent sponsor recognition at the event, including company logo on event signage</td>
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<tr>
<td>Recognition in the Haggerty Museum of Art’s monthly e-newsletter (circulation 4,900)</td>
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<td>logo &amp; link</td>
<td>logo &amp; link</td>
<td>logo</td>
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<tr>
<td>Recognition in media releases (93 local contacts, 43 regional) and on the Haggerty/Marquette website</td>
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<td>Recognition in social media posts (2,500+ Facebook, 1,100+ Instagram, 1,500+ Twitter)</td>
<td>10x</td>
<td>5x</td>
<td>2x</td>
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<td>Champagne service at dinner in customized stemware</td>
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<td>Couture table (exclusive Surrealism-inspired table settings and décor)</td>
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<td>Advertisement on the mobile bidding platform</td>
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<td>After-party tickets</td>
<td>12</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Haggerty Museum of Art goody bag</td>
<td>10 t-shirts</td>
<td>5 t-shirts</td>
<td>5 t-shirts</td>
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<tr>
<td>Opportunity for corporate executive to address unGALA attendees during the event’s program</td>
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<tr>
<td>Opportunity for corporate executive to greet unGALA attendees as they arrive</td>
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</table>

Sponsorships may be tax deductible. See next page for estimated values.
HAGGERTY MUSEUM OF ART 2019 unGALA
SPONSORSHIP COMMITMENT FORM

SPONSORSHIP LEVEL

____ Presenting Sponsor $25,000 (2 tables of 8)  
   Est. value $5,525
____ Signature Sponsors $10,000 (table of 8)  
   Est. value $2,957
____ Salvador Dalí Tables $5,000 (table of 8)  
   Est. value $2,200
____ Max Ernst Tables $3,000 (table of 8)  
   Est. value $2,200

Total: ______________________

SPONSORSHIP AUTHORIZATION

_______________________________________________________________
Company name as you want it to appear on invitations & signage
_______________________________________________________________
Company contact name & title
_______________________________________________________________
Phone                                    Fax                                    Email

_______________________________________________________________
Authorized Signature                            Date

Checks should be made payable to Haggerty Museum of Art

To pay by credit card, please complete the information below:

_______________________________________________________________
Name on Card                                    Card type
_______________________________________________________________
Card number                                    CSC Code                                    Exp. Date

Kindly return completed form and payment by August 7th, 2019

BY EMAIL:                  mary.dornfeld@marquette.edu
BY PHONE:                  414-288-7290
BY MAIL:                   Haggerty Museum of Art
                          P.O. Box 1881, Milwaukee, WI 53201

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