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.
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.
### Haggerty Museum of Art Sponsorship Levels & Benefits

<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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<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>Recognition in media releases (93 local contacts, 43 regional) and on the Haggerty/Marquette website</td>
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<tr>
<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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<tr>
<td>Couture table (exclusive Surrealism-inspired table settings and décor)</td>
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<tr>
<td>Advertisement on the mobile bidding platform</td>
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<tr>
<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 5 sweatshirts</td>
<td>5 t-shirts 1 sweatshirt</td>
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<td></td>
</tr>
<tr>
<td>Opportunity for corporate executive to address unGALA attendees during the event’s program</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Opportunity for corporate executive to greet unGALA attendees as they arrive</td>
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</tbody>
</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

Est. value $5,525

Est. value $2,957

Est. value $2,200

Est. value $2,200