

MOPA

SPIRIT OF AUSTRALIA GALA

HONORING DR. PETER C. FARRELL

SATURDAY, SEPTEMBER 14, 2019

Co-hosted by Lisette & Mick Farrell

The Museum of Photographic Arts' Spirit of Australia Gala honors Dr. Peter C. Farrell and his contributions to the field of photography. An evening to explore premier culinary selections and authentic Australian cultural nuances. Acknowledge Dr. Farrell's support in establishing the Peter and Olivia Farrell Australian Photography Collection and to enjoy the very best of contemporary photography from Australia.

TABLE | SPONSORSHIP | UNDERWRITING OPPORTUNITIES



Tracey Moffatt, *Mother & Baby*, 2017, chromogenic print. © Tracey Moffatt, courtesy of the artist & Tyler Rollins Fine Art, New York

ALL PROCEEDS BENEFIT MOPA'S EXHIBITIONS PROGRAM
WWW.MOPA.ORG/GALA














TABLE & SPONSORSHIP OPPORTUNITIES

TABLE BENEFITS

APERTURE TABLE
\$5,000

Seating for a total of 10 guests, wine/dinner for all guests, views of the podium for remarks and awards ceremony. Includes premier access to the cocktail reception & afterparty for all guests.

SPONSORSHIP BENEFITS CHART

	Title Sponsor (\$20,000)	Platinum Sponsor (\$10,000)	Silver Sponsor (\$5,500)	SEPIA Sponsor (\$3,000)
EXCLUSIVE Spirit of Australia Gala Host				
Complimentary rental of David C. Copley Atrium*				
VIP Champagne Lounge				
APERTURE Table for 10				
Concierge Gala Service				
Option to Address Guests During Formal Presentation				
Brand Recognition on Exhibition Wall Panel(s)**				
Named seat(s) in the Joan & Irwin Jacobs Theater	4 Seats	3 Seats	2 Seats	1 Seat
Full-Page Advert in Gala Program				Half-Page
MOPA "Sponsor Day"	4 Days	2 Days		
MOPA Guided Tour/Group Activity	3	2	1	
Complimentary Membership (Individual or Corporate)	\$5,000 Value	\$2,500 Value	\$1,000 Value	\$500 Value
Social Media VIP Sponsor Profile Exposure				

*Complimentary computes to rental fee only. This does not include hard costs incurred by Sponsor.

**Benefit available if commitment received before February 2019, 7-month period.

SPONSOR BENEFIT DESCRIPTIONS

- **ALL SPONSORS** are eligible for brand recognition on print & digital collateral related to Gala. Brand and/or name visibility will be included on the following platforms: MOPA's website, social media channels, eNewsletter, and Annual Stewardship Report.
- **CONCIERGE GALA SERVICE** | Valet parking for 1 car and a complimentary MOPA catalog for Sponsor.
- **MOPA "SPONSOR DAY"** | Use this opportunity to market to MOPA's constituents. Companies can use this sponsorship benefit to reward their consumers with access to MOPA and take advantage of member discounts for select days in the year.
- **MOPA GUIDED TOUR/GROUP ACTIVITY** | An option for your clients, employees or friends to enjoy an exclusive tour of MOPA.

UNDERWRITING OPPORTUNITIES

All UNDERWRITERS are eligible for brand recognition on print and digital collateral related to the Gala. Brand and/or name visibility will be included on the following platforms: MOPA's website, social media channels, eNewsletter, and Annual Stewardship Report.

All UNDERWRITERS at the \$3,500 level and above will be eligible for a pair of named seats in the Joan and Irwin Jacobs Theater.

These opportunities serve as an ideal option for friends and colleagues of the Farrell family who cannot attend the evening's festivities but, wish to recognize this honorary celebration.

\$7,500

OUTBACK ODYSSEY

Underwrites a visual exploration of Australia's unique landscape through the **event's design & decor**. *Benefits include specialty signage welcoming guests at the entrance (before & during the event)*

\$7,500

G'DAY GROOVES

Underwrites authentic **Australian music and entertainment** for the evening. *Benefits include projected logo/ name recognition behind band during cocktail hour and afterparty*

\$7,500

SYDNEY SLICKER

Underwrites a **cosmopolitan menu** featuring an upscale culinary experience highlighting Australia's most noted cuisine. *Benefits include logo/name recognition on menu card*

\$5,000

BAR STAR

Underwrites a **curated cocktail journey** by expert mixologists. *Benefits include logo placement at bar*

\$3,500

VINEYARD VIP

Underwrites **locally sourced Australian wine** for the evening. *Benefits include logo/name recognition on Gala program and branded wine key*

\$2,500

DOWN UNDER DESSERT PARTNER

Underwrites a decadent delve into **Australian desserts**. *Benefits include logo/name placement at featured dessert bar*

\$2,500

CHAMPAGNE CAMPAIGN

Underwrites a **sparkling toast** to the Farrell vision. *Benefits include logo/name recognition on Gala program and champagne welcome area*

\$2,500

AFTER HOURS A LA AUSSIE

Underwrites locally sourced **Australian whiskey** for Gala afterparty. *Benefits include logo placement on the whiskey tasting menu*

GALA BENEFICIARY

M O P A ' S E X H I B I T I O N S P R O G R A M



MOPA'S EXHIBITIONS PROGRAM

Opened in May 1983, MOPA is one of only three independent museums exclusively dedicated to photography, film, and video in the nation. MOPA is a treasure in the photographic community due to its robust exhibitions program which relentlessly encompass a globally-minded, education-focused, and outstanding vision.

MOPA aims to expand its role as a premier photographic resource with a concentration on the Pacific Rim with exhibitions featuring artists, artwork and themes from Australia, Japan, China, India, and Mexico. MOPA presents historical, social, and geographic programming that ties the Museum and San Diego as a whole to these countries. Exceptionally successful past shows such as, *Point/Counterpoint: Contemporary Mexican Photography* and *India and the Picturesque* – are indicators that this international endeavor is one that resonates with Southern California residents and tourists.

In addition, the permanent collection is at the heart of the Museum. Accordingly, MOPA has a firm commitment to build its permanent collection of art objects, including photographic images, photographic processes, art objects, books, manuscripts, and other artistic and historical material relevant to the mission of the Museum. The Museum's collection is intended to provide an encyclopedic view of the history of photography and should, therefore, contain stellar examples of all the important styles, periods, methods, processes, and practitioners from all areas of the world to present. By looking to these items in our collection, we can see past historical successes that can help pave the way for a brighter future.

The commitment to exhibitions ensures that MOPA, its partners, members, and donors are part of a team that leads the way in presenting the medium of our time. MOPA's exhibitions are cast with a laser focus that is evidenced in MOPA's internationally respected reputation that continues to grow year after year, exhibition after exhibition.

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COMMITMENT FORM

TABLE

☐ APERTURE TABLE | \$5,000

*Please email guest names to
member@mopa.org to ensure rapid
check-in during night-of registration*

UNDERWRITING

☐ OUTBACK ODYSSEY | \$7,500

☐ G'DAY GROOVES | \$7,500

☐ SYDNEY SLICKER | \$7,500

☐ BAR STAR | \$5,000

SPONSORSHIP

☐ TITLE SPONSOR | \$20,000

☐ PLANTINUM SPONSOR | \$10,000

☐ SILVER SPONSOR | \$5,500

☐ SEPIA SPONSOR | \$3,000

☐ VINEYARD VIP | \$3,500

☐ DOWN UNDER DESSERT | \$2,500

☐ CHAMPAGNE CAMPAIGN | \$2,500

☐ AFTER HOURS A LA AUSSIE | \$2,500

☐ I/WE ARE UNABLE TO ATTEND

Please accept my 100% tax-deductible contribution of \$ _____ to support MOPA's Exhibition Program.

DETAILS

NAME _____

ADDRESS _____

CSZ _____ PHONE NUMBER _____

EMAIL _____

SPECIAL INSTRUCTIONS, IF APPLICABLE: _____

☐ ENCLOSED IS A CHECK FOR \$ _____ PAYABLE TO THE MUSEUM OF PHOTOGRAPHIC ARTS (MOPA).

☐ PLEASE CHARGE \$ _____ TO MY: ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

CARD NUMBER _____ EXP. DATE _____ SECURITY CODE _____

NAME ON THE CARD _____

SIGNATURE _____ DATE _____

Please return this completed form by fax at 619.238.8777 or mail to Museum of Photographic Arts at
1649 El Prado, San Diego, CA 92101 or email Development@mopa.org | For more information visit www.mopa.org | Tax ID#: 95-2889390