



MCG PHOTOGRAPHY



SOCIETY 1858

PARTNERSHIP OPPORTUNITIES

GIBBES MUSEUM OF ART 135 MEETING STREET CHARLESTON, SC 29401 GIBBESMUSEUM.ORG



1858PRIZE.ORG



ABOUT SOCIETY 1858

Society 1858 is a group of dynamic professionals that support the Gibbes Museum of Art with social and educational programs for up-and-coming arts patrons. Members of Society 1858 have access to private exhibition previews and receptions, invitations to social events throughout the year, and free or reduced admission to Society 1858's programs. Sophisticated and exciting programs combined with extensive networking opportunities make membership an unparalleled experience.

ABOUT PARTNERING WITH SOCIETY 1858

For more than a century, the Gibbes Museum of Art has defined excellence through its outstanding collection of art of the American South. The Gibbes cultural impact on Charleston and its place in the world is shared with over 60,000 visitors per year. 15,000 of these annual visitors are students, providing vital opportunities to foster an appreciation of art and creativity in a younger generation. Founded in 2010, Society 1858 is both the youngest and largest auxiliary at the Gibbes, with over 250 members. Society 1858's young professionals are arts patrons and advocates for the museum, raising over \$100,000 through educational programs and events supported by extensive marketing, public relations, and social media campaigns. Society 1858's members are sophisticated consumers and emerging community leaders, influential in our community. Sponsorships are a meaningful way for individuals, civic-minded corporations, and foundations to support our high-profile events and reach this influential group. Your investment in Society 1858 will demonstrate your appreciation for the arts and for the "creative class" in our community.

ABOUT THE GIBBES MUSEUM

The Carolina Art Association (CAA) DBA the Gibbes Museum of Art is a non-profit organization whose purpose is the cultivation of the arts and art education through the collection, exhibition, and interpretation of art objects. The CAA was chartered by the State of South Carolina in 1858 and is a co-owner, with the City of Charleston, of the Gibbes Museum of Art building which opened in 1905. Today, the Gibbes is the Lowcountry's leading cultural institution, the premier collection of art focusing on the American South, a dynamic resource for visual learning, and one of Charleston's most beloved and distinguished landmarks. The museum's vision is to sustain creative leadership by bringing the Gibbes' outstanding historic collections, the emerging art of our time, and unique educational opportunities to the broadest possible audience.



SOCIETY 1858 PRIZE FOR CONTEMPORARY SOUTHERN ART

The 1858 Prize for Contemporary Southern Art is our signature initiative. The 1858 Prize, awarded annually with a cash prize of \$10,000, acknowledges an artist whose work demonstrates the highest level of artistic achievement in any media, while contributing to a new understanding of art in the South. Artists from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia are eligible to apply. Applications are accepted through our state-of-the-art website from January to May of each year. The 2014 Prize was awarded to Sonya Clark, a fiber and mixed media artist working in Richmond, Virginia. The 2015 Prize winner will be announced on September 17 at a cocktail reception.

We invite you to our new website (www.1858prize.org) to learn more about the 1858 Prize, including the application process, a list of past winners and finalists, information on the panel of judges, and the list of our current sponsors. These generous sponsors are vital in our efforts to fund and support the Prize. See their logos below.

The Society 1858 partnership with the winner of the 1858 Prize will not stop with the announcement and celebration of the finalists and winner. Society 1858 will sponsor events throughout the year to introduce the 1858 Prize winner to the Charleston art community through exhibitions, artist discussions, and installations. Additionally, we are working with the staff at the Gibbes to develop an artist in residence program in collaboration with Prize winners.

Artist John Westmark was the 2012 prize winner, and his work was on view at the Gibbes Museum of Art in the 2014 exhibition entitled, *John Westmark: Narratives*. Society 1858 was a proud sponsor of this exhibit. After winning the prize in 2012, John went on to win other juried prizes and have exhibitions around the country. He says winning the prize has validated his work: "Without opportunities and acknowledgements, an artist runs the risk of toiling away in relative obscurity." In 2016, the Gibbes will feature past Prize winners and finalists through the major group exhibition *The Things We Carry: Contemporary Art in the South*.



ADDITIONAL SUPPORT PROVIDED BY JILL AND RICHARD ALMEIDA, MARNIE AND MARC CHARDON, THE ELLEN AND EDWIN HARLEY FAMILY FUND AND ANDREA VOLPE

TOP IMAGES (1858 PRIZE FINALISTS)

Spooky Understands, 2014, by George Jenne; mixed media; dimensions variable, courtesy of the artist.

Un-Home-Like, 2010, by Andrea Keys Connell; clay, paint, wood cabinet; 5.5x12x8 feet, courtesy of the artist.

Russian—From the Out and Bad Series, 2012, by Ebony G. Patterson; mixed media Jacquard Tapestry with objects; courtesy of the artist.

One Big Self: Prisoners of Louisiana, 2008–2013, by Deborah Luster; toned silver gelatin on etched aluminum; 5 x 4 inches, courtesy of the artist.

Secrets of My Mind, 2015, by Aldwyth; collage, pencil, and ink; 18 x 15 1/2 inches, courtesy of the artist.

Ninety Three, 2008, by Kevin Jerome Everson; 16mm film, 3:00 length, courtesy of the artist.

CORPORATE PARTNERSHIP LEVELS

SOCIETY SUSTAINER

\$10,000+ (a minimum of \$8,500 is tax deductible)

Sponsorship includes the following benefits for ALL Society 1858 events in 2015–16 fiscal year:

Marketing

- Company logo or name placed on all printed collateral and marketing for Society 1858 functions in FY2016
- Listing & hyperlink on Gibbes website, www.gibbesmuseum.org, and the Prize website, www.1858prize.org
- Hyperlink to company website in Gibbes e-newsletter (circulation 6,000) and Society 1858 eblasts when events are promoted
- Promotion via Social Media outlets, including Facebook, Twitter, and Instagram

Recognition

- Listing in Post & Courier “thank you” ad
- Acknowledgement in Society 1858 event press releases
- Acknowledgement in Gibbes Annual Report, circulated to 3,000 Charleston area households and businesses
- Acknowledgement at Society 1858 events

Tickets & Hospitality

- 8 tickets to Society 1858 Prize Party and 4 tickets to 1858 Prize dinner on September 17, 2015
- 12 tickets to Society 1858’s Winter Party on February 4, 2016
- 6 tickets to Education events

SOCIETY BENEFACTOR

\$5,000+ (a minimum of \$4,200 is tax deductible)

Sponsorship includes the following benefits for three (3) Society 1858 events in 2015–16 fiscal year:

Marketing

- Company logo or name placed on all printed collateral and marketing for sponsored events
- Listing & hyperlink on Gibbes website, www.gibbesmuseum.org, and the Prize website, www.1858prize.org
- Hyperlink to company website in Gibbes e-newsletter (circulation 6,000) and Society 1858 eblasts when sponsored events are promoted
- Promotion via Social Media outlets, including Facebook, Twitter, and Instagram

Recognition

- Listing in Post & Courier “thank you” ad
- Acknowledgement in sponsored event press releases
- Acknowledgement in Gibbes Annual Report, circulated to 3,000 Charleston area households and businesses
- Acknowledgement at sponsored events

Tickets & Hospitality

- 4 tickets to Society 1858 Prize Party and 2 tickets to 1858 Prize dinner on September 17, 2015
- 6 tickets to Society 1858’s Winter Party on February 4, 2016
- 4 tickets to Education events

**SOCIETY CONTRIBUTOR****\$2,500+** (a minimum of \$1,950 is tax deductible)

Sponsorship includes the following benefits for your choice of two (2) Society 1858 events in 2015–16 fiscal year:

Marketing

- Company logo or name placed on all printed collateral and marketing for sponsored events
- Listing & hyperlink on Gibbes website, www.gibbesmuseum.org, and the Prize website, www.1858prize.org
- Hyperlink to company website in Gibbes e-newsletter (circulation 6,000) and Society 1858 eblasts when sponsored events are promoted
- Promotion via Social Media outlets, including Facebook, Twitter, and Instagram

Recognition

- Listing in Post & Courier “thank you” ad
- Acknowledgement in Gibbes Annual Report, circulated to 3,000 Charleston area households and businesses
- Acknowledgement at sponsored events

Tickets & Hospitality

- 2 tickets to Society 1858 Prize Party and 2 tickets to 1858 Prize dinner on September 17, 2015
- 4 tickets to Society 1858’s Winter Party and VIP pre-party event
- 2 tickets to Education events

SOCIETY DONOR**\$1,000+** (a minimum of \$800 is tax deductible)

Sponsorship includes the following benefits for your choice of one (1) Society 1858 event in 2015–16 fiscal year:

Marketing

- Company logo or name placed on all printed collateral and marketing for one (1) Society 1858 event
- Hyperlink to company website in Gibbes e-newsletter (circulation 6,000) and Society 1858 eblasts when sponsored events are promoted
- Promotion via Social Media outlets, including Facebook, Twitter, and Instagram

Recognition

- Acknowledgement in Gibbes Annual Report, circulated to 3,000 Charleston area households and businesses
- Acknowledgement at sponsored event

Tickets & Hospitality

- 2 tickets to Society 1858 Prize Party on September 17, 2015
- 2 tickets to Society 1858’s Winter Party on February 4, 2016

FOR ADDITIONAL INFORMATION OR QUESTIONS, PLEASE CONTACT

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