

SPONSORSHIP

1858 WINTER PARTY

PRESENTED BY SOCIETY 1858 AUXILIARY OF THE GIBBES MUSEUM OF ART



PHOTOS BY MCG PHOTOGRAPHY AND JOSEPH ROGERO

1858 WINTER PARTY
FRIDAY, FEBRUARY 11, 2022

SOCIETY 1858 AT THE GIBBES MUSEUM OF ART

ABOUT SOCIETY 1858

Society 1858 is a group of engaged and dynamic, young collectors 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

With so much uncertainty in the world right now, let's focus on what we know. We know that access to art improves individual well-being, unifies communities, strengthens the economy, and has meaningful social impact. That's why your support as a partner to the Gibbes Museum of Art's Society 1858 is so important. As a partner, you're not only supporting the Museum, which has for over a century defined excellence through its collection of American Art, you're strengthening the Charleston community for the future. Now more than ever we need your support. Sponsorships are a meaningful way for individuals, civic-minded corporations, and foundations to support our high-profile events and reach an influential group of young arts patrons. Your investment in Society 1858 will demonstrate your appreciation for the arts and for the next class of arts advocates in our community.

"Without opportunities and acknowledgements, an artist runs the risk of toiling away in relative obscurity" – JOHN WESTMARK



1858

PRIZE FOR CONTEMPORARY
SOUTHERN ART

2021 FINALISTS

THE 1858 PRIZE FOR CONTEMPORARY SOUTHERN ART

In recent years, the Gibbes has strengthened its focus on living artists through the **1858 Prize for Contemporary Southern Art**. Established in 2007, the Prize awards \$10,000 to a living artist whose work contributes to a new understanding of the arts in the South. Presented annually, the prize recognizes an artist whose work demonstrates the highest level of achievement in any media. Entering the 13th year, this Prize has awarded over \$130,000 to artists as well as implemented a new initiative to display one work by the Prize Winner in the Mary Jackson Modern and Contemporary Art Gallery within the Gibbes for one year. The Museum has also been fortunate enough to acquire artworks by Prize Winners and Finalists through the years in an effort to diversify and expand the contemporary permanent collection.

Past winners include the following esteemed artists:

Stephanie J. Woods (2021)	Leo Twiggs (2018)	Deborah Luster (2015)	Patrick Dougherty (2011)
Stephen L. Hayes, Jr. (2020)	Bo Bartlett (2017)	Sonya Clark (2014)	Radcliffe Bailey (2010)
Donté K. Hayes (2019)	Alicia Henry (2016)	John Westmark (2012)	Stephen Marc (2009)
			Jeff Whetstone (2008)

Since 2010, the Society has supported the 1858 Prize through fundraising events like their annual Winter Party. This event attracts over 300 attendees and supporters who have a shared interest in the visual arts and in the Gibbes Museum of Art. This auxiliary group has raised over \$250K since 2010 to support the 1858 Prize and exhibition programming at the Gibbes. Please see the enclosed insert to learn more about sponsorship of the **1858 Winter Party** and the benefits of partnership.

1858 PRIZE FINALISTS TOP IMAGE:

STEPHANIE J. WOODS, 2021 PRIZE WINNER
A Radiant Revolution III, II, and I by Stephanie J. Woods, Burlap dyed with sweet tea, woven brass chains, t-shirt, textile foil, polished furniture vinyl, dresser mirror frame, and upholstered taffeta print, image provided by the artist.

ADEBUNMI GBADEBO, HONORABLE MENTION
True Blue Vessel (side view) by Adebunmi Gbadebo, True Blue Cemetery soil, human hair, wood fired, image provided by the artist.

EDISON PEÑAFIEL, HONORABLE MENTION
Land Escape Paintings Series - (L-R) Desierto, Dunas, City by Edison Peñafiel, Mixed media installation, image provided by the artist.



ABOUT THE GIBBES MUSEUM OF ART

The mission of the Gibbes is to enhance lives through art by engaging people of every background and experience with art and artists of enduring quality; collecting and preserving art that touches Charleston; and providing opportunities to learn, discover, enjoy, and be inspired by the creative process. Annually, the Gibbes presents six to eight special exhibitions, organizes over 100+ educational programs and special events, and manages a collection comprised of 10,000+ paintings, sculpture, photographs, and archival materials. Today through its many programs, the Gibbes proves over and over again that art has the power to better lives. It is the Lowcountry's leading cultural institution, with a world-class collection that reflects the diverse nature of its community. A 2017 Economic Impact Study found that the Gibbes is "a driving force in the Charleston community." The museum's ability to push the economy in a positive direction is proven by the study's calculated \$120 million impact through the visitors it attracts and the jobs it creates. This is a tremendous conclusion for our 116-year-old facility that is recognized as the oldest museum building in the South.

NOTEWORTHY

2019 Recipient of the South Carolina Governor's Award for the Arts

2019 Charleston Metro Chamber of Commerce Beacon Award for Outstanding Organization

Oldest Museum Facility in the South

Best Museum in South Carolina – USA TODAY

Third Largest Cultural Facility in Charleston

Best Museum "Best of Charleston" Awards – CHARLESTON CITY PAPER

Best Museum "People's Choice" Awards – POST AND COURIER

Most Beautiful Wedding Venues in Charleston – TRAVEL CHANNEL

Best Wedding Venues in Charleston – SOUTHERN LIVING

THE GIBBES MUSEUM AUDIENCE

60,000 annual visitors

2,500 museum members

6,000 students PreK–12

80,000 digital reach

100,000 media reach





SOCIETY 1858 SPONSORSHIP LEVELS*

STANDARD BENEFITS

- Company logo or name placed on all printed event collateral and advertising when sponsorship confirmed
- Acknowledgement in the Gibbes Annual Report (circulated to 3,000 Charleston area households and businesses)
- Acknowledgement at the 1858 Winter Party
- Listing & hyperlink on event websites, 1858prize.org and 1858winterparty.org, and in multiple issues of Gibbes e-newsletters (circulation 7,000) for promotion period and duration of event
- Acknowledgement in event press release

SOCIETY SUSTAINER \$5,000+ (a minimum of \$4,180 is tax deductible)

Marketing & Recognition

- All Standard Benefits

Tickets & Hospitality

- 6 complimentary tickets to the 1858 Winter Party on Friday, February 11, 2022 (\$660 value)
- 4 complimentary tickets to Society 1858 Education Events during FY22 (\$160 value)

SOCIETY BENEFACTOR \$2,500+ (a minimum of \$1,980 is tax deductible)

Marketing & Recognition

- All Standard Benefits

Tickets & Hospitality

- 4 complimentary tickets to the 1858 Winter Party on Friday, February 11, 2022 (\$440 value)
- 2 complimentary tickets to Society 1858 Education Events during FY22 (\$80 value)

SOCIETY CONTRIBUTOR \$1,000+ (a minimum of \$700 is tax deductible)

Marketing & Recognition

- All Standard Benefits

Tickets & Hospitality

- 2 complimentary tickets to the 1858 Winter Party on Friday, February 11, 2022 (\$220 value)
- 2 complimentary tickets to Society 1858 Education Events during FY22 (\$80 value)

SOCIETY DONOR \$500+ (a minimum of \$390 is tax deductible)

Marketing & Recognition

- All Standard Benefits

Tickets & Hospitality

- 1 complimentary ticket to the 1858 Winter Party on Friday, February 11, 2022 (\$110 value)

**Society 1858 Education events listed in this brochure do not include tickets to the Amy P. Coy Forum that will take place during Art Charleston, May 9–13, 2022 and offer separate benefits.*





YES! I want to become a sponsor of Society 1858 supporting the Gibbes Museum of Art.

Please complete and return using the enclosed remittance envelope.

SPONSORSHIP LEVELS
(please select one)

Society Sustainer, 5,000+
 Society Benefactor, \$2,500+
 Society Contributor, \$1,000+
 Society Donor, \$500+
 Other



Click QR code to support Society 1858 through sponsorship

CONTACT INFORMATION

Name (as you would like it to appear) _____

Primary Contact _____

Billing Address _____

City _____ State _____ ZIP _____

Phone _____ Alt. Phone _____

Email _____

Sponsorship Amount \$ _____

Payment Method

Check enclosed

Credit card

Visa MasterCard AmEx Discover

Name as it appears on card _____

Card # _____

Exp. Date _____ Verification code (3 or 4 digits, usually found on back of card) _____

Signature _____

In Kind (description) _____

FOR ADDITIONAL INFORMATION OR QUESTIONS, PLEASE CONTACT

<p style="text-align: center;">ANDREW TEW, <i>Society 1858 Sponsorship Co-Chair</i> AndrewRTew@gmail.com</p>	<p style="text-align: center;">RUSSELL POWELL, <i>Society 1858 Sponsorship Co-Chair</i> russelldouglas@gmail.com</p>
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