

# aljira A CENTER FOR CONTEMPORARY ART

Celebrating **25 years** of the art and artists of our time



Thursday

**MAY 14**

2009

5:30–9pm

**Join the Excitement!**



THE ALJIRA FINE ART AUCTION 2009

## Join the Excitement of The Aljira Fine Art Auction 2009!

*Art is an enduring investment and The Aljira Fine Art Auction 2009 is always a great party!*

As a corporate sponsor of The Aljira Fine Art Auction 2009, you gain access to a coveted audience of well-educated, passionate art lovers who recognize the value of purchasing art, even in challenging economic times.

The Aljira Fine Art Auction features original artworks by some of the most significant established and emerging artists of our time and attracts culturally, socially and economically diverse audiences from throughout the greater Newark region, Manhattan, Brooklyn, Queens and the entire state of New Jersey.

The Aljira Fine Art Auction 2009 presents an extraordinary opportunity to align your business with the organization *The New York Times* calls a "contemporary art powerhouse." Your support enables Aljira to provide vital career development and exhibition opportunities for emerging and under-recognized artists; strengthens our ability to provide transformative experiences for Newark-area teens; and helps to position Newark as a significant cultural destination.



## AUCTION SPONSORSHIP OPPORTUNITIES

THE ALJIRA FINE ART AUCTION 2009

### PRESENTER (\$10,000)

- Six tickets to the Auction
- Full page ad in Auction catalog: inside front cover or inside back cover
- Prominent listing on invitation (if confirmed by March 15)
- Top billing on all promotional material
- Prominent listing on all event signage
- Verbal recognition during the program by emcee and auctioneer
- Listing as sponsor in all news releases
- Free admission for all company employees to Aljira's exhibitions and public programs (except fundraisers) from April 1, 2009 – December 31, 2009
- Year-round recognition on Aljira donor wall

### BENEFACTOR (\$5,000)

- Four tickets to the Auction
- Full page ad in Auction catalog
- Prominent listing on invitation (if confirmed by March 15)
- Listing on all event signage
- Verbal recognition during the program by emcee and auctioneer
- Listing as sponsor in all news releases
- Placement on all promotional material
- Free admission for all company employees to Aljira's exhibitions and public programs (except fundraisers) from April 1, 2009 – December 31, 2009
- Year-round recognition on Aljira donor wall

**Please complete attached Sponsorship Agreement and submit requested materials by Monday, March 30, 2009**



THE ALJIRA FINE ART AUCTION 2009

## AUCTION SPONSORSHIP OPPORTUNITIES

### **PATRON (\$2,500)**

- Two tickets to the Auction
- Half page ad in Auction catalog
- Placement on all printed promotional materials
- Free admission for all company employees to Aljira’s exhibitions and public programs (except fundraisers) from April 1, 2009 – December 31, 2009
- Year-round recognition on Aljira donor wall

### **SUPPORTER (\$1,000)**

- Two tickets to the Auction
- Listing in Auction catalog
- Free admission for all company employees to Aljira’s exhibitions and public programs (except fundraisers) from April 1, 2009 – December 31, 2009

### **ARTS PARTNER (\$250)**

*(Special opportunity for non-profit organizations and individual artists)*

- One ticket to the Auction
- Listing in Auction catalog
- Free admission to Aljira’s exhibitions and public programs (except fundraisers) from April 1, 2009 – December 31, 2009

**Please complete attached Sponsorship Agreement and submit requested materials by Monday, March 30, 2009**



THE ALJIRA FINE ART AUCTION 2009

# AUCTION SPONSORSHIP

**YES! YOU CAN COUNT ON US!**

*Please Print*

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**PLEASE COUNT ON US FOR THE FOLLOWING LEVEL OF SPONSORSHIP:**

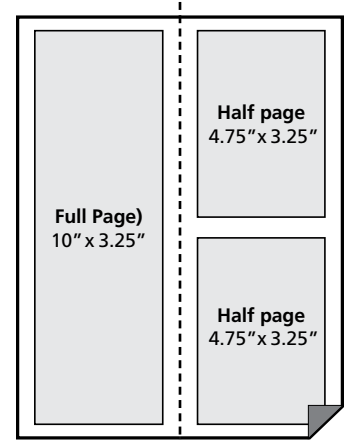
- Presenter (\$10,000)
- Patron (\$2,500)
- Arts Partner (\$250)
- Benefactor (\$5,000)
- Supporter (\$1,000)

**Check one:**

- Payment is enclosed
- Please invoice me. Payment will be made within 30 days of receipt of invoice.

**PLEASE SUBMIT CAMERA-READY ARTWORK FOR YOUR AD IN THE ALJIRA FINE ART AUCTION 2009 CATALOG.**

- **B/W only**
- **Size:**
  - **Inside cover**—11.25”H x 4.75”W (includes full bleed)
  - **Full Page**—10”H x 3.25”W
  - **Half page**—4.75”H x 3.25”W
- **Electronic Media:**
  - EPS (with fonts converted to outlines or embedded)
  - PDF (press optimized with fonts converted to outlines or embedded)
  - Email electronic files if less than 2Mb to: **cwalia@aljira.org**
- **Hard-copy:**
  - Clean, black and white, line copy to size
- **If you prefer, Aljira Design will design the ad for you.**
  - Supply copy to be typeset
  - Supply clean business card or letterhead with logo
- **Email to [cwalia@aljira.org](mailto:cwalia@aljira.org) or mail to:**
  - Aljira, a Center for Contemporary Art/Auction
  - 591 Broad Street, Newark, NJ 07102-4403



**Please submit material by Monday, March 30, 2009**

**FOR FURTHER INFORMATION CONTACT:**

**Nathea Lee** p. 973 622-1600 f. 973 622-6526 [nlee@aljira.org](mailto:nlee@aljira.org).

**aljira** A CENTER FOR CONTEMPORARY ART Celebrating **25 years** of the art and artists of our time

591 Broad Street, Newark, NJ 07102-4403 p. 973 622-1600 f. 973 622-6526 [www.aljira.org](http://www.aljira.org)

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## ALJIRA FACTS

- Aljira is a not-for-profit contemporary visual art center, founded in 1983, to promote the work of emerging and under-represented artists.
- Aljira Design, a graphic design service, was founded in 1991 as a result of accolades for the communication materials emanating from Aljira.
- In 1993, Aljira was selected by the Federal Advisory Committee on International Exhibitions to organize the United States' representation at the IV Bienal Internacional de Pintura in Cuenca, Ecuador. The project was so successful that it was extended to ten additional countries and 12 cities.
- In pursuing its mission of service to the community, Aljira was the catalyst for a project in 1996 that brought the first public art work to downtown Orange, NJ since World War II.
- A full fledged design studio for Aljira Design was established at Aljira in 1996 as a result of a grant from The Arts Challenge Fund.
- "In recognition of Aljira's continued high standard of excellence in artistry, public benefit and leadership," the New Jersey State Council on the Arts designated Aljira a Distinguished Arts Organization for 1996/97.
- Aljira at the Academy, a satellite exhibition space with children as its primary audience, was inaugurated in 1998 in collaboration with Sharron Miller's Academy for the Performing Arts, Montclair, NJ.
- Aljira Emerge, a professional development program designed to provide practical and timely career advice for emerging artists was launched in 1999.
- Aljira's Young Curators, a multi-disciplinary program which asks young people to decode and interpret art they see in the many contexts in which it is created, was initiated in 2000.
- In 2001, Aljira received a major gift in the amount of \$500,000 from the Prudential Foundation to seed its endowment and support its relocation to Newark's downtown arts district.
- In 2001, Aljira was one of eight institutions in the nation chosen by The Andy Warhol Foundation for the Visual Arts to participate in the Warhol Initiative, a capacity building effort for small to mid-size visual arts organizations.
- Aljira was one of ten New Jersey cultural institutions selected to receive the Governor's Award in 2002.
- In January 2003, Aljira opened its newly renovated 6,000 square foot street-level facility at 591 Broad Street in time to celebrate its 20<sup>th</sup> anniversary in 2004.
- In 2003, Aljira was designated a Major Arts Institution by the New Jersey State Council on the Arts.
- In 2003, the New Jersey State Council on the Arts awarded Aljira a citation of excellence for its pilot program offering strategic planning for artists, presented in collaboration with Creative Capital, a national organization that supports artists pursuing innovative approaches to form and content.
- In 2005, as a result of its pilot program with Creative Capital, Aljira redesigned the Aljira Emerge program to offer strategic planning seminars for artists.
- In 2006, Aljira's Young Curators was renamed Culture Creators and expanded to serve four Newark Public Schools.
- Aljira has been designated a Major Arts Institution by the New Jersey State Council on the Arts from 2006–2009.