

**Artspace Gala 2020**

Saturday, April 25



Honoring Helen Kauder  
Artspace Executive Director

about the honoree  
**Helen Kauder**



**Helen Kauder** began her association with Artspace in 1998, as a volunteer, co-founding the City-Wide Open Studios festival with artists Marianne Bernstein and Linn Meyers at a time when Artspace was in crisis, had jettisoned its space on Audubon Street, and was about to close. With the CWOS festival providing a new path forward for the organization, she joined the Board in 1999, initially serving as Treasurer, then as Board Chair, and then left a position at Yale to become Executive Director, helping Artspace reimagine its programs and find its new footing.

Kauder oversaw the construction and development of Ninth Square's Chamberlain Building, the construction and development of a temporary public art program in the Lot at 812 Chapel Street (which ran from 2000-2014), helped start and shape the acclaimed Summer Apprenticeship Program, and launched the annual Artist in Residence program. Among the exhibitions she helped conceive and champion are some of Artspace's most ambitious in scale in terms of their impact on the Greater New Haven community, including: *Factory Direct: New Haven*, *50,000 Beds* (which was a collaboration with the Aldrich Museum and Real Art Ways), *Library Science*, *Connecticut (un)Bound* (organized jointly with the Yale University Art Gallery), *Arresting*

*Patterns/The Jerome Project*, and *Paying Homage: Soil + Site*.

In partnership with local landlords and developers, Kauder has activated more than 2 million square of vacant space for the benefit of local artists' temporary installations, including the Pirelli Building, Smoothie Building, Olin Building, Science Park Bldg 25, Goffe Street Armory, New Haven Register, Hamden Middle School, and most recently, Yale West Campus's Building 410.

In 2015, she reached out to the more than 3000 artists who've been part of Artspace's exhibitions and open studios to invite them to the first ever alumni reunion, and in the same year, negotiated Yale Haas Arts Library's acquisition of its archive of exhibition materials, so that these can be available for students, artists, and scholars in perpetuity. She established an Endowment Fund at the Community Foundation of Greater New Haven that has a \$2MM goal. She leaves the organization in a strong position for the future. Kauder has also served as a Commissioner on the City of New Haven's Cultural Affairs Commission, as a reviewer for the National Endowment for the Arts and Institute for Museum and Library Services, and on the Boards of Site Projects and the music organization the Hugo Kauder Society.



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# Sponsor Benefits

## **Presenting Sponsor . . . . . \$10,000**

- 16 tickets: 2 center seating clusters for 8 with wine service
- Audience greeting opportunity
- Event signage and gallery wall top-level listing
- Logo included on program cover
- Full page ad in program, back cover
- Logo, link on auction website
- Press release acknowledgment
- Year-round listing on exhibition and program
- Announcements and e-news
- 10 dedicated posts on social media
- Use of Artspace gallery for one event in FY 2020
- Staff/client invitations to exhibition receptions

## **Leadership Circle . . . . . \$5,000**

- 8 tickets: 1 seating cluster for 8 with wine service
- Event signage and gallery wall listing
- Full page ad in program, inside front or inside back cover on first come first served basis
- Logo, link on auction website
- Press release acknowledgment
- Verbal recognition during event
- 20% discount on additional tickets
- 5 dedicated posts on social media

## **Artists Circle . . . . . \$3,000**

- 6 Tickets
- Event signage and gallery wall listing
- Half page ad inside program
- Hyperlink on auction website
- Press release acknowledgment
- 20% discount on additional tickets

## **Partner . . . . . \$1,000**

- 2 tickets
- Gallery wall listing
- Quarter page ad inside program
- Listing on auction website

## **Contributing Gallery**

- Gallery wall listing
- Half page ad in program
- Listing on auction website

## **Contributing Framer**

- Gallery wall listing
- Quarter page ad in program
- Listing on auction website

## **GALA TICKET PRICES**

### **Patron Tickets**

*include program acknowledgement*

Patron, Single . . . \$300

Patron, Couple . . . \$500

### **Standard Tickets**

Individual . . . \$150

Table for 8 (limited supply) . . . \$1,500



# Deadlines & Materials

## DEADLINES

**January 25** Inclusion in Art New England ad

*Logo only, if applicable*

**February 1** Save the Date eblast

*Logo and URL, if applicable*

**April 1** Invitation eblasts

*Logo and URL, if applicable*

**April 5** Program advertisement

## CONTACT

Please submit all advertising materials

by email to:

Katie Jurkiewicz

katiej@artspacenh.org

203.772.2709



## SPONSOR MATERIALS

### Presenting Sponsor

- Logo in EPS vector format
- Website URL for link
- Full page ad

### Leadership Circle

- Logo in EPS vector format
- Website URL for link
- Full page ad

### Artists Circle

- Website URL for link
- Half page ad

### Partner

- Half page ad

### Contributing Gallery

- Half page ad

### Contributing Framer

- Quarter page ad

## AD SPECIFICATIONS

Full page. . . . . 5"W x 10.25"H

Half page. . . . . 5"W x 5"H

Quarter page. . . . . 5"W x 2.375"H

*Press-ready PDF, black-and-white, all fonts embedded, minimum 300 dpi.*

### Helen Kauder Tribute Ad Rates

Full page. . . . . \$1,000

Half page. . . . . \$500

Quarter page. . . . . \$250



## about **Artspace**

**Artspace** is a visionary and dynamic non-profit organization championing emerging artists and building new audiences for contemporary art. Our exhibition and commissioning programs (in the gallery, out of doors, and city-wide) encourage experimentation, discovery, and lively civic discourse, while fostering appreciation for the vital role that artists play in improving our community.

Known as one of New Haven's cultural anchors and a "derring-do alternative space" (*The New York Times*), Artspace is a champion of visual artist and their work. Your support will allow Artspace to sustain its award-winning summer arts apprenticeship for inner-city teens, the

popular City-Wide Open Studios festival, professional development programs which equip artists with the means to build their careers, and our free year-round, museum-caliber exhibitions that educate, provoke, and delight visitors and residents alike.

Our gala will feature festive cocktails, hearty plates, and a silent auction at 20 Mill Street, a warehouse building in Fair Haven being developed by our generous sponsor Bernblum & Bernblum, followed by an exciting live art auction presided over by the incomparable auctioneer, Guy Bennett, in one of the last charity appearances of his career. Three hundred of Connecticut's movers and shakers are expected.



**Bernblum & Bernblum**

Ken Ginsburg, at Real Living Wareck D'Ostilio, represents the owners of 20 Mill Street, our gala site, and can be reached at [ken@kngrealty.com](mailto:ken@kngrealty.com) or 203-376-6266.