



CHRYSLER MUSEUM OF ART

# Corporate Giving Program







# Chrysler Museum of Art

The Chrysler Museum of Art is one of America's most distinguished mid-sized art museums, with a nationally recognized collection of more than 30,000 objects, including one of the great glass collections in America.

The core of the Chrysler's collection comes from Walter P. Chrysler, Jr., an avid art collector who donated thousands of objects from his private collection to the Museum. The Chrysler has growing collections in many areas and mounts an ambitious schedule of visiting exhibitions and educational programs each season.

We invite you to join the Chrysler Museum of Art in a partnership that will meet the exclusive needs of your corporation.





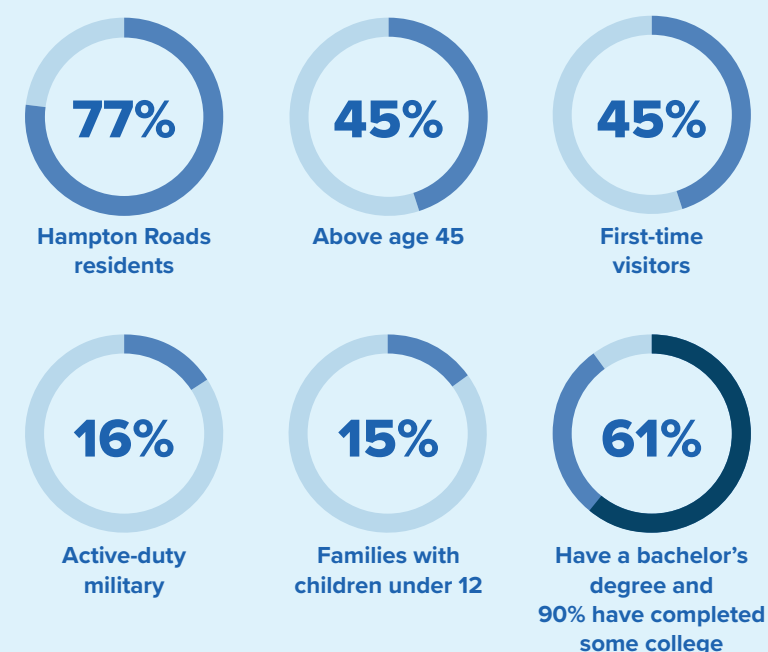
## Our Role in the Community

- More than **30,000** objects in our collection
- **200,000** visitors annually
- **Free** admission
- Live **glassblowing** demonstrations and classes
- Innovative **Gallery Host** program
- School tours for **10,000 students** annually
- Nationally prominent **exhibition** program

## Our Visitors

While the majority of the Museum's visitors are from eastern Virginia, the Chrysler's reputation attracts guests from across the country and around the world, providing corporate donors with broad and distinguished recognition.

### VISITOR STATISTICS



### DIGITAL STATISTICS



## Corporate Giving Program

Corporate donors enrich the Hampton Roads cultural arts community and support the Chrysler's standing as a world-class museum. The Corporate Giving Program encompasses the Corporate Leadership Alliance (CLA) and corporate sponsors. Donors are recognized for their corporate citizenry because of their investment in the Chrysler Museum's operations, educational programs, community outreach, events, and exhibitions.

In appreciation for their philanthropy, we offer recognition designed to meet their business interests, including networking events, employee engagement, public recognition, and special promotions.

### CORPORATE LEADERSHIP ALLIANCE DONORS

Corporate Leadership Alliance (CLA) donors make an annual contribution of \$1,000–\$5,000 in corporate or foundation funds.

### CORPORATE SPONSORSHIP

Corporate sponsors contribute \$10,000 or more to support various programs and events.

In return, corporate donors find that partnering with the Chrysler Museum of Art can:

- Offer benefits to meet the needs of your company and employees
- Strengthen your company's engagement within the community
- Enhance your company's brand recognition and visibility





## Corporate Leadership Alliance

### THE ART OF GOOD BUSINESS

The Chrysler is proud to offer a prestigious opportunity to influence our community by increasing your involvement with the Museum. We invite your company to join our Corporate Leadership Alliance (CLA).

For an annual CLA contribution of \$1,000–\$5,000, the Chrysler offers your business and team members a host of outstanding benefits designed to provide an insider's view of the Museum, its collection, and its exhibitions. Most importantly, CLA donors can be proud that their contributions help the Chrysler enrich our community and enlighten museumgoers of all ages.



### GIVING BACK TO OUR COMMUNITY

Corporate Leadership Alliance support is vital to the Chrysler in countless ways.

It keeps our doors open with free admission and engaging public programs for approximately 200,000 visitors from our own backyard and around the globe.

It enhances education, bringing more than 10,000 public school children, many of them from underprivileged areas, to the Museum. By working with local schools, the Chrysler helps teach art, science, history, social studies, language arts, and critical thinking in tours that meet Virginia's Standards of Learning.

### GENEROSITY HAS ITS BENEFITS

- Access
- Recognition
- Savings

Help us continue to provide art and cultural experiences that stir the souls of people in Hampton Roads and beyond.

See page 8 for details.



## Corporate Sponsorship

The Chrysler offers several ways for companies to meet marketing, philanthropic, employee engagement, and client hospitality needs. We are proud to partner with companies in a wide variety of industries including finance, law, manufacturing, insurance, accounting, and more. Corporate partners provide critical operating support while receiving a range of employee, executive, and entertaining opportunities.

### OPPORTUNITIES INCLUDE:

- Educational programs and Publications
- Community Engagement and Public Events
- Signature Donor Events
- Exhibitions

To request a listing of sponsorship opportunities, email [development@chrysler.org](mailto:development@chrysler.org).



## Corporate Recognition

Corporations receive prominent recognition as applicable to their level of support. The following are some examples.

- Signage in the Museum
- Major Donor Board on display near the Museum entrance
- Educational materials complementing the project
- Chrysler Magazine feature story
- Invitation to related events
- Printed and digital promotional materials
- Logo placement on Museum channels and promotional materials
- Press releases that reference the project
- Print and web advertisements
- Mention in the email newsletter

The Chrysler welcomes the opportunity to discuss customized experiences that align with our corporate partners' business priorities.



## Client and Employee Entertaining Opportunities

In addition to recognition, corporations have the opportunity to host private receptions, dinners, and tours in the Chrysler's outstanding four unique entertaining spaces.



Huber Court



Kaufman Theater



Perry Glass Studio

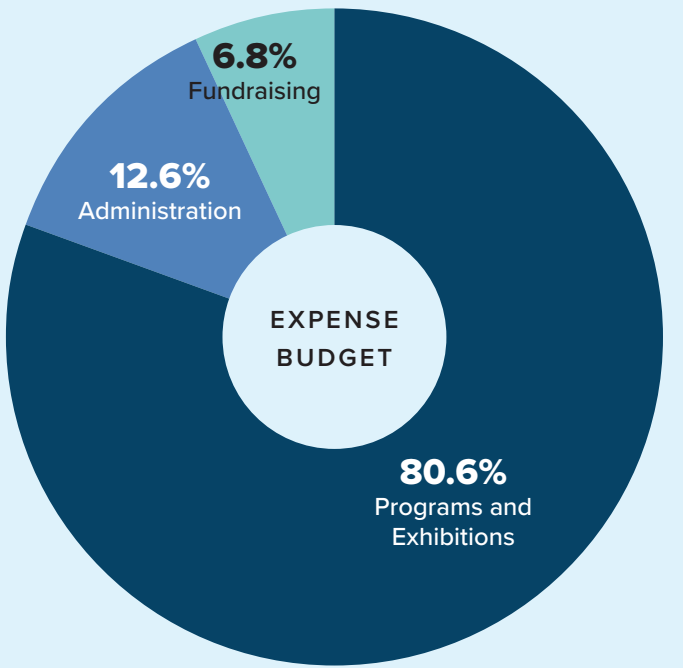
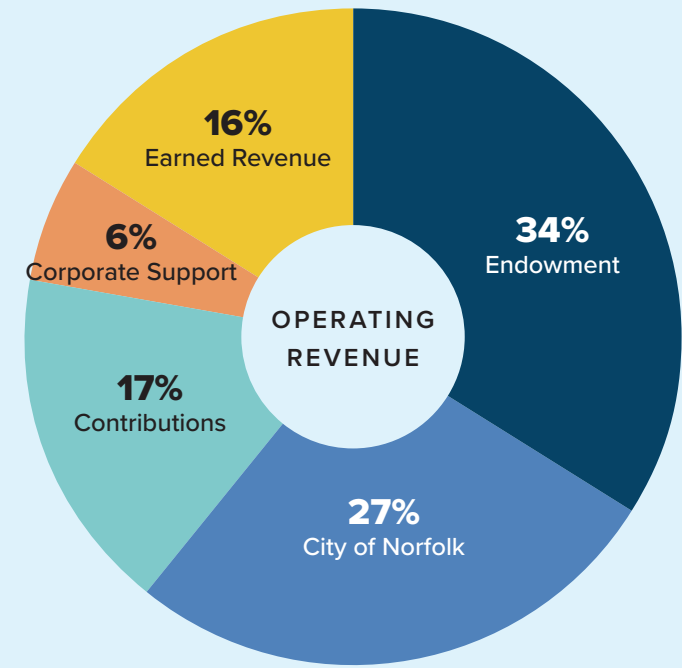


Mary's Garden

All costs of entertaining are assumed by the corporate sponsor. Restrictions apply.

## Fiscal Management

The Chrysler prides itself on providing free admission to a world-renowned collection. In order to sustain the quality of its programming and collection, the Chrysler relies on several sources of revenue.





Corporate Giving Program Recognition

	CORPORATE LEADERSHIP ALLIANCE			EVENT SPONSORSHIP		SPECIAL EXHIBITIONS PROJECTS	MAJOR EXHIBITION		
Recognition includes the following, as applicable to support.	Bronze	Silver	Gold	Event / Program / Publication Sponsor	Signature Event Sponsor	Exhibition Sponsor	Local Supporting Sponsor	Local Presenting Sponsor	National Presenting Sponsor (Exclusive)
	\$1,000–\$2,499	\$2,500–\$4,999	\$5,000–\$9,999	\$10,000–\$24,999	\$25,000–\$50,000	\$25,000–\$50,000	\$50,000–\$99,999	\$100,000–\$249,999	\$250,000 and above
GENERAL RECOGNITION									
Recognition in Corporate Partnerships page of Chrysler.org	text	text	logo + link	logo + link	logo + link	logo + link	logo + link	logo + link	logo + link
Listing on Leadership Donor Board in Huber Court	◇	◇	◇	◇	◇	◇	◇	◇	◇
Recognition on full-page annual advertisement of corporate support in <i>The Virginian-Pilot</i>			◇	◇	◇	◇	◇	◇	◇
C-SUITE NETWORKING EVENTS*									
Invitation to Leadership Donor Recogniton Event	◇	◇	◇	◇	◇	◇	◇	◇	◇
Invitation to Corporate Leadership Luncheon			◇	◇	◇	◇	◇	◇	◇
Rental of Huber Court, Perry Glass Studio, or Kaufman Theater for one private corporate event per year (\$5k value). Restrictions apply.			discount	waiver	waiver	waiver	waiver	waiver	waiver
CLIENT AND EMPLOYEE OPPORTUNITIES*									
Invitation to Business Appreciation Day	◇	◇	◇	◇	◇	◇	◇	◇	◇
Invitation to CLA Social		◇	◇	◇	◇	◇	◇	◇	◇
Invitation to the members-only exhibition opening party		◇	◇	◇	◇	◇	◇	◇	◇
Reserved table or tickets and opportunity to make remarks (when applicable)				◇	◇				
Private, curator-led tour of exhibition						◇	◇	◇	◇
Opportunity to host private event with tour (additional costs apply)						◇	◇	◇	◇
DIGITAL									
Exhibition/Event announcement on social media				text	text	text	text	logo	logo
Related announcements in e-newsletters				text	text	text	text	logo	logo
Recognition on event page of Chrysler.org					logo	logo	text	logo	logo
MUSEUM COLLATERAL									
Recognition on exhibition donor board						text	text	logo	logo
Promotional exhibition signage								logo	logo
Recognition in the Chrysler Museum magazine (within exhibition article)					logo	text	text	logo	logo
Materials promoting exhibition/event programs					logo	text	text	logo	logo
Posters for public distribution						text	text	logo	logo
Recognition in invitation to members-only opening events							text	logo	logo
ADVERTISING (ad plan dependent on exhibition needs) Recognition in press materials									
Recognition in press materials						◇	◇	◇	◇
National, regional, and local ad buys								◇	◇
Broadcast media recognition									◇
CATALOG (ONLY CHRYSLER-CURATED EXHIBITIONS)									
Recognition of support in catalog							text	logo	logo
Complimentary copies of exhibition catalog							1	5	5





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