

## Support NBMAA > Sponsorships & Special Gifts

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Special project support and sponsorships are a strategic way to support the Museum and advance your values or particular interests at the same time. These gifts help maintain the NBMAA as a cultural leader and provide increased access to its resources.

### Exhibitions

Exhibition sponsorships bring special exhibitions to the NBMAA and the Greater Hartford region and in the case of the NEW/NOW series, the Membership Exhibition and the Student Art Show, can support and encourage emerging artists of

all ages.

Exhibition sponsorships also offer significant marketing opportunities as they are among the most publicized. Exhibition sponsors receive prominent exposure and credit before, during and after the run of the exhibition. Although custom packages can be developed, typical recognition includes the following:

- Exhibition title wall credit
- Credit in all exhibition and program materials
- Sponsor presence at previews and the opening
- Private tours for company VIPs
- Opportunity to host private reception
- Recognition on website and in NBMAA newsletter, calendar and Annual Report.

#### Education and Outreach

Also available are numerous educational and outreach programs that have an impact on the region or on discrete niche audiences, many in need. Consider that the NBMAA

- offers free admission every Saturday from 10-12 noon and through several Community Days throughout the year and program scholarships;
- offers an effective after-school program for teens at risk weekly;
- supports emerging artists, artists-in-residence and college interns seeking a career in the arts.

Sponsoring NBMAA educational programming is an investment in the community as a whole.

Consider funding a one-time or annual event or a staple program such as school tours for a year.

- Access to the Arts
- Teacher/Student Program
- After School/At Risk Youth
- Family Programs
- Adult Programs
- ArtLab
- Studio Arts
- Lecture Series
- Concert Series
- Film/Video Series
- Art Happy Hours

- Music in the Museum
- Film Series

Partner with our outreach efforts:

- First Fridays
- Museum After Dark (for young professionals)
- Free in the Morning Saturdays
- Community Days and Access to the Arts Programs
- Internships

Put your name on one of our publications:

- Exhibition catalogues: usually 2 per year (100-150 pages)
- Exhibition brochures: usually 2 per year (3-4 pages)
- Art & Insight magazine, distributed to 3,500
- Quarterly Calendar, distributed to 6,000
- NBMAA's web-site, nbmaa.org, which receive over 300,000 visits per year

#### Strategic Gifts and Designated Gifts

Along with ongoing operational needs, the NBMAA is advanced by strategic initiatives and pilot programs, often multi-year in length. The NBMAA welcomes investor/partners. Gifts are frequently needed to match government funding for these important projects.

**Case Study: MetLife Artists-In-Residence:** The NBMAA received a two-year, \$60,000 grant from the MetLife Foundation to help fund the MetLife Artist-in-Residency Programs for all ages. This program is an expansion of the Museum's successful Studio@4 (formerly called Youth Studios) program, which engages Artists in Residence to work with middle school children one day a week, year round. Beginning in 2008, the Museum will engage six diverse artists annually for an eight-week residency. In consultation with Museum Education staff, each MetLife Artist in Residence will create and conduct classes and workshops based on artworks from the Museum's permanent collection and special exhibitions. It is the Museum's goal to select a diverse roster of artists working in a wide variety of media who will create activities designed to foster creative thinking, problem solving, and interpersonal skills. The programs will be conducted in the Museum's new well-equipped Art Studio and multidisciplinary, interactive ArtLab, as well as in the galleries. Each Artist will be responsible for a variety of programming for different age groups and interests, including Studio@4 for ages 8-11; Art Explorers for ages 6-8; ArtStart for Preschoolers (ages 3-5); Family Vacation Programming for ages 5 and up; and Teacher Workshops held periodically throughout the year.

**Case Study: Cox/Britton families fund the VTS/VUE program:** The NBMAA is advancing to a new level of museum education thanks to a generous donation by NBMAA Trustee and Board Vice Chairman Kathryn Cox and her son John Britton. In this state-of-the-art program the Museum trained its docents in the Visual Thinking Strategies (VTS) program developed by the VUE, Visual Understanding in Education company. VTS uses art to teach thinking, communication skills, and visual literacy to young people. The Museum, the first in Connecticut to implement VTS into its education tours, hopes to become the host site in the state for this program.

For further information about supporting NBMAA exhibitions, programs and/or participating in other sponsorship opportunities, please contact the Development Office at (860) 229-0857 ext. 230.

