



MENNELLO MUSEUM
OF AMERICAN ART

SPONSORSHIP OPPORTUNITIES

2018/2019



OUR MISSION



The Mennello Museum of American Art endeavors to preserve, exhibit, and interpret our outstanding permanent collection of paintings by Earl Cunningham. The Mennello Museum of American Art also seeks to enrich the public through temporary exhibitions, programs, educational initiatives, and publications that celebrate other outstanding traditional and contemporary American art and artists across a broad range of disciplines to reflect the rich diversity of American art, while making it accessible to all. The Museum also shares extraordinary works of American art donated by our founders, the Honorable Marilyn Logsdon Mennello and Michael A. Mennello.

The Mennello Museum of American Art (MMAA) creates educational programming that delivers access to captivating American art of all genres through permanent collections, as well as renowned curated temporary exhibitions. The MMAA brings art studies that present the permanent collection of outstanding Earl Cunningham paintings directly into classrooms through Art Trunks on The Go: Safe Place Space.



Whether through lectures given by world-renowned and established artists like Bo Bartlett and Julie Heffernan, docent guided tours for school aged groups or seniors, or Boy and Girl Scout badge fulfillments with art projects, the MMAA's workshops and special programming are designed to make personal connections to exhibitions and exploration of artistic methods.

The MMAA endeavors to engage all individuals who come through the doors in participatory learning of the visual arts. We seek to advance their confidence in discussions around the exhibitions and inspire creativity in personal life and art making. When curating exhibitions, the MMAA realizes it is not in isolation and has a responsibility to present culturally and socially relevant topics.

OUR MISSION

VISION

The vision of the Mennello Museum of American Art is to be a distinguished and thriving institution that will build on its City of Orlando base of support through strong board and community relationships resulting in an improved operating environment and a reputation for being a local and national treasure.

VALUES

Quality. We believe the City of Orlando deserves only the best; we aim to excel at everything we do.

Accessibility. We believe in creating a welcoming space and experience for all; we are friendly, welcome diversity, and are inclusive of all.

Curiosity. We never stop learning or thinking; we continually push boundaries, explore new ideas, strive to remain relevant and provide meaningful experiences.

Collaboration. We believe community partners are essential to mutual success; we work to build relationships and co-create with individuals and organizations.

Stewardship. The Museum will serve in perpetuity; to ensure this, we build and care for our collections, make smart use of our financial resources, and continually invest in our future.

Accountability. We exist to benefit the community with our commitment to the legacy of our founders; we demonstrate our success and value to the residents of Orlando and our visitors.

OUR AUDIENCE

- The MMAA reached over 33,000 individuals in 2017 through exhibitions, programs and outreach.
- More than 3,300 visitors participated in our monthly Free Family Fundays occurring the second Sunday of each month.
- 45% of our visitors live in Orange County while 24% are from Lake, Osceola, and Seminole counties. 31% of our visitors are tourists traveling from various parts of Florida, out of state and out of the country.
- In the past year we have increased our membership base 45%; increased attendance 30% in three years; and increased our social media followers by 22%.

IMPACT IN OUR COMMUNITY

Our sponsors play a critical role in our success and the programs we are able to deliver to our community. With your support we are able to:

- Focus resources on programs such as Free Family Funday, offering visitors multi-age fine art activities at no cost
- Present museum experiences to Title 1 and UCP Schools at little or no cost
- Reach youth who do not have exposure to art as part of their education, serving teens with critical art development, positively and creatively impacting their young lives
- Work with social services organizations and offer their clients creative art experiences for managing behavior and feelings
- Attend outreach events and share fine art projects with 12,000 attendees



EXHIBITIONS



SHIFTING GAZE: A RECONSTRUCTION OF THE BLACK & HISPANIC BODY IN CONTEMPORARY ART

October 19, 2018 – January 13, 2019

Shifting Gaze: A Reconstruction of The Black & Hispanic Body in Contemporary Art presents a selection of works from Dr. Robert B. Feldman's extensive collection of contemporary art. The artists gathered in the exhibition have all drawn upon art history, American history, and popular culture to create powerful works that, independently and collectively, present a broad range of concepts about identity, beauty, belonging, and religion, as well as work with deep gravitas around poignant issues of race, sexuality, violence, displacement, vulnerability, erasure, and visibility. The title is evocative and an emblematic reference to art history and the critical social agency of our current times. Through various media such as painting, sculpture, drawing, and collage, the Black and Hispanic body (physical and metaphoric) is implied or materializes with subtlety in some instances, beautifully unfolds in others, and in a few is direct, dramatic, and heartbreaking. The symbolic framework of the *Shifting Gaze* and *Reconstruction* helps generate a larger dialogue between the works on view and the specificities of a diverse African & Hispanic Diaspora in our current physical, social, and political landscape as revealed through each artist's personal experience and distinctive aesthetics. The power of this collection – conceptually, formally, across contexts, sensibilities, and interests – is the result of the extraordinary vision and passionate quest of Winter Park collector Dr. Feldman, who shares with us an unparalleled visual intellect fueled by his knowledge, curiosity, humanity, and keen eye.



MENNELLO MUSEUM INVITATIONAL

January 25 – March 2, 2019

The third annual *Mennello Museum Invitational* serves to support our local artists, provide visibility for their work and introduce them to new collectors while giving our community an amazing opportunity to build their collection of art. The *Invitational* aims to share recent work in painting and sculpture in a variety of expressions and interests within each medium from abstraction to representational.



THE UNBRIDLED PAINTINGS OF LAWRENCE LEBDUSKA

January 25 – May 12, 2019

Internally curated, this exhibit presents the rare opportunity to exhibit the notable paintings of Lawrence Lebduska, one of the most popular modern folk art painters of 1930s America. Lebduska's dreamlands and invented gardens teem extraordinarily with life and optimism in a nostalgic, uncorrupted style that captured the admiration of the American public. Lebduska was an outsider artist who navigated the intensifying New York art scene without the academic trainings and institutional tenure of his contemporaries. Competing with the rise of the avant-garde modernist movements that seized the art historical world in New York and abroad, Lebduska's intrinsically painted Edens of bucolic farms, city parks, and remote jungles propelled the artist and his work to celebrity among galleries, collectors and museums.

EXHIBITIONS



MR. EDDY AND HIS GRAND PORTRAITS

March 8 – July 19, 2019

An intimate exhibit presenting the vibrant portraits of self-taught, Southern artist Eddy Muma from the museum's and other prominent Florida collections. From kings and commoners to ornate self-portraits, the artist's prolific production of paintings highlights his interest in art history, color, human form, and popular culture.



IMMERSION INTO COMPOUNDED TIME AND THE PAINTINGS OF FIRELEI BÁEZ

May 24 – September 8, 2019

Internally curated, this exhibit will be the first in a new Emerging American Artist exhibit series. The exhibit will explore Báez's investigations into the visibility and the construction of complex cultural identities within the Afro-Caribbean Diaspora and how these notions are perceived in today's global world. Her large-scale and intricate portraits of influential individuals and mythical goddesses of Afro-Caribbean history are blended to create a contemporary narrative of a woman's life, embracing the past, and staking her place in a universal future.

EDWARD STEICHEN: FRIENDS, FLOWERS & FASHION

September 20 – January 12, 2020

Co-presented with Orlando Museum of Art (OMA) & in partnership with Crystal Bridges Museum of American Art's (CBMAA) new Art Bridges program, this exhibit includes photographs and a rare large-scale mural by pioneering, turn-of-the-last century artist Edward Steichen. Through fashion and flowers, Steichen presents the actors, writers, dancers, and singers of the day in black and white in seven large, gold-leaf mural paintings filled with portraits of his friends (the creative icons) and their floral counterparts. The murals, *In Exaltation of Flowers*, had not been seen in over 100 years, until Art Bridges supported their conservation at Dallas Art Museum where they were unveiled again in 2018.

EXHIBITIONS ART CREDIT (TOP TO BOTTOM)

Nina Chanel Abney, #33, 2018, © Nina Chanel Abney. Courtesy of the artist and Jack Shainman Gallery, New York.

Roland Rockwood, *Soubirous IV: The Imperial Prosecutor of Lourdes*, mixed media.

Lawrence Lebduska, *Horses at the Waterhole*, nd, oil on Masonite, 21 x 25 inches, Collection of Michael A. Mennello.

Eddy Muma, *Untitled*, c. 1968 - 1978, oil on board. Collection of Mennello Museum of American Art

Firelei Báez, *Josephine Judas GOAT (it does not disturb me to accept that there are places where my identity is obscure to me, and the fact that it amazes you does not mean I relinquish it)*, 2017, oil on canvas, 84 x 60 inches. Private Collection.

EDUCATION PROGRAMS



FREE FAMILY FUNDAY

Our most diverse program, Free Family Funday, serves our community by offering opportunities to engage in art making and creative skills at no cost. Free Family Funday is a chance for adults and children to take a closer look at art and create their own masterpieces using the exhibited art as inspiration. Using our exhibits for creative inspiration, visitors explore skills like creating ceramics and paintings while exploring the connection between paintings and real-world challenges.



DAY OF ART CAMP

Elementary Day of Art (June) - Elementary students create large-scale abstract sculptures, paint with watercolors and oil pastels and learn how to draw the world around them – all while being inspired by the surrounding artwork in the museum.

Middle and High School Day of Art (June) - Middle and High School students are inspired to use their environment as motivation to create mixed media prints, kinetic sculptures, and acrylic landscapes. In the past, students have created poetry and traded artist cards with new friends inspired by the exhibitions.



TODDLER TUESDAYS

An opportunity for families with young children to be immersed in visual arts activities. Take a stroll with the little one through the galleries and gardens introducing your child to a creative world through story time, art projects, and creating with their own two hands (and yours.)



WORKSHOP WEDNESDAYS

Be inspired by the outstanding exhibitions and take drawing and photography workshops open on a drop-in basis to get the hand of the artist flowing. Whether you're a beginner in search of learning a new skill or simply want to exercise your practice, the museum galleries are an inspirational space to create and expand upon the ideas and dreams you have.



MOVIES AT THE MENNELLO

Movies at the Mennello is hosted after hours on Friday evenings and gives visitors an opportunity to learn about artists and artistic processes through documentaries and films such as *Finding Vivian Maier*, *Peggy Guggenheim: Art Addict*, and *Grab A Hunk of Lightning*. Each film provides an opportunity to relate to our exhibitions on a different level.



GALLERY TALKS AND TOURS

Gallery Talks and Tours provide visitors an opportunity to learn from local and world class artists; executive director, Shannon Fitzgerald; or associate curator of education, Katherine Navarro.

PET MEMBERSHIP EVENTS

Launched in August 2017, the Mennello Museum's Pet Membership program is an opportunity for four-legged friends to become members of the Mennello Museum. Pet Membership was launched to raise awareness for the Marilyn L. Mennello Sculpture Garden and its pet-friendly grounds. Pet events are held quarterly and are an opportunity for pets and pet parents to enjoy art and nature in great companionship.



BRUNCH WITH YOUR PUP

Grab your pups and picnic blankets and meet us in the Mennello Museum's Sculpture Garden for the first Sunday brunch of the New Year! Join a community of art and pet lovers for mimosas, brunch, and photo opportunities. Both pups and their humans can enjoy freshly made brunch items by local caterers.



YAPPY HOUR

Humans and their four-legged friends can enjoy wine, beer and treats in the Marilyn L. Mennello Sculpture Garden. The sculpture garden creates an enjoyable backdrop as furry friends cool off in refreshing doggie pools, make pawprint art for their human parents, or snap a few selfies with one of the Museum's large-scale dog sculptures.



SUMMER BLOCK PAW-TY

Grab your pups and meet us in the Mennello Museum's Sculpture Garden for a summer celebration! Pups and their humans can enjoy sweet treats, summer beverages, and local eats. In addition, pups can show off their artistic skills by creating pawprint art projects or just relax in one of our lakeside dog pools.



HOWL O' WOOF

Howl O' Woof is the perfect way to celebrate Halloween with your four-legged family member! Bring your costumed pups to the Mennello Museum's Sculpture Garden to trick-or-treat at each of our sculptures and collect delicious treats. Local pet businesses are present to hand out the finest treats in Central Florida! Howl O' Woof also includes a costume contest for the pups, pawprint art, and beverages for the adults.

EXHIBITION SPONSORSHIP LEVELS

2019 EXHIBITION SEASON PRESENTING SPONSOR (1 AVAILABLE)

\$50,000

As a sponsor of the 2019 exhibition season you are assisting the Mennello Museum of American Art in presenting captivating American art of all genres to more than 33,000 locals and visitors. Together, we can engage Central Floridians and tourists in participatory learning of the visual arts.

Your generosity, passion for American art, and support of our mission will be recognized throughout the year with the benefits listed below in addition to the following:

- Your logo or family name listed on our donor screen for all of fiscal year 2018/2019
- Recognition as a supporter of the Marilyn Gallery and acquisitions
- A write-up in our e-newsletter introducing you as our 2019 presenting sponsor distributed to 3,500+ subscribers
- Complimentary admission for 12 guests to each exhibition (honored through guest passes) and opening reception

INDIVIDUAL SPONSOR (5 AVAILABLE)

\$10,000

As an Individual Exhibition Sponsor you have the opportunity to support exhibitions that will expose 30,000+ visitors to impressionist, modern, folk, and contemporary artworks.

Benefits listed below in addition to the following:

- Your logo or family name on our entrance wall
- Complimentary admission for eight (8) guests to the opening reception

SUPPORTER OF ART SPONSOR (MULTIPLE AVAILABLE)

\$2,500

As a Supporter of Art Sponsor you have the opportunity to partner with various organizations to assist in presenting diverse American art to the Mennello Museum's increasingly engaged audience.

Benefits:

- Your logo or family name listed on our donor screen for the duration of the exhibition
- Your logo or family name listed on all marketing material related to the exhibition of your choosing (including hard copy invites, email invitations, event calendars, posters, press release)
- Your logo or family name included in social media and website marketing
- Complimentary admission for four (4) guests to the opening reception
- One complimentary museum membership with reciprocal benefits to over 600 museums

OPENING RECEPTION SPONSORSHIP LEVELS

2019 OPENING RECEPTION PRESENTING SPONSOR (1 AVAILABLE)

\$15,000

As an Opening Reception Presenting Sponsor your support will assist the Mennello Museum of American Art in celebrating the opening of each of our shows with our community. Opening Reception Presenting Sponsors have the opportunity to partner with the Mennello Museum to celebrate great American art with 400+ members, visitors, and tourists.

Benefits listed below in addition to the following:

- Your logo or family name listed on our donor screen for all of fiscal year 2018/2019
- A short write-up in our eNewsletter introducing you as our 2019 presenting sponsor of opening receptions distributed to 3,500+ subscribers
- Your logo or family name on our entrance wall
- Complimentary admission for six (6) guests to each exhibition (honored through guest passes) and opening reception

INDIVIDUAL OPENING RECEPTION SPONSOR (4 AVAILABLE)

\$3,500

As an individual Opening Reception Sponsor your support will assist the Mennello Museum in celebrating the opening of an exhibition of your choice.

Benefits listed below in addition to the following:

- Complimentary admission for four (4) to the sponsored opening reception
- Your marketing material distributed to guests at the opening reception (300–400 guests)

CELEBRATE ART SPONSOR (MULTIPLE AVAILABLE)

\$1,500

Our Celebrate Art Sponsors have the opportunity to partner with various organizations to celebrate the opening of diverse American art exhibits.

Benefits:

- Your logo or family name listed on our donor screen for the duration of the exhibition
- Your logo or family name listed on all marketing material related to opening receptions of your choosing (including hard copy invites, email invitations, event calendars, posters, press release)
- Your logo or family name included in social media and website marketing
- Complimentary admission for two (2) to the sponsored opening reception
- One (1) complimentary museum membership with reciprocal benefits to over 600 museums
- Event-day signage

PET EVENT SPONSORSHIP

FOUR PAWS FOR ART (1 AVAILABLE)

\$10,000

Benefits listed below in addition to the following:

- Presenting rights to the pet event season (4 pet events per year)
- Two (2) representatives to judge the annual Costume Contest during our annual Halloween pet event, Howl O'Woof

TAIL-WAGGING GOOD TIME SPONSOR (4 AVAILABLE)

\$2,500

Benefits listed below in addition to the following:

- Presenting rights to the event of your choice
- Two (2) Pet Memberships for the recipients of your choice
- One (1) representative to judge the annual Costume Contest during our annual Halloween pet event, Howl O'Woof

I BARK FOR ART SPONSOR (4 AVAILABLE)

\$750

Benefits listed below in addition to the following:

- Logo recognition on digital invitation, eNewsletter, press release, Facebook event page, and website for the selected pet event
- Corporate name and logo on donor screen showcased in the Mennello Museum for one (1) year

GREAT COMPANIONS SPONSOR (MULTIPLE AVAILABLE)

\$250

Benefits:

- Name recognition on digital invitation, eNewsletter, press release, Facebook event page, and website for the selected pet event
- Table/tent space during the event with the opportunity to display and distribute marketing material
- Distribution of branded products and collateral to attending guests, if desired

EDUCATION SPONSORSHIP LEVELS

PRESENTER OF EDUCATION PROGRAMS (1 AVAILABLE)

\$15,000

FREE FAMILY FUNDAY

\$5,000

Benefits listed below in addition to the following:

- Your logo or family name on our entrance wall
- Your marketing material distributed to guests at each Free Family Funday (200-300 guests)
- Complimentary admission for six (6) guests to each exhibition (honored through guest passes) and opening reception

DAY OF ART CAMP

\$2,500

Benefits listed below plus naming rights

MOVIES AT THE MENNELLO

\$1,000

Benefits listed below plus your logo displayed on screen prior to start of film

TALKS AND TOURS

\$1,000

Benefits:

- Your logo or family name listed on our donor screen, in all marketing material related to the event, and in social media and website marketing

WORKSHOP WEDNESDAYS

\$1,000

Benefits:

- Your logo or family name listed on our donor screen, in all marketing material related to the event, and in social media and website marketing

TODDLER TUESDAYS

\$1,000

Benefits:

- Your logo or family name listed on our donor screen, in all marketing material related to the event, and in social media and website marketing

NEW! NAMING OPPORTUNITIES



THE MENNELLO MUSEUM OF AMERICAN ART IS GIVING ITS SUPPORTERS AN OPPORTUNITY TO NAME EACH OF ITS FOUR GALLERIES ON AN ANNUAL BASIS. THIS NEW PROGRAM GIVES SUPPORTERS A FUN WAY TO SUPPORT TEMPORARY EXHIBITS WHILE RAISING BRAND AWARENESS.

ANNUAL NAMING RIGHTS (4 AVAILABLE)

\$40,000

Benefits:

- Your logo or family name listed on our donor screen for all of fiscal year 2018/2019
- Your logo or family name on the entranceway to your chosen gallery
- Company or family name used as front desk staff instructs visitors (33,000+) to galleries
- Recognition as a supporter of the Marilyn Gallery and acquisitions
- A write-up in our eNewsletter introducing you as our 2019 gallery sponsor (distributed to 3,500+ subscribers)
- Complimentary admission for six (6) guests to each exhibition (honored through guest passes) and opening reception
- Two (2) complimentary museum memberships with reciprocal benefits to over 600 museums

COMMITMENT & INVOICE FORM

Exhibition Selection

- SHIFTING GAZE**
October 2018 – January 2019
- MENNELLO MUSEUM INVITATIONAL**
January – March 2019
- THE UNBRIDLED PAINTINGS OF LAWRENCE LEBDUSKA**
January – May 2019
- MR. EDDY AND HIS GRAND PORTRAITS**
March – July 2019
- IMMERSION INTO COMPOUNDED TIME AND THE PAINTINGS OF FIRELEI BÁEZ**
May – September 2019
- EDWARD STEICHEN: FRIENDS, FLOWERS & FASHION**
September 2019 – January 2020

Pet Event Sponsorship

- Great Companions Sponsor \$250**
- I Bark for Art Sponsor \$750**
- Tail-Wagging Good Time Sponsor \$2,500**
- Four Paws for Art \$10,000**

Pet Event Selection

- Brunch with Your Pup**
- Yappy Hour**
- Summer Block Paw-ty**
- Howl O' Woof**

Sponsorship Levels

- 2019 Exhibition Season Presenting Sponsor \$50,000**
- 2019 Annual Gallery Naming Rights \$40,000**
- 2019 Opening Reception Presenting Sponsor \$15,000**
- 2019 Presenter of Education Programs \$15,000**
- Individual Exhibition Sponsor \$10,000**
- Free Family Funday Sponsor \$5,000**
- Opening Reception Sponsor \$3,500**
- Supporter of Art Sponsor \$2,500**
- Day of Art Camp Sponsor \$2,500**
- Celebrate Art Sponsor \$1,500**
- Toddler Tuesday Sponsor \$1,000**
- Talks and Tours Sponsor \$1,000**
- Workshop Wednesday Sponsor \$1,000**
- Movies at the Mennello Sponsor \$1,000**

Please print your company or family name legibly, and as you would like it to appear in marketing efforts.

Company or Family Name

Contact Name

Phone

Fax

Cell

Address

City

State

Zip

Email

Please invoice Check enclosed OR Card type: Visa American Express Mastercard

Credit Card #

Exp Date

CVV #

Zip Code associated with Credit Card

Cardholder's Signature

Please make check payable to
the Friends of the Mennello Museum

Please mail to:
Attention: Kim Robinson
Mennello Museum of American Art
900 E Princeton Street
Orlando, FL 32803

— OR —

Visit mennellomuseum.org/sponsorship
to fill out the form and pay online.

ABOUT

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CONTACT US



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SOCIAL MEDIA

-  /mennellomuseum
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The exhibitions and the Mennello Museum of American Art are generously supported by the City of Orlando and Friends of The Mennello Museum of American Art. Additional funding is provided by Orange County Government through the Arts & Cultural Affairs Program and United Arts of Central Florida. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.