



artma²⁰²²

Please join us for the 12th Biennial artma Event!



artma is a unique, funky, fabulous art auction and fundraising extravaganza like no other – an event born from the hearts of a group of people who loved a special little girl and who also believe deeply in the healing power of art. It was created to find a new and fresh way to raise money to support researchers who are tirelessly searching for a cure for pediatric, adolescent and young adult cancers.

artma began when Morgan Adams, a beautiful six-year-old girl, lost her 11-month battle with a glioblastoma multiforme brain tumor. It is in her honor, and in tribute to all kids and teens who been through or are going through a similar journey, that artma has become a gift of love and hope. Through the generous donations of art from local, regional, and nationally recognized artists and the incredible support of our community, artma has truly become a magical event!

artma is an event of The Morgan Adams Foundation, an organization dedicated to improving the quality of life and survival rates of children, teens, and young adults diagnosed with cancer.

**artma will take place on Saturday, February 12, 2022
at the Denver Design Center**

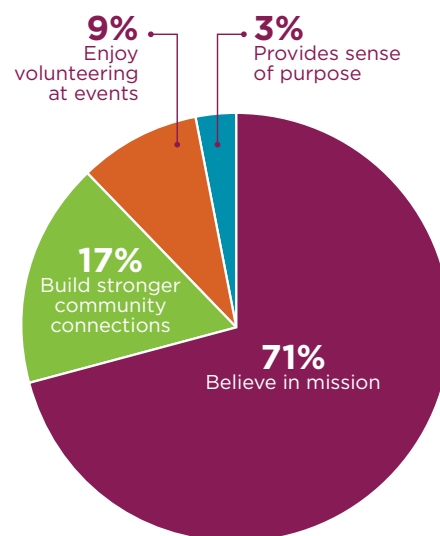
To learn more about the event, please visit www.artmaonline.org



Event Demographics

- Over 1200 artists, art lovers and members of the philanthropic community attend each year
- Affluent, well-educated guests range in age from 35-70
- Average annual income is \$225,000 per household
- More than 35% of attendees are business decision makers
- The artma art collection is comprised of over 200 pieces of donated art each year and represents every art medium
- On average, 90% of the artma collection is sold for more than 85% of stated value
- Since the first artma in 2001, The Morgan Adams Foundation has funded over \$7,000,000 in pediatric and adolescent cancer research studies

A Gift to The Community Why Volunteers Support us



Why Partner With Us

- Create community engagement & volunteer opportunities for your employees
- Build a long-term partnership that helps create visibility for your products and services
- Strengthen your brand by showcasing a corporate commitment to community causes and the needs of our kids and young adults



Event Partnership Opportunities

We invite your organization to consider a partnership opportunity with the 2022 artma event.

PRESENTING SPONSOR \$20,000	
<ul style="list-style-type: none"> ▪ Presenting Sponsor language on all event collateral, including invitations, all email blasts, the artma website and all print and digital advertising, as available ▪ Private Friday night cocktail collection preview for up to 10 guests, curated and hosted by an artma Artist Council member ▪ (2) Reserved tables for 6 each night of event ▪ 20 Early Access event admissions (12 included with tables) ▪ Choice of Gallery Sponsorship, including signage notably displayed above gallery ▪ Feature article in artma catalog 	<ul style="list-style-type: none"> ▪ Verbal emcee recognition as Presenting Sponsor ▪ Presenting Sponsor language and primary logo placement on all event signage ▪ Prominent logo count in on-screen loop ▪ Primary positioning of 3 logo'ed light boxes ▪ Full page color ad in artma program (choice of cover placement-inside front or back; outside back) ▪ Presenting Sponsor inclusion in social media announcements leading up to the event ▪ Sponsor Highlight in annual autumn Event Recap newsletter
PRETTY PRETTY PRINCESS SPONSOR \$10,000	
<ul style="list-style-type: none"> ▪ Prominent sponsor logo placement on all event collateral, including invitations, all email blasts, the artma website and all print and digital advertising, as available and with links where applicable ▪ (1) Reserved tables for 6 each night of event ▪ 20 early event admissions (6 included with tables) ▪ Gallery Sponsorship, including signage notably displayed above gallery ▪ Prominent placement on sponsor branding page in artma catalog 	<ul style="list-style-type: none"> ▪ Verbal emcee recognition at event ▪ Prominent logo placement on all event signage ▪ Prominent logo count in on-screen loop ▪ 3 logo'ed light boxes ▪ Full page color ad in artma program ▪ Inclusion in sponsor social media announcements leading up to the event ▪ Sponsor mention in annual autumn Event Recap newsletter
FISH DANCE SPONSOR \$5,000	
<ul style="list-style-type: none"> ▪ Sponsor logo inclusion on all event collateral, including invitations, all email blasts, the artma website and all print and digital advertising, as available and with links where applicable ▪ 10 event admissions ▪ Gallery Sponsorship as available, including signage notably displayed above gallery ▪ Inclusion on sponsor branding page in artma catalog ▪ Verbal emcee recognition at event 	<ul style="list-style-type: none"> ▪ Logo inclusion on all event signage and in on-screen loop ▪ 2 logo'ed light boxes ▪ Half page black and white ad in artma program ▪ Inclusion in sponsor social media announcements leading up to the event ▪ Inclusion in sponsor listing in annual autumn Event Recap newsletter

BUTTERFLY KISSES SPONSOR \$2,500

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| <ul style="list-style-type: none"> ▪ Sponsor logo inclusion on all event collateral, including invitations, all email blasts, the artma website and all print and digital advertising, as available and with links where applicable ▪ 6 event admissions ▪ Inclusion on sponsor branding page in artma catalog ▪ Logo inclusion on all event signage and in on-screen loop | <ul style="list-style-type: none"> ▪ 1 logo'ed light box ▪ Quarter page black and white ad in artma program ▪ Inclusion in sponsor social media announcements leading up to the event ▪ Inclusion in sponsor listing in annual autumn Event Recap newsletter |
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SNEEZES & HICCUPS SPONSOR \$1500

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| <ul style="list-style-type: none"> ▪ Sponsor logo inclusion on all event collateral, including invitations, all email blasts, the artma website and all print and digital advertising, as available and with links where applicable ▪ 4 event admissions ▪ Inclusion on sponsor branding page in artma catalog ▪ Logo inclusion on all event signage and in on-screen loop | <ul style="list-style-type: none"> ▪ Quarter page black and white ad in artma program ▪ Inclusion in sponsor social media announcements leading up to the event ▪ Inclusion in sponsor listing in annual autumn Event Recap newsletter |
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*Sponsorship level names were borrowed from the creative expressions of Morgan Courtney Adams.

Sponsor benefits may be customized to meet your unique needs and goals. Additional benefit possibilities include provisions of product/service to Morgan Adams Foundation ambassadors in cancer treatment or recovery and exploring brand ambassador possibilities for your company. We can also provide you with tailored information so you can leverage story sharing platforms to educate audiences and detail the impact you make possible.

If an in-person event is not permitted in 2022, each sponsor will have the opportunity to transition to commensurate virtual event benefits—details to be determined with each partner.

Thank you for your consideration!

Please direct sponsor inquiries to justine@morganadamsfoundation.org





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Sponsorship Commitment Form

The artma Sponsorship Sign-up Deadline is December 16, 2021!

This form must be completed to receive proper recognition.

Contact First & Last Name:

Company Name:

Address:

Email:

Phone:

Payment: ☐ Check ☐ Visa ☐ Mastercard ☐ AMEX

YES! I will show my support for the artma by purchasing a:

☐ Presenting Sponsor \$20,000

☐ Pretty Pretty Princess Sponsor \$10,000

☐ Fish Dance Sponsor \$5,000

☐ Butterfly Kisses Sponsor \$2,500

☐ Sneezes & Hiccups Sponsor \$1,500

☐ Other Financial Contribution \$_____

☐ I am willing to provide In-Kind Sponsorship in form of Gift Cards, paint supplies etc. for our artists.
Description of Item(s):

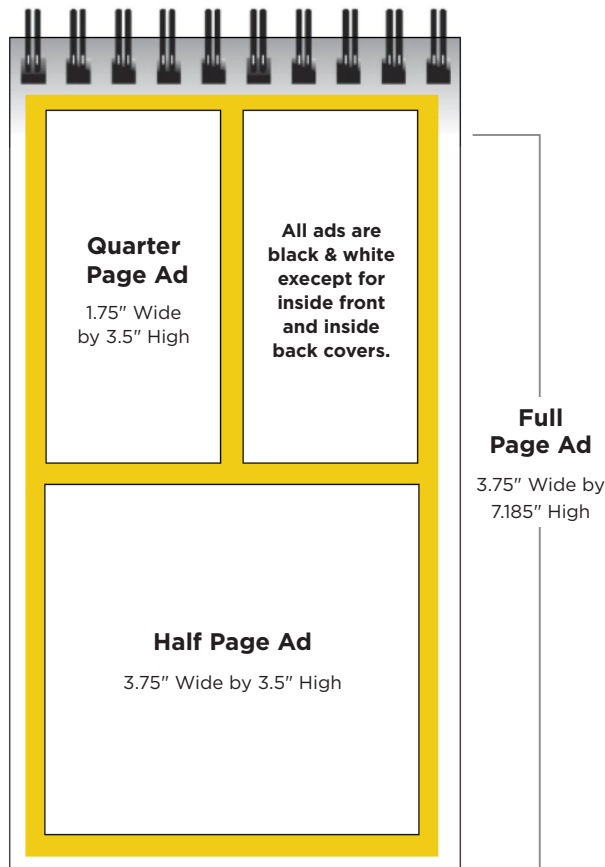
**This form is a receipt for your donation. Please retain for your records.
TAX ID# 20.0165051 Charitable Solicitation # 20053007563**

artma is an event of The Morgan Adams Foundation, an organization dedicated to funding new treatment options for kids and teens affected by cancer.

Catalog Ad Specs and Information

- Deadline for sponsor logo inclusion in event invitations and advertising, logo must be provided to justine@morganadamsfoundation.org by December 16, 2021.
- Deadline for catalog (quarter page, half page and/or full page) ads must be provided to justine@morganadamsfoundation.org by January 14, 2022.

Please submit company logos in .eps or high-resolution .jpg format



Catalog Ad Examples

- Event benefits are activated upon receipt of completed commitment form and company logo
- All event signage is provided by The Morgan Adams Foundation and uniformly designed



Create Community Engagement - Volunteer Opportunity

artma welcomes event volunteers! If your organization would like to help in this capacity, please contact justine@morganadamsfoundation.org

