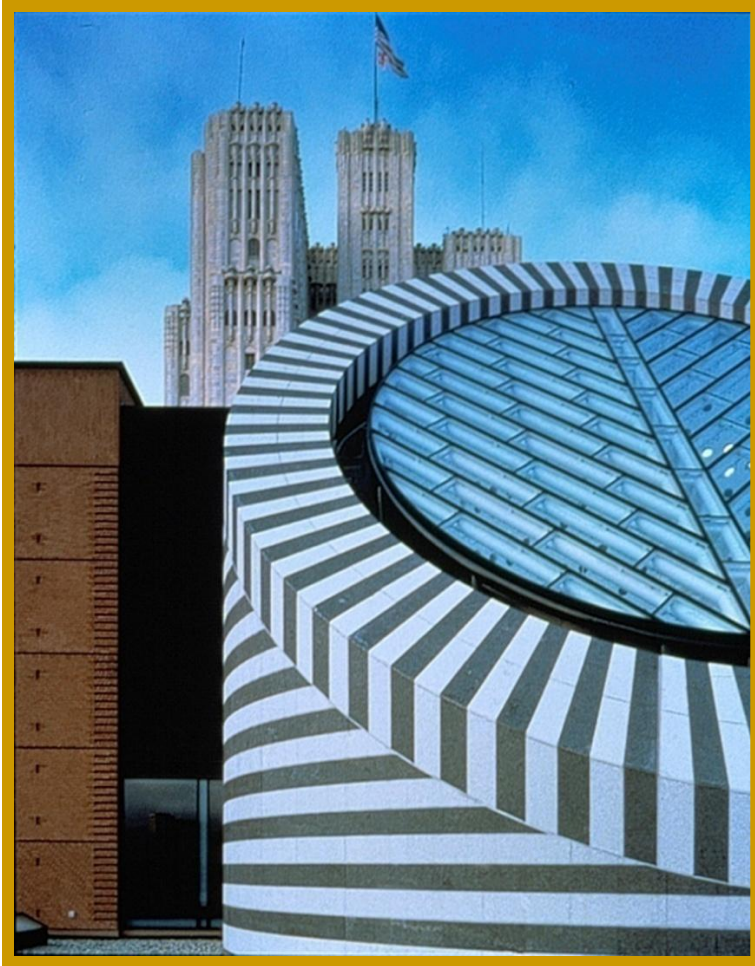


SAN FRANCISCO MUSEUM OF MODERN ART



**Upcoming
Special Exhibitions,
Education, and Event
Sponsorship Opportunities**

About SFMOMA

SFMOMA was founded in 1935 as the first museum on the West Coast devoted solely to twentieth-century modern and contemporary art, and this pioneering spirit has continued throughout its seventy-five-year history. SFMOMA's mission is to engage a varied audience with the ideas, forms, and makers of the art of our time. By embracing the challenge of the new and unexpected, we hope to encourage fresh ways of seeing, thinking, and engaging with the world. Through an active program of collections, conservation, exhibitions, education, publications, and research activities, the museum traces the history of modern art and its continuing development. International in scope, while reflecting the distinctive character of its region, the museum is committed to exploring the expressions of visual culture and the singular achievements of individual artists, encouraging the contest of values and beliefs, and inspiring discovery for the enrichment of people's lives.

In 1995, SFMOMA opened its current Mario Botta-designed building in the heart of San Francisco's cultural district. With this move, the museum doubled its gallery space and expanded its education facilities while elevating its stature within the museum field and the local community. On May 10, 2009 SFMOMA celebrated its first facilities expansion since the opening of the Third Street building with the opening of the new SFMOMA Rooftop Garden. This new space offers visitors a unique urban oasis described by architect Mark Jensen as "a gallery without a ceiling." An extension of the museum's exhibition and programming resources, the Rooftop Garden features two open-air spaces and a luminous glass pavilion, which afford dramatic views of both the San Francisco skyline and sculptural works in the museum's collection. The Rooftop Garden connects to the museum's fifth-floor galleries via a glass-enclosed bridge and a new wall of windows along the back of the galleries, which provides a dramatic overlook into the new space and floods the museum's interior with natural light.

On September 25, 2009, SFMOMA announced a pioneering partnership with Doris and the late Donald Fisher, founders of Gap Inc., for the long-term loan of the Fisher Collection, one of the world's most important private collections of contemporary art, and an expansion that would triple the museum's size, creating an additional 100,000 square feet of gallery and public space. The Fishers' collection is a perfect complement to SFMOMA's already strong holdings of modern and contemporary art. Numbering close to 1,100 works, the Fisher Collection is extraordinary in its depth, breadth, and quality, with iconic works by Alexander Calder, Chuck Close, Sam Francis, Philip Guston, Anselm Kiefer, Ellsworth Kelly, Roy Lichtenstein, Brice Marden, Agnes Martin, Joan Mitchell, Gerhard Richter, Richard Serra, Wayne Thiebaud, Cy Twombly, Andy Warhol, and many others.

About SFMOMA (continued)

In fiscal year 2011, Snøhetta, the architecture firm selected to complete the museum's expansion, released preliminary sketches of the expansion and inaugurated the six-year building project and transformation of SFMOMA's public spaces. Beyond the physical extension of the building, this project represents a transformation of the museum as a whole. By enhancing SFMOMA's programs and collections and bringing the Fisher Collection into public view, we are expanding SFMOMA's role as a place for learning, inspiration, and interaction, for residents of the Bay Area and beyond.

SFMOMA has a long history of excellence in exhibiting and collecting the foremost artists and designers of our time. Each year, SFMOMA presents approximately twenty exhibitions of painting, sculpture, architecture, design, photography, and media art. Exhibitions presented in recent years include *Take your time: Olafur Eliasson; Matthew Barney: DRAWING RESTRAINT; The Art of Richard Tuttle; Marc Chagall; Frida Kahlo; Robert Bechtle: A Retrospective; Chuck Close: Self Portraits 1967-2005; Shōmei Tōmatsu: Skin of the Nation; The Art of Romare Bearden; Brought to Light: Photographing the Invisible; The Art of Participation: 1950 to Now; William Kentridge: Five Themes; Richard Avedon: Photographs 1946-2004; and The Steins Collect: Matisse, Picasso, and the Parisian Avant-Garde.*

These among other popular and critically-acclaimed exhibitions, combined with SFMOMA's permanent collection, provide cultural education for over 636,000 visitors a year, including more than 40,000 members. The museum's touring exhibitions attract record attendance at major museums nationally and internationally, and SFMOMA's award-winning exhibition catalogues, co-published by Yale University Press, Rizzoli, Random House, Harry N. Abrams, and Chronicle Books, are distributed worldwide.

Our internationally recognized collection of modern and contemporary art includes more than 28,660 works and continues to grow. With strong holdings in photography, painting and sculpture, architecture and design, and media arts, we strive to present key examples of Modernism as well as more recent works that reflect a variety of artistic developments occurring regionally, nationally, and around the world. Including both modern art masterworks and glimpses of contemporary art in the making, the permanent collection contributes to SFMOMA's standing as a dynamic art center where visitors can learn, reflect, and be inspired.

As the leading museum of modern and contemporary art on the West Coast, SFMOMA is uniquely positioned to provide corporate sponsors with broad visibility and attractive opportunities for entertaining clients. SFMOMA sponsorship offers something far more valuable than impressions, however; it enables companies to forge enduring relationships with current and potential clients through artistic programs that ignite both passion and intellect.

Total Number of Visitors, Members, and Membership Demographics

Total Visitors (July 1, 2010-June 30, 2011)

On-site	636,057
Online	2,854,176

Total Membership (current)

40,357

Membership Demographics

Age

18-24	1%
25-34	8%
35-44	12%
45-54	16%
55-64	28%
65+	35%

Household Income

\$200,000	19%
\$100-\$199,999	34%
\$75-\$99,999	17%
\$60-\$74,999	12%
\$40-\$59,999	10%
\$20-\$39,999	6%
<\$20,000	2%

Education

Graduate Degree	63%
Undergraduate Degree	30%
Some College	6%
Decline	1%

Gender

Female	58%
Male	40%
Decline	2%

Ethnicity

White (Not Hispanic)	89%
Hispanic/Latino	4%
Asian/Pacific Islander	7%
Other	3%
African American/Black	1%
Native American/Alaska Native	1%

*Margin of error + / - 5%

Corporate Sponsorship Benefits

SFMOMA exhibition, program, and event sponsors receive prominent exposure and credit before, during, and after the run of the sponsored exhibition, program, or event. Depending on the level of sponsorship, benefits may include:

- Sponsorship credit in all related materials, including invitations, signage, press releases, the SFMOMA website, and member mailings
- Opportunities to create advertising and promotional materials in consultation with SFMOMA to generate visibility in connection with sponsorship
- Sponsor presence at press previews, when applicable, with the option to include a statement in press kits
- Private tours of exhibitions for company executives and clients
- Discounts on rentals for private events at SFMOMA with priority to reserve event dates
- Invitations to exhibition previews, openings, and related events

Special Exhibitions

***The Air We Breathe* | November 5, 2011–February 20, 2012**

This exhibition will act as a tool to help generate awareness of the issues surrounding equal rights for same-sex couples. For the project, SFMOMA has commissioned 27 artists and 7 poets to create works that collectively address the many facets of this complex topic; these works will also be incorporated into a book meant to help illuminate the issue through the power of art.

***Francesca Woodman* | November 5, 2011–February 20, 2012**

Francesca Woodman will be the first major exhibition of the artist's work in over two decades and the first comprehensive survey of her brief but extraordinary career to be seen in the United States. This retrospective offers an occasion to examine more closely the maturation and expression of a highly subjective and coherent artistic vision. It also presents an important and timely opportunity to reassess the critical developments that took place in the 1970s in American photography.

***Jim Campbell: Exploded Views* | November 5, 2011–September 25, 2012**

Jim Campbell is one of the most renowned media art pioneers in the Bay Area. This installation marks a significant new step in Campbell's career, as it continues the exploration of image resolution and reduction but literally explodes the image into a three-dimensional form. As part of this exhibition, hundreds of LED lights will create a vibrant grid between the two columns in the Haas Atrium, serving both as a source of illumination and as a cinematic screen.

***Fifty-Years of Bay Area Art: The SECA Awards* | December 9, 2011–April 3, 2012**

2011 marks the 50th anniversary of the Society for the Encouragement of Contemporary Art (SECA) at SFMOMA, which formed in order to bring outstanding contemporary art into the museum at a time when most major museums were focused more on the art of the past than of the present. To mark this anniversary, SFMOMA will organize an exhibition of selected work by past SECA Art Award winners and will publish a comprehensive book telling the full story of SECA's layered development.

***SECA Art Award Mauricio Ancalmo, Colter Jacobsen, Ruth Laskey, Kamau Amu Patton* | December 9, 2011–April 3, 2012**

Since 1967, the Society for the Encouragement of Contemporary Art has honored sixty-six Bay Area artists with its Art Award, which includes an exhibition at the San Francisco Museum of Modern Art, an accompanying catalogue, and a cash prize. The purpose of the SECA Art Award is to provide recognition to artists of exceptional promise, working independently and at a high level of artistic maturity, whose work has not been accorded substantial recognition.



Colter Jacobsen, *The Boys Book of Magnetism*, 2011



Francesca Woodman, *Eel Series, Roma, May 1977 - August 1978, 1977-1978*



Jim Campbell, *Digital Watch*, 1991

Special Exhibitions (continued)

Rineke Dijkstra | February 18, 2012–May 28, 2012

Dijkstra’s interest is in the ephemeral and the essentially unknowable. She photographs people in transition, during formative periods in their lives when change is apparent. Dijkstra’s pictures are made with a conscious combination of great empathy and respectful distance, qualities she has found in the work of her important predecessors and influences, the photographers Diane Arbus and August Sander.

Mark Bradford | February 18, 2012–June 17, 2012

This exhibition is the first museum survey of the work of Mark Bradford, a Los Angeles–based artist and MacArthur Foundation “genius” award recipient who is a leading figure in American contemporary art. Spanning the period 2000 to 2010, the exhibition presents works in a variety of media but concentrates on Bradford’s collages on canvas, often monumental in scale, which are akin to abstract paintings.

Descriptive Acts | February 18, 2012–June 17, 2012

Descriptive Acts will highlight as well as contextualize recent acquisitions by three artists who have emerged onto the international stage in the past decade: Dora Garcia, Aurelian Froment, and Tris Vonna-Michell. These three works will receive their US museum debut in the context of works by other artists, with acts of descriptions, narratives, translations, and visualizations underscoring the performative qualities of contemporary works.

The Utopian Impulse: Buckminster Fuller and the Bay Area | March 24, 2012–July 2012

The Architecture and Design Department presents a recent gift of *Inventions: Twelve Around One*, a portfolio featuring thirteen projects by designer Buckminster Fuller that represent Fuller’s most important inventions. All of them employ his “More with Less” ambition to design technologically innovative solutions using few or found materials.

Parra | March 24, 2012–July 2012

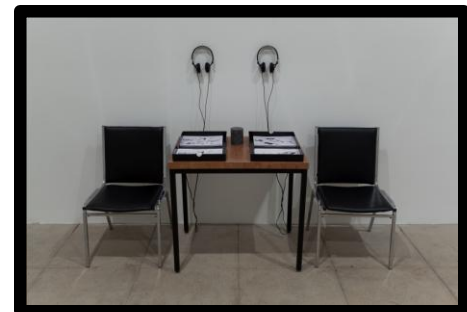
Dutch graphic artist Parra’s signature hand-drawn approach to graphic design, which is both playful and witty, has landed him many high-profile collaborations with a wide range of organizations and brands. For his first US museum presentation, Parra will present a suite of new work, including silkscreened posters, his typical medium.



Rineke Dijkstra *Hilton Head Island, SC USA, June 24, 1992, 1992*



Mark Bradford, *Strawberry*, 2002



Tris Vonna-Michell, *GTO: hahn / huhn, variation 1*, 2010

Special Exhibitions (continued)

Cindy Sherman | July 14, 2012–October 7, 2012

Cindy Sherman is one of the most significant figures in contemporary art and has built an international reputation for an extraordinary body of work. Working as her own model for more than 30 years, Sherman has captured herself in an astonishing range of guises and personas. This exhibition comprises approximately 180 photographs, covering the period from the mid-1970s to the present.

Six Lines of Flight | September 15, 2012–December 31, 2012

Six Lines of Flight in essence acknowledges the heterogeneous, hybrid nature of the global artistic landscape and the importance of seeking out work being made in geographic locales that have not yet received broad attention in a major art institution in the United States. The exhibition aims to advance the importance of developing diverse institutional collaborations within this international landscape.

Jay DeFeo | November 3, 2012–February 3, 2013

This major retrospective will consider the entire career of Bay Area artist Jay DeFeo, bringing together paintings, small-scale sculptures and jewelry designs, photographs, and works on paper. The exhibition will place her best-known painting, *The Rose* (1958-66) in the context of her larger body of work, and will trace leitmotifs across more than four decades of heterogeneous output.

Jasper Johns from Bay Area Collections | November 3, 2012–February 24, 2013

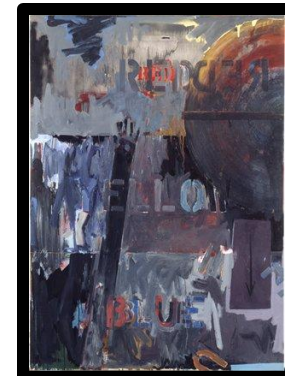
In the 1950s, Jasper Johns developed a distinctive painting style that would help lead American art away from the then-dominant movement of Abstract Expressionism. Through his painting, Johns questioned the basic underpinnings of our representational system and specifically the mechanisms of fine art.



Cindy Sherman, *Untitled Film Still #6*, 1977



Jay DeFeo, *Untitled*, 1976



Jasper Johns, *Lands End*, 1963

Education and Outreach

Education and Outreach Programs

Providing our diverse audiences with an engaging and inspiring place to view, experience, and learn about modern and contemporary art is central to the museum's mission. Through our education programs, our goal is to increase our audiences' cultural and visual literacy and to foster a lifelong appreciation and enjoyment of the arts. Such programs include:

School, Youth, and Family Programs

Through its, teacher training programs, docent-led touring programs for schoolchildren, after-school programs for teens, and hands-on art activities and programs for families, SFMOMA seeks to foster a lifelong appreciation and enjoyment of the arts, and to increase access to the arts for underserved families and schools in the Bay Area. To assure the largest, most diverse audience possible, the museum's education programs for schools, youth, and families are offered free of charge. Due to the success of the progressive expansion of family programming during fiscal year 2008 to fiscal year 2011, SFMOMA once again expand its family program offerings, presenting three *Family Days* per fiscal year and four *Family Sundays* each month.

SFMOMA: Now Playing

In 2010, SFMOMA celebrated its 75th Anniversary by piloting a new series of museum happenings called *SFMOMA: Now Playing*. Remaking the museum as platform, stage, and promenade, *SFMOMA: Now Playing* invites artists six times per year to animate SFMOMA in unexpected ways, allowing guests to experience the museum as projection chamber, food as education and art, and artists playing the architecture. Due to the program's success, *SFMOMA: Now Playing* has been continued into 2012. These lively events, which take place on Thursday nights from 6:00– 10:00 pm, are free with museum admission, which is half price on Thursday nights. Each event features live performances in the museum's Evelyn and Walter Haas Jr. Atrium, gallery talks, film screenings, complimentary bites from local restaurants, cash bars, and provocative tasting menus by local chefs for sale in the Rooftop Garden from *Meatpaper* magazine and Blue Bottle Coffee Co.

Thursday Nights at SFMOMA

Thursday Nights at SFMOMA programming provides a unique, consistent opportunity for Bay Area residents and visitors, particularly young professionals, to engage with the art of our time, not simply as an audience, but as participants and even collaborators. Central to achieving this goal is providing a variety of public programs that turn the museum "live" every Thursday night. In an effort to be a place not only to view, but to also experience and participate in contemporary visual arts, Thursday Nights at SFMOMA presents programs such as: *Live Art at SFMOMA*; *Film at SFMOMA*; and most recently, *SFMOMA: Now Playing*. These programs, along with other exhibition-based programs, link to one another through a communicated theme or strand that helps make the connection between all of the programs being offered as well as what is on view in the galleries.



SFMOMA Family Programs



School Tours



SFMOMA: Now Playing

Special Events

Special Events

Events at SFMOMA provide critical funds for the museum's artistic and outreach endeavors. Museum events range from public activities to high-profile galas, receptions, and social functions. All the following events provide sponsors with visibility among and direct connections to targeted audiences:

Artist's Circle Conversation + Cocktails

SFMOMA Conversation + Cocktails is a highly anticipated annual event for donors at the \$1,500 level and above. The evening includes a conversation between a prominent artist and an SFMOMA curator, light supper, and cocktails. The 2012 Conversations + Cocktails event will feature artist Mark Bradford. Guests include 250-300 SFMOMA Board of Trustees, Director's Circle, Artist's Circle, corporate donors, and civic leaders.

Artist's Circle Exhibition Previews and Receptions

Each year, SFMOMA hosts exclusive receptions for the members of our Artist's Circle, allowing our most valued patrons to preview exhibitions well ahead of the general public. Exhibition Previews and Receptions feature hors d'oeuvres, cocktails, and an exclusive preview of the exhibition. Guests include 400-500 SFMOMA Board of Trustees, Director's Circle, Artist's Circle, corporate donors, and civic leaders.

Curatorial Dinners

Coinciding with the opening of special exhibitions, SFMOMA organizes Curatorial Dinners to honor artists and lenders to the exhibition, as well as the museum's most important Trustees and donors. Guests are invited to attend the exhibition preview reception and view the exhibition from 6:30 to 7:30 followed by a seated dinner. Curatorial Dinners are attended by approximately 50 - 100 of the Bay Area's most prominent art patrons and art world personalities, as well as business, government and social leaders. Attendees are philanthropists and civic leaders who possess an active and developing interest in modern and contemporary art.



Artist Circle Conversation + Cocktails



Curatorial Dinner



Artist Circle Exhibition Preview and Reception

Special Events (continued)

Director's Circle Dinner

SFMOMA and the Director's Circle host an annual celebration to thank SFMOMA's most generous donors with a dinner and lecture. This is the museum's most exclusive donor recognition event, given for those who donate \$15,000 or more every year. The upcoming Director's Circle Dinner will be held on Wednesday, March 21 or March 28, 2012 from 6:00 pm to 10:00 pm at SFMOMA. This evening will be filled with creative components including live entertainment and a conversation between Andreas Gursky and SFMOMA Director Neal Benezra, followed by a private cocktail reception and a seated dinner.

Modern Ball

The Modern Ball is SFMOMA's largest fundraiser, raising more than \$2 million for SFMOMA's exhibitions and education programs. Proceeds enable SFMOMA to present popular and critically-acclaimed exhibitions for over 636,000 visitors and enable the museum to continue to provide over 50,000 students, teachers and families with free access to the highest quality arts education programs. Comprised of three distinct events over the course of one evening, this unforgettable San Francisco evening features exciting entertainment for over 1,800 attendees.

Modern Art Council's Bay Area Treasure Award Dinner

Organized by the Modern Art Council (MAC), SFMOMA's premier fund-raising auxiliary, this annual lifetime achievement award recognizes Bay Area artists who continually define and redefine contemporary art. In 2011, SFMOMA will honor Mark di Suvero. Mark di Suvero is a world-renowned sculptor who has created monumental, site-specific, installations across the globe. For over fifty years his dynamic sculptures have enlivened public spaces and confronted viewers with his vision of Abstract Expressionism. The Award Dinner will comprise a private reception on SFMOMA's Rooftop Garden, a presentation by 2011 honoree Mark di Suvero, and a private, seated dinner at the St. Regis.

Art Auction

Hosted by the Modern Art Council, the museum's premier fundraising auxiliary, the Art Auction is one of the museum's largest fundraisers, raising over \$2 million for the museum's exhibitions and education programs. The Modern Art Council's 2013 Art Auction will feature both a live and silent auction as well as a buffet and cocktails at the museum. In advance of the Art Auction, SFMOMA will host an Auction Collectors' Preview Party in early Spring 2013 to thank our Auction Benefactor ticket buyers. The Auction Collectors' Preview Party will feature a preview of the works in the Art Auction and a cocktail reception. Guests include approximately 600 Modern Art Council members, Art Auction 2013 Benefactors, SFMOMA's Board of Trustees, the museum's most generous donors, and special guests.



Director's Circle Dinner



Modern Ball



Art Auction

SAN FRANCISCO MUSEUM OF MODERN ART



**For information on benefits
associated with these
opportunities, please contact:**

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