



## Gallery Naming Sponsorship Overview

Thank you for considering supporting Visions Museum of Textile Art's exhibitions and education opportunities as a gallery naming sponsor! Visions Museum of Textile Art is a 501(c)(3) nonprofit organization that celebrates textile art's rich history, artistry, and cultural significance. VMOTA welcomes **over 17,000 visitors annually**, providing access to world-class exhibitions, educational programs, and community events. Museum admission is free to the public thanks to the generous support of our members and donors.

### Terms of support:

We currently have five gallery naming opportunities for sponsorship with a commitment of one to two years.

- Naming rights are priced on an annual donation basis with a commitment of one or two years of support.
- Gallery naming pricing will be reviewed every two years, and an offer will be extended to current donors for the first right of refusal.
- Gallery sponsors will have their names posted in the gallery space for the duration of the funding cycle. They will be included in any marketing efforts connected with the exhibitions that take place during those cycles.
- Gallery naming will kick off in October at our biennial opening.

Due to the moving walls in our gallery spaces, we have also combined the naming opportunities for the spaces traditionally known as Gallery 1 and 2. Gallery 3 is typically used as an exhibit space but has also been used to highlight education opportunities.

### Sponsorship Tiers

Tier	Gallery	Total % of Gallery Space	1 Year Commitment	2 Year Commitment (10% Discount)
Tier 1	Gallery 1	35%-45%	\$10,000	\$18,000
Tier 2	Gallery 2	20%- 30%	\$8,000	\$14,400
Tier 2	Gallery 3	20%	\$8,000	\$14,400
Tier 3	Gallery 1&2	65%	\$17,000	\$30,600
Tier 4	Spotlight Gallery (Monthly Option \$700/month)	15%	\$7,000	\$12,600

## Impact

Gallery	Impact
Gallery 1 & 2	<p>Serve as the centerpieces of VMOTA's biennial exhibition, a landmark event that brings together nationally and internationally recognized textile artists and attracts art enthusiasts to VMOTA.</p> <p>Galleries 1 &amp; 2 host 10 solo exhibitions annually, providing a platform for established and emerging textile artists to present their work in a dedicated, museum-quality setting.</p>
Gallery 3	<p>It is a dynamic, multipurpose space dedicated to education, community engagement, and artist collaborations, featuring workshops, community-driven projects, and both solo and joint exhibitions.</p>
Spotlight Gallery	<p>It is designated to uplift local and emerging artists within a 250-mile radius. It offers many their first opportunity to showcase their work in a museum setting, expanding access and representation in the textile art field.</p>

## Gallery Tiers & Benefits

Tier	Gallery	Benefit
Tier 1	Gallery 1	<ul style="list-style-type: none"> <li>• Naming rights for 1-2 years.</li> <li>• Sponsor's logo featured on all event materials, press releases, website, and museum signage.</li> <li>• Opportunity for two sponsor-hosted events in the gallery.</li> <li>• Private docent tour for up to 15 people.</li> <li>• Invitations to special museum events.</li> <li>• Individual-level complimentary membership.</li> </ul>
Tier 2	Gallery 2	<ul style="list-style-type: none"> <li>• Naming rights for 1-2 years.</li> <li>• Sponsor's logo featured on all event materials, press releases, website, and museum signage.</li> <li>• Invitations to special museum events</li> <li>• Opportunity for one sponsor-hosted event in the gallery.</li> <li>• Private docent tour for up to 10 people.</li> </ul>
Tier 2	Gallery 3	<ul style="list-style-type: none"> <li>• Naming rights for 1-2 years.</li> <li>• Sponsor's logo on gallery materials and website.</li> <li>• Invitations to special museum events</li> <li>• Opportunity for one sponsor-hosted event in the gallery.</li> <li>• Private docent tour for up to 10 people.</li> </ul>
Tier 3	Gallery 1&2	<ul style="list-style-type: none"> <li>• Naming rights for 1-2 years.</li> <li>• Sponsor's logo on gallery materials, all event materials, press releases, museum signage, and website.</li> <li>• Opportunity for three sponsor-organized reception or event.</li> <li>• Private docent tour for up to 20 people.</li> <li>• Invitations to special museum events.</li> <li>• Supporter level complimentary membership</li> </ul>
Tier 4	Spotlight Gallery	<ul style="list-style-type: none"> <li>• Naming rights for 1-2 years or monthly.</li> <li>• Inclusion in educational programming materials.</li> <li>• Visibility in newsletters and social media.</li> </ul>

#### Detailed Financial Breakdown

Expense	Includes	Annual Cost
Rent	Museum Rent (2825 Dewey Rd. Suite 100)	\$69,000
Exhibition Costs	<ul style="list-style-type: none"> <li>● Catalogs</li> <li>● Installation Supplies</li> <li>● Gallery Guides</li> <li>● Signage</li> <li>● Awards</li> <li>● Hospitality</li> </ul>	\$13,250
Human Capital	<ul style="list-style-type: none"> <li>● \$72,600 (100% salary + benefits) – Curatorial and Education Manager's Compensation</li> <li>● \$34,920 (40% of salary + benefits) – Executive Director (includes Operational support)</li> <li>● \$28,400 (50% of salary + benefits) – Education and Administrative Coordinator</li> <li>● \$29,250 (75% of salary at 30hrs/week) – Marketing/Web Manager</li> </ul>	\$165,170
Utilities	<ul style="list-style-type: none"> <li>● HVAC</li> <li>● Bi-Monthly Cleaning</li> <li>● Alarm</li> <li>● Maintenance &amp; Repairs</li> </ul>	\$9,120
Insurance	<ul style="list-style-type: none"> <li>● General Liability</li> <li>● Property Coverage</li> <li>● Inland Marine Coverage</li> </ul>	\$9,774
<b>Total Annual Gallery Costs</b>		<b>\$266,314</b>
<b>Total 2-Year</b>		<b>\$532,628</b>

