



ART
AUCTION
2012
sponsor packet

What: 26th Annual CAP Art Auction

Over the past 23 years, CAP's iconic Art Auction has brought thousands of artists, galleries, patrons, and community leaders together to support for the essential programs and services CAP provides.



Considered by many to be one of Portland's keystone fundraisers, this event was created by the local arts community in 1989 to raise funds in the fight against HIV/AIDS. The Grand Event (\$100/person) includes a salon-style silent auction of over 200 artworks along with sweets and savories provided by 25 of Portland's best food purveyors. The Patron Dinner (\$250/person) includes attendance at the Grand Event plus special entertainment, a three-course gourmet meal, and an exclusive live auction featuring 15+ of the most outstanding artworks donated by prominent artists. An invitation accompanied by a color artwork catalog is published and mailed thousands of individuals, as well as distributed to 30 galleries.

The Guest Curator for the 2012 Auction is Bonnie Laing-Malcomson, Curator of Northwest Art at Portland Art Museum. Ms. Laing-Malcomson will choose up to 12 live auction pieces and will coordinate with a selection committee to choose up to four additional live auction artworks, 20 honorable mentions, and 200 silent auction pieces. All art is donated in full to benefit CAP.

This year's *selection committee* includes Jeffrey Butters of **Butters Gallery**, Amy Caplan of **Caplan Art Designs**, Heidi McBride of **Heidi McBride Gallery**, and Jennifer Zilka of **Rental Sales Gallery**.

Why: Today, an estimated 1.2 million Americans are living with HIV and over 20% of them do not even know they are infected. Nationwide, a new infection occurs every nine and a half minutes. In Oregon, 7,000 individuals now live with HIV, and that number grows annually.

Where: The Memorial Coliseum at the Rose Quarter in NE Portland will host this special event. The spacious concourse of the coliseum, flanked by glass walls looking out at downtown Portland, provides the perfect space for the Grand Event and its silent Auction, while the seated Patron Dinner for over 700 individuals takes place in the Bowl of the Coliseum.



When: Saturday, April 28, 2012

- 5:30PM – Patron Event Begins (\$250 per ticket)
- 8:00PM – Grand Event Begins (\$100 per ticket)

Goal: \$450,000 in sponsors, ticket sales, art sales, and donations - all to support HIV/AIDS prevention, education, support, and stigma reduction programs

Contact: Michael Sorensen, Director of Development
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Beneficiary:

Founded in 1983 and incorporated in 1985, Cascade AIDS Project (CAP) is the oldest and largest AIDS Service Organization in Oregon and Southwest Washington. CAP has been selected as one of the *Portland Business Journal's* Top 100 Best Non-Profits to work for in 2010 and 2011 and spends over 80% of all functional expenses directly on programs. CAP's mission is *to prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminate HIV/AIDS-related stigma*. A few of the core programs offered by CAP include:

- Oregon AIDS/STI Hotline – fielding over 2,500 calls annually from throughout the state, the hotline also provides a robust online searchable database and live chat features.
- Pivot – Serving over 2,000 individuals in the past year, Pivot delivers culturally specific social and educational programming to advance the health and wellbeing of guys into guys. Stop in, have a coffee. Have a chat. Make a connection.
- CAP's Youth HIV Education – including Teen2Teen, in-school education, and community outreach and education to thousands of kids each year throughout Oregon.
- Short- and Long-Term Housing Support – meeting the housing needs of over 600 HIV-infected individuals and providing more than \$850,000 in direct client assistance annually.
- Family Support Services – encompassing Kids' Connection and Camp Starlight, serves over 122 HIV-affected and -infected children throughout the region.



from

Deadline for sponsorship is February 15, 2012.
Table Hosts are open until March 1, 2012.

Past Prominent Sponsors of the CAP Art Auction:



**Hedinger
Family
Foundation**



Sponsorship Levels Available for 2012

Beyond sponsorship benefits listed within this package, all sponsors are recognized within Cascade AIDS Project's Annual Report.

The Producing Sponsor (\$25,000) This opportunity is limited to only one partner. Sponsor's name and/or logo prominently placed in all print advertising; inclusion of sponsor's name in all press releases; inclusion of sponsor name in all promotional materials; prominent placement of sponsor logo/name on website homepage; acknowledgement from the main stage; plus two VIP tables at the Patron Event to host 20 individuals for the evening.



Curator Sponsorship (\$15,000) Two Curator Sponsorships are available. Up to half of sponsorship may be covered through provision of in-kind goods or services. Benefits include: Sponsor's name and/or logo placed in all print advertising; inclusion of sponsor's name in all press releases and all promotional materials; name included in all special event e-communications sent to over 6,000 CAP supporters; prominent placement of sponsor logo/name on website homepage; acknowledgement from the main stage; plus one VIP table at the Patron Event to host 10 guests for the evening.

Contributor Sponsorship (\$10,000) Four are available at this level. Benefits include: sponsor's name in all press releases and promotional materials; name included in all special event e-communications sent to over 6,000 CAP supporters; prominent placement of sponsor logo/name on website homepage; acknowledgement from the main stage; plus one VIP table at the Patron Event to host 10 guests for the evening.





Docent Sponsor (\$5,000) There is no limit to this level of sponsor. Benefits include: sponsor's name in all press releases; name included in the invitation; prominent placement of sponsor logo/name on website homepage; acknowledgement from the main stage; plus one table at the Patron Event to host 10 guests for the evening.

Table Host (\$2,500) Unlimited opportunities are available at this level. Each table seats ten guests and all table hosts committed prior to March 1st are listed in the Art Catalog.

Patron Event Wine Sponsors One opportunity is available at this level. The Patron Wine Sponsor will donate 30 cases of wine to be poured during the Patron Dinner and live auction. Benefits include: name in all press releases; name included in the invitation; prominent placement of sponsor logo/name on website; acknowledgement from the main stage; plus one table at the Patron Event to host 10 guests for the evening, and finally, an opportunity to sell bottles of wine to patrons from a wine kiosk shared by Patron Event and Grand Event wine sponsors.



 **Event Spirits Sponsor** One opportunity is available at this level. This sponsor will donate 10 cases vodka and 8 of gin. Benefits include: name in all press releases; name included in the invitation; prominent placement of sponsor logo/name on website; acknowledgement from the main stage; plus 4 tickets to the Patron Event.

 **Grand Event Wine** up to 5 opportunities are available at this level. Sponsors will donate 6 cases of wine to be poured from a bar featuring this vintner's wine only. Benefits include placement of sponsor logo/name on website homepage; two tickets to the Patron and Grand Event and finally, there will be a opportunity to sell bottles of wine to patrons from a wine kiosk shared by Patron Event and Grand Even wine sponsors.

We are grateful for the support offered by the generous artists, businesses, and patrons that make this event a true joy to produce, Thank you for considering our event and the people we serve.

Deadline for sponsorship is February 15, 2012. Table Hosts may be accepted until March 1, 2012. For more information about the CAP Art Auction or to become a sponsor please contact:

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