MCAD—Where Creativity Meets Purpose

For one thrilling evening, mingle with fellow art lovers, collectors, and supporters of the Minneapolis College of Art and Design (MCAD). The Auction at MCAD is the college's premier fundraising event and exclusive art party to bid, buy, and collect works established by alumni, friends, and faculty while raising funds for scholarships. The raised funds provide much needed financial support to students who otherwise would not be able to attend and bring the community together to celebrate creativity, diversity, and innovation.

YOUR INVESTMENT IN CREATIVITY

MCAD offers bachelor’s degrees, masters degrees, and continuing education classes for all ages. Today, more than 750 students from the Midwest and around the world attend MCAD across disciplines including fine arts, animation, design, film, photography, and entrepreneurial studies. Built with the support of generous individuals, MCAD facilities include the latest technology, studios, and are accessible to students 24/7.

“I’m delighted to be a sponsor of The Auction at MCAD. This annual event, which raises money for student scholarships, gives me the opportunity to support the school’s mission as well as individual students at MCAD. These very deserving artists are shaping the future of American art and design—and their education is critical to launching their careers into the creative ecosystem.”

—Marion Parke, Marion Parke Luxury Footwear

THE NUMBERS BEHIND THE EVENT

- **97%** receive financial aid
- **29%** undergraduate students of color
- **30%** undergraduate transfer students
- **90%** first-year students living on campus
- **21** average age of undergraduates
- **$2,855** average auction scholarship award
- **313** auction scholarships have been awarded
- **22%** auction related donor funded scholarships (2018-2019)

“I love The Auction at MCAD! As an entrepreneur and MCAD alum it’s important for me to pay it forward and support the next generation of creatives. As a donor and sponsor, I’m able to ensure that anybody regardless of their background, race, gender, and economic status can pursue a creative career and chart their own path to success.”

—Boriana Strzok ’08, Founder and CEO, 5IVE
“Without generous donations like yours I would not be able to afford to pursue my dreams and for your help I thank you.”

—Sheila Martin | MCAD Student

## SPONSORSHIP LEVELS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>DREAMMAKER $50,000</th>
<th>TRAILBLAZER $25,000</th>
<th>PATRON $10,000</th>
<th>CURATOR $5,000</th>
<th>AMBASSADOR $2,500</th>
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</thead>
<tbody>
<tr>
<td>Sponsor student scholarships</td>
<td>10 Students</td>
<td>5 Students</td>
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<tr>
<td>MCAD President’s Circle Membership</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Tickets to The Auction at MCAD with complimentary valet parking, cocktails, passed hors d’oeuvres, and desserts</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
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<tr>
<td>VIP invitation to preview event, featuring an exclusive first look at Auction art and new offerings</td>
<td>X</td>
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<tr>
<td>Recognition in The Auction online and print collateral and on-site signage</td>
<td>LOGO</td>
<td>LOGO</td>
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<td>NAME</td>
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<tr>
<td>Listed on New York Times Sunday insert mailed to Twin Cities homes</td>
<td>LOGO</td>
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<tr>
<td>Your logo features on the back of each Auction volunteer T-shirt</td>
<td>LOGO</td>
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<td>Recognition for your company at the December 2019 and May 2020 MCAD Senior Show and Commencement Exhibition</td>
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<td>Recognition at the MCAD Art Sale November 2019</td>
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<td>Exclusive opportunity to establish a named fund</td>
<td>NAME</td>
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AUCTION COMMITTEE

TARA K. DEV, CO-CHAIR
CHRISTOPHER HERMANN, CO-CHAIR
BORIANA STRZOK ‘08, CO-CHAIR
SARAH BORCHERS
GREG DOWNER
MILES FITERMAN
ANNY HOMMEYER
SHEILA KENNEDY
M.E KIRWAN
BRAD MEIER
DAN NELSON
AMANDA NORMAN
MARION PARKE
JESSICA PRUDDEN
RODERIC SOUTHALL
GREG WOLSKY

FOR MORE INFORMATION
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