



[a nonprofit gallery for contemporary art | est. 1932]

June 23, 2015

Dear Friends,

We are happy to announce the *Ladder 12 Art Auction: DAM Gala 1*, a first-of-a-kind fundraiser to support our mission. We greatly appreciate your support for this new DAM tradition. Please review the attached sponsorship options, and we hope that you can join us on Saturday, October 3, 7-11 p.m. at the historic Ladder Company #12 fire station in Corktown.

Ladder 12 Art Auction: DAM Gala 1 revolves around a special art exhibition that honors DAM's history of supporting artists at different stages of their careers. We have paired together some of Detroit's most regarded established artists with some of its most talented emerging artists. Teams of two will combine aesthetics and collaborate to create original works of art for a one-night exhibition. We are honored to have WDIV news anchor Devin Scillian as our guest auctioneer. Mr Scillian will auction off works of art, and the proceeds will benefit the artists, in addition to supporting DAM.

The *Ladder 12 Art Auction* makes creative use of this unique location by splitting the night's entertainment between a festive outdoor space and the interior of a classic ladder company, where for more than 70 years Detroit firefighters were at the ready. The event will include a strolling supper with a selection of hors-d'oeuvres and signature cocktails, live music, and a silent auction featuring products and services from Detroit-area organizations.

Sponsors committed before **July 31, 2015** will be included on the *Ladder 12* invitations, which are mailed to more than 4,000 DAM supporters and e-mailed to 3,000 addresses. All sponsors will receive tickets and have logo recognition at the event.

Thank you for your consideration of this request. If you have questions or need additional information, please contact me or Dalia Reyes at 313-832-8540.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Matt Fry', with a stylized flourish at the end.

Matt Fry
Director

2015 LADDER 12 ART AUCTION: DAM Gala 1 –Saturday, October 3, 2015



For your contribution	We are pleased to offer the following recognition:
<p>\$5,000 Lead Sponsor (one available)</p>	<ul style="list-style-type: none"> • Identified as “Lead Sponsor” • Top logo placement on invitation • Top logo placement at the event • Logo with link on DAM website • Recognition in event media materials • 4-6 guest tickets to the event • Acknowledgement at the <i>Ladder 12 Art Auction</i>
<p>\$2,500 Tier Two Sponsor</p>	<ul style="list-style-type: none"> • Identified as “With Support From...” • Logo printed on the invitation (if received by July 31, 2015) • Logo placement at the event • Logo with link on DAM website • Recognition in event media materials • 4 guest tickets to the event • Acknowledgement at the <i>Ladder 12 Art Auction</i>
<p>\$1,500 Tier Three Sponsor</p>	<ul style="list-style-type: none"> • Identified as “With Support From...” • Logo printed on the invitation (if received by July 31, 2015) • Logo placement at the event • Logo with link on DAM website • Recognition in event media materials • 2 guest tickets to the event
<p>\$1,000 Tier Four Sponsor</p>	<ul style="list-style-type: none"> • Name printed on the invitation (if received by July 31, 2015) • Name recognition at the event • 2 guest tickets to the event • Family Level Membership to gift to another • 10% discount on art purchases throughout the year
<p>\$800 Valet Sponsor</p>	<ul style="list-style-type: none"> • Small, branded gift bag in guests’ cars
<p>\$400 Two-Ticket Sponsor Package</p>	<ul style="list-style-type: none"> • Two guest tickets to the event • Name printed on invitation (if received by July 31, 2015)
<p>\$150 Single Ticket</p>	<ul style="list-style-type: none"> • One guest ticket to the event



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DAM WOULD LIKE TO ACKNOWLEDGE AND THANK:

Ladder 12 Art Auction: DAM Gala 1, Honorary Host Committee

A. David and Heather M. Jones, Marc Schwartz, John Korachis, Sharon Zimmerman, Phil Cooley and Kate Bordine Cooley, Michael Chetcuti and Kyle Evans, Eleanor Marsh, Dick Gibb and Don Grieser, Elliot Broom, Emily Dabish

Ladder 12 Art Auction: DAM Gala 1, Contributing Artists/Teams

Sergio De Giusti and Leslie Cislo
Scott Hocking and Steve McShane
Carole Harris and Jeremy Thacker Mann
Senghor Reid and Claire D'Aoust
Clinton Snider and Paula Zammit
Davin Brainard and Dawn Cook
Graem Whyte and Steve Kuypers
Lois Teicher and Leah Waldo
Lester Johnson and Katie Craig
Darcel Deneau and Austin Brady
Camilo Pardo and Michelle Tanguay
Taurus Burns and Lisa Poszywak

Ladder 12 Art Auction: DAM Gala 1, Planning Committee

Peter Van Dyke, Linda Cassidy, Mark L. Brown, Sarah Balmer, Elie Boudt, Dalia Reyes, Jamie Kaye Walters, Matt Fry

YES! We want to support the 2015 Ladder 12 Art Auction with a sponsorship contribution

PRINT NAME(S) as you wish it to appear in recognition materials:

Contact Person: _____
Title: _____ Phone: _____
Email: _____
Address: _____
City, State, Zip: _____

DAM is a 501(c)(3) nonprofit, and your contribution above fair market value is tax deductible. Please consult your tax advisor.

*Please make checks payable to **Detroit Artists Market**
4719 Woodward Avenue, Detroit, Michigan 48201
For more information, please call 313.832.8540.*

Sponsorship Level:

- \$5,000 Lead Sponsor
- \$2,500 Tier Two
- \$1,500 Tier Three
- \$1,000 Tier Four
- \$800 Valet
- \$400 Two-Ticket Sponsor
- \$150 Event Ticket(s) # _____

In-Kind Sponsorship: Please contact me to discuss possible in-kind sponsorships such as advertising, entertainment, rentals, food, beverages, etc.
In-Kind Provided: _____

Payment Method:

- Check enclosed, payable to Detroit Artists Market
- Please invoice us with P.O. # _____
- Credit Card – Visa/MC/American Express/Discover

Card # _____

Expiration _____ CSV # _____

Signature _____