

OCMA Sponsorship
Opportunity:

ArtSense Gala 2025



OCMA

Orange County Museum of Art (OCMA) is a world-class art museum with a history of actively discovering and engaging with living artists at pivotal points in their careers. OCMA's mission is to enrich the lives of a diverse and changing community through modern and contemporary art.

- OCMA has been named as the #1 most visited museum for our size and area and the #3 most fiscally efficient museum.
- OCMA welcomes an average attendance of 800-1,500 visitors per day, and 220,000 per year.
- We reach over 55,000 newsletter subscribers, over 36,000 Instagram followers, and over 5 Million visitors to our website annually.
- In two years, we have welcomed nearly 500,000 visitors!

OCMA attracts visitors from the United States and all over the world including from the UAE, Switzerland, Germany, Hong Kong, China, Brazil, Australia and many countries in Europe. Annually, we engage over 3,500 students from K-12 schools, approximately 80% from Title I schools, across Orange County.

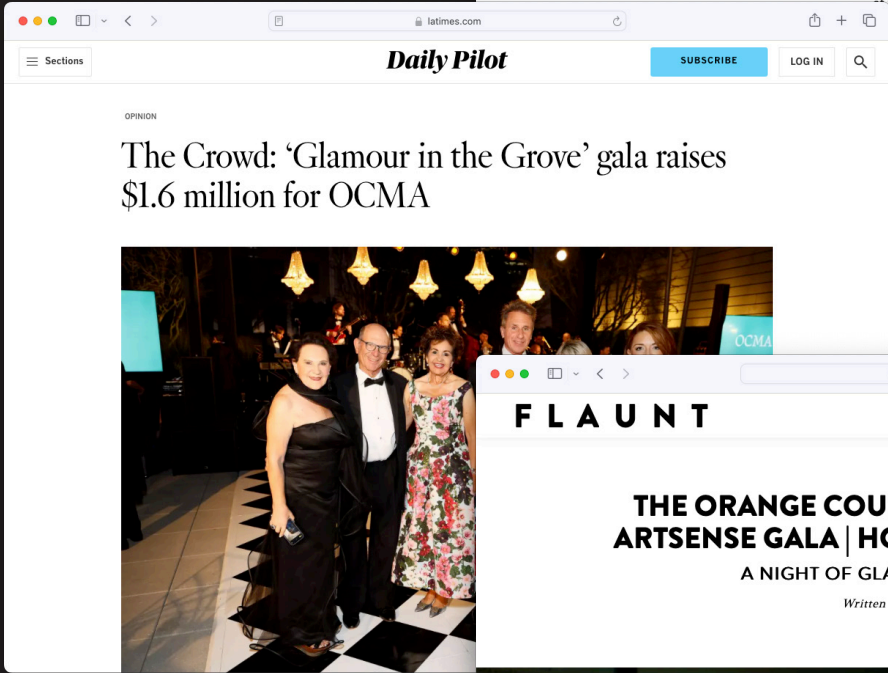
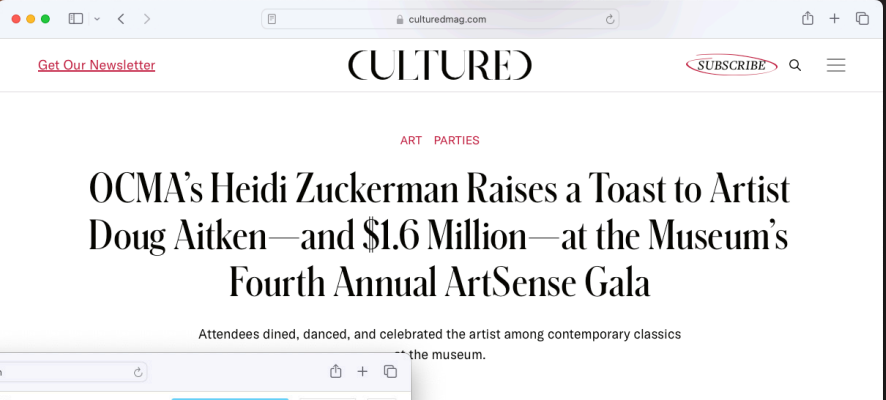
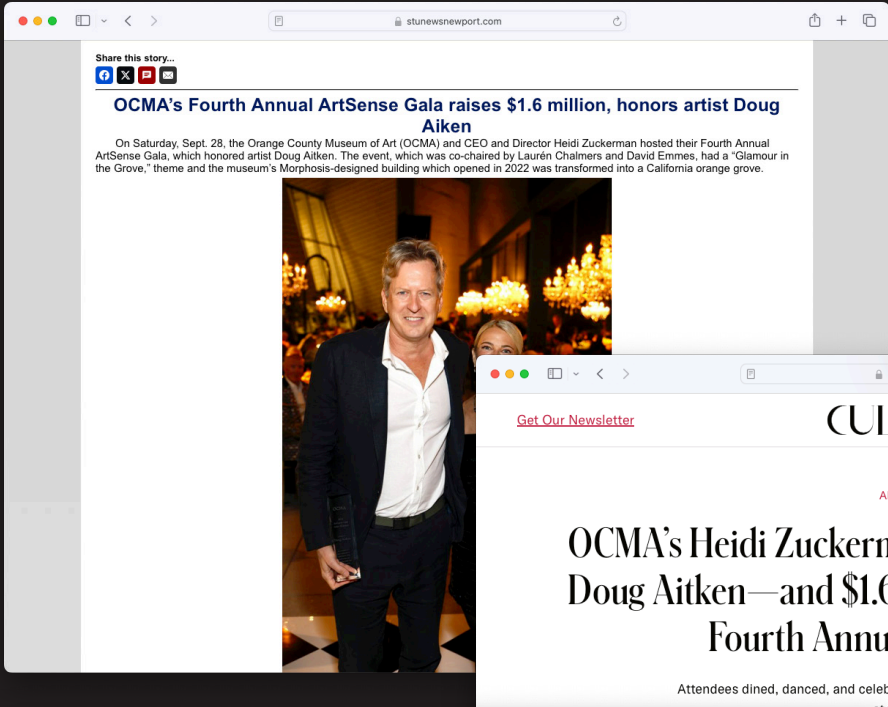
OCMA has a strong presence both in our local community and across the globe. The museum is regularly featured in local, national, and international press, including *The New York Times*, *LA Times*, *Forbes*, *NBC News*, *PBS News*, *Costa Mesa TV*, *Orange County Business Journal*, *Orange County Register*, *Hyperallergic*, *Frieze*, *ArtReview*, *The Art Newspaper*, *CULTURED* magazine, among many others.



The OCMA ArtSense Gala attracts nearly 300 influential supporters of the Arts from Southern California and sells out quickly. Attendees represent a diverse range of business sectors such as luxury goods, fashion, real estate, banking, technology, automotive, and the vibrant art industry. The event will be held Saturday, September 27 at the Orange County Museum of Art (OCMA). This will be OCMA's fifth year hosting ArtSense.

ArtSense attendees purchase tables, dress in haute couture, and dance the night away in support of the Orange County Museum of Art. This annual sold-out gala raises over 1 million dollars in support of the Orange County Museum of Art, its collections, and its educational initiatives, which serve over 3,400 students annually.

Previous major event supporters have included Lugano, Kering, South Coast Plaza, Anton and Jennifer Segerstrom, Elizabeth Segerstrom, Paul and Lilly Merage, Keiko Sakamoto and Bill Witte, Molly Britt, Alexandra and Alan Airth. Additional ArtSense supporters include Gucci, Innovate Realty, GoRentals, Morphosis, Nolet's, Jackson Winery, Niagara Bottling Ltd., Voluspa, Mercedes Benz, R.D. Olson Development, Comerica and Deutsche Bank.



Ultra-Premier Sponsorship

\$250,000

VISIBILITY

- Recognition as “Ultra Premier Sponsor” during evening remarks at dinner
- Opportunity to provide mutually agreed upon gifts to attendees
- Prominent location of logo on Step and Repeat

COLLATERAL MATERIAL

- Logo Recognition as “Ultra-Premier Sponsor” on all event collateral (digital and printed) including advertisements, invitations, featured acknowledgment on Instagram to our 36,000+ followers, e-newsletters reaching 50,000+ subscribers weekly, website reaching over 5 million visitors annually, and dinner menu

PUBLIC RELATIONS

- Logo and mentions in all press materials related to event
- Access to approved images from the event for internal use
- Opportunity for a private tour of OCMA exhibition with CEO & Director (upon request) and OCMA Chief Curator (upon request)
- Opportunity for two educator-led exhibition tours

ENTERTAINMENT & HOSPITALITY

- One table of ten (\$100,000 value)
- Invitations for six (6) to attend other exclusive members only and private events
- Complimentary 1-year OCMA membership at Director’s Circle Membership. (Valued at \$25,000). This membership includes invitations to Exhibition Preview and Dinner events throughout the year, VIP passes to domestic and international art fairs (upon request), invitations to domestic and international ArtTravel trips with CEO and Director, among other benefits.
- Opportunity for a private tour of OCMA exhibition and lunch for four with CEO and Director (upon request)
- Opportunity to receive recognition at additional ArtSense Gala cultivation events
- Opportunity to welcome an artist to your table at ArtSense Gala
- Discounts on Museum merchandise (10%), in café—Verdant (10%), and facility rental discount (30%)

Premier Sponsorship

\$150,000

VISIBILITY

- Opportunity to sponsor a portion of the event, for example, the cocktail hour, with added activation and branding opportunities.
- Recognition as “Premier Sponsor” during evening remarks at dinner
- Opportunity to provide mutually agreed upon gifts to attendees
- Premier location of logo on Step and Repeat

COLLATERAL MATERIAL

- Logo Recognition as “Premier Sponsor” on all event collateral (digital and printed) including advertisements, invitations, featured acknowledgment on Instagram to our 36,000+ followers, e-newsletters reaching 50,000+ subscribers weekly website reaching over 5 million visitors annually, and dinner menu

PUBLIC RELATIONS

- Logo and mentions in all press materials related to event
- Access to approved images from the event for internal use
- Opportunity for a private tour with OCMA Chief Curator
- Opportunity for two educator-led exhibition tours

ENTERTAINMENT & HOSPITALITY

- One table of ten (\$100,000 value)
- Invitations for four (4) to attend other exclusive members only and private events
- Complimentary 1-year OCMA membership at National Council Level. (Valued at \$10,000). This membership includes invitations to Exhibition Preview and Dinner events throughout the year, invitations to domestic and international ArtTravel trips with CEO and Director, among other benefits.
- Opportunity to receive recognition at additional ArtSense Gala cultivation events
- Opportunity to welcome an artist to your table at ArtSense Gala
- Discounts on Museum merchandise (10%), in café—Verdant (10%), and facility rental discount (25%)

Elite Sponsor

\$100,000

VISIBILITY

- Recognition as “Elite Sponsor” during evening remarks at dinner
- Opportunity to provide mutually agreed upon gifts to attendees
- Featured logo on Step and Repeat

COLLATERAL MATERIAL

- Logo Recognition as “Elite Sponsor” on all event collateral (digital and printed) including advertisements, invitations, featured acknowledgment on Instagram to our 36,000+ followers, e-newsletters reaching 50,000+ subscribers weekly, website reaching over 5 million visitors annually, and dinner menu

PUBLIC RELATIONS

- Logo and mentions in all press materials related to event
- Access to approved images from the event for internal use
- Opportunity for two educator-led exhibition tours

ENTERTAINMENT & HOSPITALITY

- One table of ten (\$100,000 value)
- Invitations for four (4) to attend other exclusive members only and private events
- Complimentary 1-year OCMA membership at National Council Level. (Valued at \$10,000). This membership includes invitations to Exhibition Preview and Dinner events throughout the year, invitations to domestic and international ArtTravel trips with CEO and Director, among other benefits.
- Opportunity to receive recognition at additional ArtSense Gala cultivation events
- Discounts on Museum merchandise (10%), in café—Verdant (10%), and facility rental discount (20%)

Lead Sponsor

\$50,000

VISIBILITY

- Recognition as “Lead Sponsor” during evening remarks at dinner
- Featured logo on Step and Repeat

COLLATERAL MATERIAL

- Logo Recognition as “Lead Sponsor” on all event collateral (digital and printed) including advertisements, invitations, featured acknowledgment on Instagram to our 36,000+ followers, e-newsletters reaching 50,000+ subscribers weekly, website reaching over 5 million visitors annually, and dinner menu

PUBLIC RELATIONS

- Mentions in all press materials related to event
- Access to approved images from the event for internal use
- Opportunity for two educator-led exhibition tours

ENTERTAINMENT & HOSPITALITY

- One table of ten (\$100,000 value)
- Complimentary 1-year OCMA membership at Curator’s Circle Level (Valued at \$5,000). This membership includes invitations to Exhibition Preview events throughout the year, among other benefits.
- Discounts on Museum merchandise (10%), in café—Verdant (10%), and facility rental discount (15%)

Supporting Sponsor

\$25,000

VISIBILITY

- Recognition as “Supporting Sponsor” during evening remarks at dinner
- Featured logo on Step and Repeat

COLLATERAL MATERIAL

- Logo recognition as "Supporting Sponsor", featured acknowledgment on Instagram to our 36,000+ followers, and to e-newsletters reaching 50,000+ subscribers weekly, website reaching over 5 million visitors annually, and dinner menu

PUBLIC RELATIONS

- Mentions in all press materials related to event
- Access to approved images from the event for internal use
- Opportunity for one educator-led exhibition tour

ENTERTAINMENT & HOSPITALITY

- Complimentary 1-year OCMA membership at Benefactor’s Circle Level (Valued at \$2,500). This membership includes invitations to Exhibition Preview events throughout the year, among other benefits.
- Discounts on Museum merchandise (10%), in café—Verdant (10%), and facility rental discount (10%)

Purchase a Table

Premier Table

\$100,000

* \$98,000 tax deductible

- Priority seating for ten (10) at a premier table.
- Opportunity to be recognized as a Premier Table Sponsor
- Special recognition on menu and other printed event collateral
- Dedicated concierge for your table during the event.
- Complimentary 1-year OCMA membership at National Council Level. (Valued at \$10,000)

Lead Table

\$50,000

* \$48,000 tax deductible

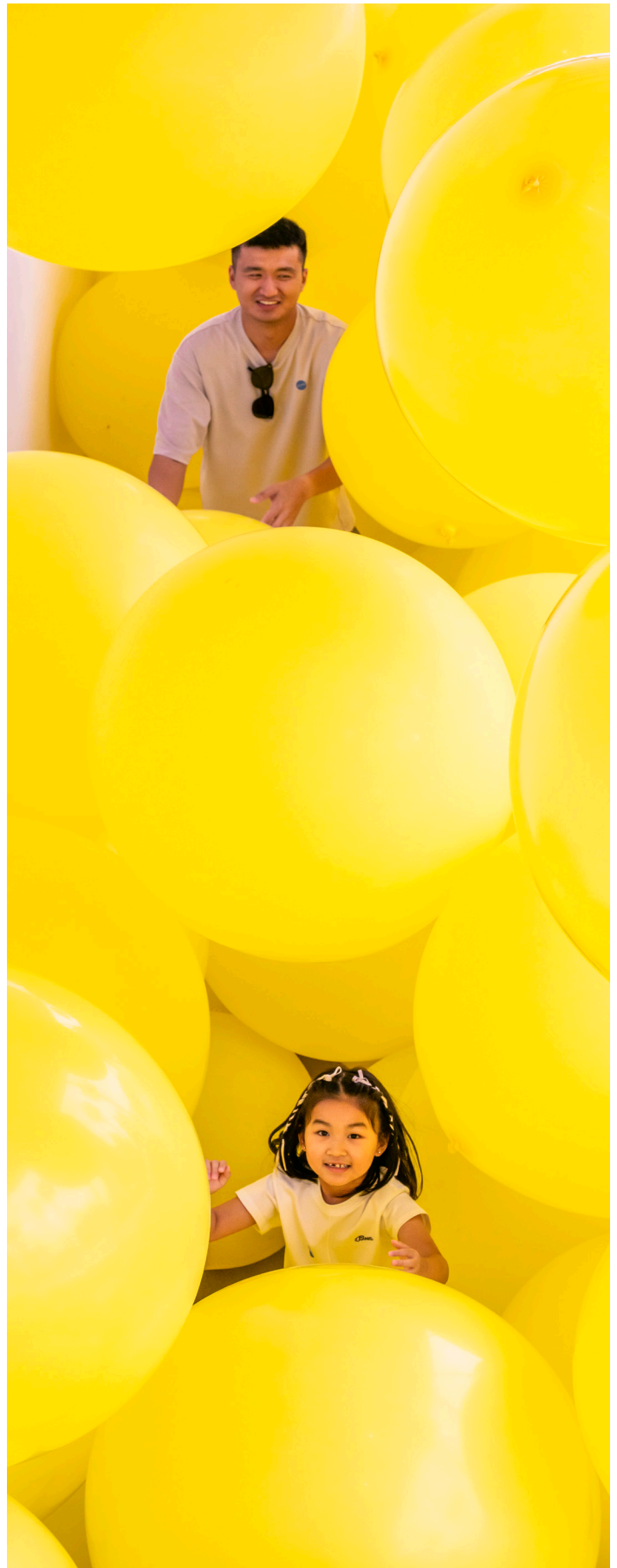
- Priority seating for ten (10) at a lead table.
- Opportunity to be recognized as a Lead Table Sponsor
- Special recognition on menu and other printed event collateral
- Complimentary 1-year OCMA membership at Curator's Circle Level. (Valued at \$5,000)

Tickets start at \$5,000 per person.



How Your Support of Orange County Museum of Art Makes an Impact:

- Free admission ensures everyone is welcome. In two years, OCMA has welcomed nearly 500,000 visitors from all over the U.S. and the world including from the UAE, Hong Kong, China, Brazil, Australia and many countries in Europe.
- Over 100 free annual public programs at OCMA engage and spark meaningful encounters with art and ideas. From artist talks, performances, workshops, public tours, and family programs, all programs are incredibly popular. OCMA cultivates dynamic culture and community connections.
- Serving over 3,500 students annually from K-12 schools, the OCMA School Tour program ensures students in Orange County can access meaningful arts education experiences. The school tours are free of charge, include bus transportation reimbursements for Title I schools in Orange County, and nutritious, seated lunches for every student in our café. At the museum, students see art as a catalyst for an expanded worldview, learning not just to look, but also to think about how we can responsibly share the world around us.
- OCMA has a history of actively discovering and engaging with living artists at pivotal points in their careers, championing new work and developing first-solo exhibitions. Rooted in the belief that artists and artworks offer us the time and space to reflect on the past, confront the present, and imagine the future, exhibitions at OCMA connect audiences with art in ways that center care, diversify voice, and encourage conversation.
- OCMA welcomes visitors to gather, relax, and discover new points of connection, fostering a sense of belonging, and contributing to the vibrancy of our community and culture.
- With a strong presence in local, national, and international press, OCMA contributes to the local economy by attracting tourists, generating revenue and creating jobs both directly and indirectly.



\$8,000,000

Anton and Jennifer Segerstrom

\$5,000,000

The Bowie Family

The Muzzy Family

\$4,000,000-\$3,500,000

Trace and Laurén Chalmers

Lugano Diamonds/Ferder Family

James B. and Rosalyn L. Pick

\$1,250,000-\$1,000,000

The Ahmanson Foundation

Marsha and Darrel Anderson

James Bergener

Barbara Bluhm-Kaul and Don Kaul

The Croul Family

Henry Davis and Christina Fazzone

Kelly and David Emmes

The Fry Family

GANA ART LA

Ken and Stephanie Grody

Alison B. Hoeven

David L. Horowitz Family

Jeri and Danny McKenna

The RD Olson Family

Susan and Henry Samueli

The Segerstrom Foundation

SK hynix America, Inc.

Hal Struck

Lucy Sun and Warren Felson

Jean and Tim Weiss

Linda and Tod White

Bill Witte and Keiko Sakamoto

\$500,000

Alison Baker Frenzel

Joan and Don Beall

John and Mary Carrington

Marcia and John Cashion

Corey and Leslie Leyton

Linda Poole Maggard Family

Rob and Randa Phair

Sherry and John Phelan

Richard and Elizabeth Steele

Endowment Fund

\$250,000

Barry and Heidi Aronoff

The Steve and Toni Berlinger Family

Farmers & Merchants Bank

Carol and Eugene Choi

Jennifer and Joe-John Duran

Marjorie and Roger Davisson

The Etchandy Family

Orange County Supervisor

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June and Won Lee Trust

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Joan Riach Gayner

Tom Rogers and Sally Anderson

Steven and Kimberly Roush

Karyn & Damon Shelly

LJ Shirvanian Foundation

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Hal Struck

Community Anchor

OCMA has successfully imprinted itself as the community anchor and cornerstone of visual arts in Orange County by providing free world-class exhibitions that provide crucial access to the many benefits of art. Making art accessible to all is the foundation of our mission, and we are proud to provide essential arts and cultural experiences and educational programming free of charge to a diverse community.

Together we can make
art accessible for all!

Thank you for your consideration.

CONTACT

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Government Giving

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