1858 WINTER PARTY AND AMY P. COY FORUM
PRESENTED BY SOCIETY 1858 AUXILIARY OF THE GIBBES MUSEUM OF ART

AMY P. COY FORUM | FRIDAY, FEBRUARY 5, 2021
1858 WINTER PARTY | FRIDAY, MAY 21, 2021

SOCIETY 1858 AT THE GIBBES MUSEUM OF ART

PHOTOS BY MCG PHOTOGRAPHY, JOSEPH ROGERO

1858PRIZE.ORG | 1858WINTERPARTY.ORG
ABOUT SOCIETY 1858

Society 1858 is a group of engaged and dynamic, mid-career professionals that support the Gibbes Museum of Art with social and educational programs for up-and-coming arts patrons. Members of Society 1858 have access to private exhibition previews and receptions, invitations to social events throughout the year, and free or reduced admission to Society 1858’s programs. Sophisticated and exciting programs combined with extensive networking opportunities make membership an unparalleled experience.

ABOUT PARTNERING WITH SOCIETY 1858

With so much uncertainty in the world right now, let’s focus on what we know. We know that access to art improves individual well-being, unifies communities, strengthens the economy, and has meaningful social impact. That’s why your support as a partner to the Gibbes Museum of Art’s Society 1858 is so important. As a partner, you’re not only supporting the Museum, which has for over a century defined excellence through its collection of American Art, you’re strengthening the Charleston community for the future. Now more than ever we need your support. Sponsorships are a meaningful way for individuals, civic-minded corporations, and foundations to support our high-profile events and reach an influential group of young arts patrons. Your investment in Society 1858 will demonstrate your appreciation for the arts and for the next class of arts advocates in our community.

“Without opportunities and acknowledgements, an artist runs the risk of toiling away in relative obscurity” — JOHN WESTMARK
THE 1858 PRIZE FOR CONTEMPORARY SOUTHERN ART

In recent years, the Gibbes has strengthened its focus on living artists through the 1858 Prize for Contemporary Southern Art. Established in 2007, the Prize awards $10,000 to a living artist whose work contributes to a new understanding of the arts in the South. Presented annually, the prize recognizes an artist whose work demonstrates the highest level of achievement in any media. Entering the 12th year, this Prize has awarded over $120,000 to artists as well as implemented a new initiative to display one work by the Prize Winner in the Mary Jackson Modern and Contemporary Art Gallery within the Gibbes for one year. The Museum has also been fortunate enough to acquire artworks by Prize Winners and Finalists through the years in an effort to diversify and expand the contemporary permanent collection.

Past winners include the following esteemed artists:


TWO NIGHTS – ONE MISSION

Since 2010, Society 1858 has celebrated contemporary Southern art through the Amy P. Coy Forum in February recognizing the achievements of locally and nationally renowned artists. Their annual Winter Party (held in May 2021 this year due to COVID) helps to raise funds to support the esteemed 1858 Prize. Collectively, these events attract over 300 attendees and supporters and provide engaging experiences that reflect Society 1858’s mission to educate and excite up-and-coming arts patrons about the diverse range of artwork being created in the contemporary South.

Support for the Amy P. Coy Forum and Winter Party has generated over $200K since 2010 that has supported the 1858 Prize and exhibition programming at the Gibbes. Please see the insert to learn more about sponsorship opportunities that are now available and detailed information about the benefits of partnership.
ABOUT THE GIBBES MUSEUM OF ART

The mission of the Gibbes is to enhance lives through art by engaging people of every background and experience with art and artists of enduring quality; collecting and preserving art that touches Charleston; and providing opportunities to learn, discover, enjoy, and be inspired by the creative process. Annually, the Gibbes presents six to eight special exhibitions, organizes over 100+ educational programs and special events, and manages a collection comprised of 10,000+ paintings, sculpture, photographs, and archival materials. Today through its many programs, the Gibbes proves over and over again that art has the power to better lives. It is the Lowcountry’s leading cultural institution, with a world-class collection that reflects the diverse nature of its community. A 2017 Economic Impact Study found that the Gibbes is “a driving force in the Charleston community.” The museum’s ability to push the economy in a positive direction is proven by the study’s calculated $120 million impact through the visitors it attracts and the jobs it creates. This is a tremendous conclusion for our 115-year-old facility that is recognized as the oldest museum building in the South.

NOTEWORTHY

2019 Recipient of the South Carolina Governor’s Award for the Arts
2019 Charleston Metro Chamber of Commerce Beacon Award for Outstanding Organization
Oldest Museum Facility in the South
Best Museum in South Carolina — USA TODAY
Third Largest Cultural Facility in Charleston
Best Museum “Best of Charleston” Awards — CHARLESTON CITY PAPER
Best Museum “People’s Choice” Awards — POST AND COURIER
Most Beautiful Wedding Venues in Charleston — TRAVEL CHANNEL
Best Wedding Venues in Charleston — SOUTHERN LIVING

THE GIBBES MUSEUM AUDIENCE (PRE-COVID NUMBERS)

60,000 annual visitors
2,500 museum members
6,000 students PreK–12
80,000 digital reach
100,000 media reach
SOCIETY 1858 SPONSORSHIP LEVELS

STANDARD BENEFITS
• Company logo or name placed on all printed event collateral and advertising when sponsorship confirmed
• Acknowledgement in the Gibbes Annual Report (circulated to 3,000 Charleston area households and businesses)
• Acknowledgement at the Amy P. Coy Forum and 1858 Winter Party
• Listing & hyperlink on event websites, 1858prize.org and 1858winterparty.org, and in multiple issues of Gibbes e-newsletters (circulation 7,000) for promotion period and duration of event
• Acknowledgement in event press release

SOCIETY SUSTAINER ................................. $5,000+ (a minimum of $4,330 is tax deductible)
Marketing & Recognition
• All Standard Benefits
Tickets & Hospitality
• 2 tickets to the Amy P. Coy Forum on Friday, February 5, 2021 ($70 value)
• 8 tickets to the 1858 Winter Party on Friday, May 21, 2021 ($600 value)

SOCIETY BENEFACCTOR .............................. $2,500+ (a minimum of $1,900 is tax deductible)
Marketing & Recognition
• All Standard Benefits
Tickets & Hospitality
• 2 tickets to the Amy P. Coy Forum on Friday, February 5, 2021 ($70 value)
• 6 tickets to the 1858 Winter Party on Friday, May 21, 2021 ($450 value)

SOCIETY CONTRIBUTOR .............................. $1,000+ (a minimum of $630 is tax deductible)
Marketing & Recognition
• All Standard Benefits
Tickets & Hospitality
• 2 tickets to the Amy P. Coy Forum on Friday, February 5, 2021 ($70 value)
• 4 tickets to the 1858 Winter Party on Friday, May 21, 2021 ($300 value)

SOCIETY DONOR ...................................... $500+ (a minimum of $280 is tax deductible)
Marketing & Recognition
• All Standard Benefits
Tickets & Hospitality
• 2 tickets to the Amy P. Coy Forum on Friday, February 5, 2021 ($70 value)
• 2 tickets to the 1858 Winter Party on Friday, May 21, 2021 ($150 value)
YES! I want to become a sponsor of Society 1858 supporting the Gibbes Museum of Art.
Please complete and return using the enclosed remittance envelope.

**SPONSORSHIP LEVELS**
(please select one)

- [ ] Society Sustainer, 5,000+
- [ ] Society Benefactor, $2,500+
- [ ] Society Contributor, $1,000+
- [ ] Society Donor, $500+
- [ ] Other

**CONTACT INFORMATION**

Name (as you would like it to appear) _______________________________________________________________

Primary Contact _______________________________________________________________________________

Billing Address ________________________________________________________________________________

City ____________________________________________ State _______________ ZIP _____________________

Phone __________________________________________ Alt. Phone ___________________________________

Email _______________________________________________________________________________________

Sponsorship Amount $___________________________

Payment Method

- [ ] Check enclosed
- [ ] Credit card
  - [ ] Visa       [ ] MasterCard       [ ] AmEx       [ ] Discover

  Name as it appears on card _______________________________________________________________

  Card # ____________________________________________

  Exp. Date __________, Verification code (3 or 4 digits, usually found on back of card) ___________

  Signature _______________________________________

In Kind (description) __________________________________________________________________________

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FOR ADDITIONAL INFORMATION OR QUESTIONS, PLEASE CONTACT

LYLES GEER, Society 1858 Sponsorship Co-Chair  
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AUDREY RANDOLPH, Society 1858 Sponsorship Co-Chair  
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