

Sponsorship Opportunities

A Fundraising Gala to Benefit
di Rosa Center for Contemporary Art



Expression Ball | June 22, 2024



Who We Are

Located in scenic Napa Valley, di Rosa Center for Contemporary Art engages its community in the connective power of art and nature through its permanent collection of Northern California art, contemporary exhibitions, and thought-provoking educational programs that inspire creativity and curiosity. You are part of a community that champions the fusion of art and nature.

Join Us...
Your involvement enables us to showcase local artists, present our collection of Northern California art, and provide educational programs that inspire and enrich lives.

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What is the Expression Ball?

Welcome to a night where fashion meets philanthropy in the most captivating and inclusive way possible.

This year's theme *Solstice Splendor, A Celebration of Artistic Expression*, promises to stir the senses. Set amidst the stunning backdrop of the galleries, meadows and sculpture gardens of the di Rosa Center for Contemporary Arts, the Expression Ball will be an extravaganza like no other; redefining the intersection between art and fashion.

Guests are invited to don exquisite, artistic ensembles, taking center stage as part living canvas and as part fashion runway. The ambiance will be electric as guests mingle, their outfits sparking conversations; blurring the lines between spectator and performer. From avant-garde designs to classic elegance, every outfit adds to the alchemy of *Solstice Splendor*.

Explore the boundaries of your imagination

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Dear Art Lovers and Friends,

I believe that art has the power to transcend boundaries, spark dialogue, and enrich lives. This year, we are delighted to announce our summer solstice celebration, the Expression Ball, will be held on June 22nd. Guests are invited to celebrate their own creative voice through artistic fashion: diverse, daring, and blending whimsy and fantasy with the unexpected.

This innovative evening aligns seamlessly di Rosa's mission of celebrating, sharing and preserving contemporary art. By joining us at this event, you will not only be supporting the arts but also become an integral part of a thriving cultural ecosystem that celebrates diversity, fosters innovation, and builds bridges between communities.

Together, let us make a meaningful difference.

Warm regards,

Christopher Barefoot
Opus One

Letter from Board Co-President

Solstice Splendor: A Celebration of Artistic Expression

Join us for a red carpet welcome, gallery exhibit unveiling, live auction and rousing entertainment amidst the stunning art, sculpture, and nature at di Rosa. Delectable cuisine from Napa Valley's finest restaurants, fine wines from friends and partners in Napa and Sonoma. Live entertainment, and 300 bidders for our live auction featuring unparalleled art, wine, and travel experiences in support of Northern California's home for thought-provoking, soul-stirring art.

Saturday, June 22, 2024

Time: 5:30 pm Arrival, Exhibition and Culinary/Wine Extravaganza
8:00 pm Runway Show & Live Auction with Dancing Under the Stars To Follow

Location: di Rosa Center for Contemporary Art, 5200 Sonoma Highway, Napa

Guests: 300 artists, creatives, patrons and performers.

Attire: Personal expression is encouraged.

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Imagine Your Style

Dream it. Style it. Design it. Flaunt it.
Embrace the unexpected and think bold, imaginative combinations that blur the lines between fashion and art. Let your attire spark curiosity, challenge conventions and invite conversation and reflect your artistic expression and imaginative flair. Channel your spirit with avant-garde silhouettes and surreal accessories.

Sponsorship Opportunities

Sponsorship advances the mission of the di Rosa and establishes your business as a dedicated supporter of the arts.

\$50,000 | Masterpiece

- "Presented by" with logo on all Expression Ball promotion, print and digital
- Prominent recognition on all event signage including projection on Gallery One exterior (night of event only)
- Recognition in all pre/post event publicity
- Opportunity for call out by sponsor representative on stage
- Prominent logo placement on di Rosa website's event landing page
- Banner ad on di Rosa homepage with link to sponsor website
- Prominent logo placement on post-event "thank you" to di Rosa's database
- Full page advertisement in the Expressions Ball auction program
- Customized on-site activation opportunities
- Premiere runway seating for ten with dedicated server/concierge during event
- Ten membership cards for general admission year-round
- Invitations to all Patrons Circle events
- Invite to opening exhibition reception with Artist
- Curator/Director's Tour for 4 guests
- Listing on di Rosa's donor wall

\$25,000 | Connoisseur

- Logo on all Expression Ball promotion
- Prominent recognition on all event signage
- Prominent logo placement on di Rosa website's event landing page
- Recognition in all pre/post event publicity
- Logo on post event "thank you" to diRosa's database
- Full page advertisement in auction program
- Reserved seating for ten
- Four membership cards for general admission
- Invitations to all Patrons Circle events
- Invite to opening exhibition reception with Artist
- Curator/Director's Tour for 2 guests
- Listing on di Rosa's donor wall

\$10,000 | Advocate

- Logo on all Expression Ball promotion
- Recognition on all event signage
- Recognition in all pre/post event publicity
- Post event "thank you" to di Rosa's complete database
- Reserved seating for ten
- Two membership cards for general admission
- Invitations to all Patrons Circle events
- Invite to opening exhibition reception with Artist
- Curator/Director's Tour for 2 guests
- Listing on di Rosa's donor wall

\$7,500 | Table

- Recognition on all event signage
- Name inclusion on post event "thank you"
- Reserved seating for ten

INVITATIONS: An artfully printed invitation will be sent to a targeted list of community leaders, donors, artists, influencers, and event supporters prior to the event, followed by an email that includes auction lot inclusion.

E-PROMOTIONS: Email marketing featuring our sponsors begins with the save the date, invitation, and then bi-weekly event teasers and promotions. Mailing list: 15,000

WEBSITE: Dedicated landing page for Expressions Ball features sponsor logos and/or name recognition

SOCIAL MEDIA: With over 11,000 followers across social media outlets @dirosaart, sponsors, depending on levels will receive dynamic, engaging content.

EVENT PROGRAM: Distributed to all attendees at the event, the program includes event and auction lot descriptions, and donor and sponsor recognition.

Marketing Opportunities

A woman with blonde hair styled in a bun, wearing a black and white patterned dress, is holding a large bouquet of flowers. The background is a soft, out-of-focus landscape with greenery and a building in the distance.

Thank You!

Inquires for Sponsorship
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Ext. 22

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