

FMA fashion meets art

PRESENTS

BADGLEY MISCHKA®



About the Presenters....

Mark Badgley and James Mischka have been hailed by Vogue as one of the "Top 10 American Designers" and as the darlings of the Hollywood set. The design duo has made their mark over the past three decades with glamorous, stylish and wearable evening wear and accessories.

There is a unique synergy between the talented duo, who met while studying at Parsons School of Design in New York. They share a similar aesthetic about clothes and the way people dress. Both men spent time designing for leading names - Badgley for Donna Karan; Mischka, the men's collection for WilliWear WilliSmith - before starting their own line.

Mark and James joined forces to launch **Badgley Mischka** in 1988 and since the beginning, **Badgley Mischka** has captivated the fashion press and prominent retailers around the world with a sophisticated style that caters to a younger, more modern couture customer, without forsaking women of any age. They have remained true to this design philosophy and the consistent integrity of their collections. Their timeless designs appeal to a range of fashionable women, including Madonna, Jennifer Lopez, Rihanna, Sharon Stone, Jennifer Garner, Julia Roberts, Kate Winslet, Sarah Jessica Parker, Helen Mirren and Ashley Judd.

Mark and James' designs are constructed of the finest fabrics and superior craftsmanship. There is always an element of interest, either in the silhouette or with luxurious detail. They have remained true to this design philosophy and the consistent integrity of their collections have pushed them to the forefront of fashion in Ready-To-Wear, bridal, handbags, jewelry, shoes, eyewear, swim and home furnishings.

"Our style harks back to the glamorous Hollywood of the Forties" says Mischka. "The **Badgley Mischka** signature style is simple, streamlined and thoroughly elegant."

"One zip and you're glamorous!" says Badgley. "We like to keep things effortless. It's fabulous if you can spend hours getting ready, but a woman should also be able to bring a dress to work and change there for an evening out."

Badgley Mischka is sold in the most prestigious stores in the world, including Bergdorf Goodman, Neiman Marcus, Nordstrom and Saks Fifth Avenue, in addition to the **Badgley Mischka** flagship boutique in Los Angeles.

Fashion Meets Art

Sponsorship Proposal for Businesses

About the Vero Beach Museum of Art

The Vero Beach Museum of Art was established in 1986 by the community to create a regional center for the appreciation and teaching of the arts and humanities. After 36 years, the Museum is at the epicenter of countless cultural and social opportunities. Residents of all ages enhance their knowledge of their history and the world around them through the programs offered by the Museum.

The Museum's continuing growth is an expression of the community's interests and appetite for broad-based cultural offerings. A true sense of pride has become the foundation for enhancing the quality of life of Vero Beach's residents. The Museum provides overall cultural leadership and balanced service to the community.

Museum programs are designed to provide arts experiences that meet the diverse needs of children and adults, beginners through experts, and include several that serve a special needs population. The core objective of educational programming is to provide all visitors with a means of connecting with the Museum's exhibitions. The Museum's educational offerings cover a breadth of subject areas, artistic disciplines and skill levels. We strive to grow and change with our community while consistently offering effective programs of the highest quality.

History of Fashion Meets Art

FMA 2023 marks year six of this annual marquee event for the VBMA. **Proceeds** from this event benefit the diverse educational programs offered by the Museum, including ***Art for Health's Sake*** partnerships serving seniors with cognitive and physical challenges, and teens and young adults on the autism spectrum; ***Museum Explorations***, a touring program for Indian River County students; and programs for young families including the ***Art Zone, Museum Studios*** and ***Museum Stories***.

Museum By the Numbers:

- Annual Attendance: 78,000 visitors
- Annual Membership: 4,000 households
 - ◊ Chairman's Club and Director's Society – 362 high-income members
 - ◊ 50 Business Members
- Museum Art School Enrollment: 779 students taking 78 individual classes
- Adult Public Programs Attendance: 5,691
- Children Served through School, Family, Summer Camp, and Outreach Programs: 5,376
- Website Users (over the past year): 58,735

***Attendance numbers recorded from the last fiscal year prior to the pandemic and temporary closure of the Museum.**

sponsorship benefits

Presenting Sponsor

\$10,000

- Premier placement of name and logo as Presenting Sponsor on event program and all other collateral material, including press releases, and newsletter articles;
- Named as Presenting Sponsor on marquee on Beachland Avenue for five days prior to and the day of the event;
- Recognition from the podium the day of the event;
- Prominent placement of name and logo as Presenting Sponsor on signage at the event;
- Placement of company name and logo on the *Fashion Meets Art* web page;
- Complimentary full-page ad in *The Insider*, distributed to more than 7,500 program and event participants annually;
- Ten tickets to *Fashion Meets Art* on February 22, 2023, including exclusive VIP reception featuring guest presenter;
- Complimentary Museum space rental for business use to be scheduled before the end of season (by May 31, 2023). Date to be reserved with the Museum Director of Development. *(Rental must occur on a weekday or weekday evening. Sponsor is responsible for catering, entertainment, decorations, invitations, etc. Sponsor must comply with all Museum policies related to facility rentals.)*
- Additional Corporate Benefits
 - Recognition on Museum's *Holtz Recognition Wall* located in Post Entrance Rotunda;
 - The sponsor will be profiled in the Museum's *Quarterly*, mailed to over 5,000 Museum members, once during the course of the sponsorship;
 - One complimentary Business Membership;
 - Recognition in Museum's Annual Report.

Premier Sponsors

\$5,000

- Prominent placement of name and logo as Premier Sponsor on event program and all other collateral material, including press releases, and newsletter articles;
- Recognition from the podium the day of the event;
- Prominent placement of name and logo as Premier Sponsor on signage at the event;
- Placement of company name and logo on the *Fashion Meets Art* web page;
- Six tickets to *Fashion Meets Art* on February 22, 2023, including exclusive VIP reception featuring guest presenter;
- Additional Corporate Benefits
 - Recognition on Museum's *Holtz Recognition Wall* located in Post Entrance Rotunda;
 - The sponsor will be profiled in the Museum's *Quarterly*, mailed to over 5,000 Museum members, once during the course of the sponsorship;
 - One complimentary Business Membership;
 - Recognition in Museum's Annual Report.

Supporting Sponsors

\$2,500

- Placement of name as Supporting Sponsor on program and all other collateral material, including press releases, and newsletter articles;
- Prominent placement of name as Supporting Sponsor on signage at the event;
- Placement of company name on the *Fashion Meets Art* web page;
- Four tickets to *Fashion Meets Art* on February 22, 2023, including exclusive VIP reception featuring guest presenter;
- Additional Corporate Benefits
 - One complimentary Business Membership;
 - Recognition in Museum's Annual Report.

Patron Sponsors

\$1,250

- Placement of name as Patron Sponsor on program and newsletter articles;
- Placement of name as Patron Sponsor on signage at the event;
- Placement of company name on the *Fashion Meets Art* web page;
- Two tickets to *Fashion Meets Art* on February 22, 2023, including exclusive VIP reception featuring guest presenter;
- Additional Corporate Benefits
 - One complimentary Business Membership;
 - Recognition in Museum's Annual Report.

Benefactor Sponsors

\$750

- Placement of name as Benefactor Sponsor on program and newsletter articles;
- Placement of name as Benefactor Sponsor on signage at the event;
- Placement of company name on the *Fashion Meets Art* web page;
- One ticket to *Fashion Meets Art* on February 22, 2023, including exclusive VIP reception featuring guest presenter;
- Additional Corporate Benefits
 - One complimentary Business Membership;
 - Recognition in Museum's Annual Report.

Fashion Meets Art
February 22, 2023

