

Silver Eye Center for Photography 2024 Benefit Auction Sponsorship Opportunity



We invite you to partner with us as a sponsor for our biannual marquee event, the Silver Eye Benefit Auction. Sponsorship connects your brand with our engaged, influential, and diverse audience at our Auction Preview Party and the live Benefit Auction, in our gallery, on our social media channels, on Artsy where all pieces will be available for bidding, and through our beautiful catalog. The Auction Preview exhibition will be open to the public for five weeks and be seen by hundreds of visitors. In appreciation for your generous support, we are pleased to offer you an array of distinctive benefits, which can be customized to your needs.

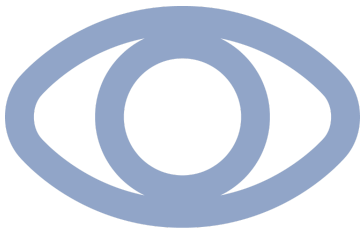
The 2024 Benefit Auction is our most significant fundraiser and our chance to spotlight the amazing artists we work with from our region and around the world. The auction will feature exceptional work from rising early career photographers and internationally-recognized artists. Our programs garner press from a broad range of arts and news titles, from local outlets such as WQED, *City Paper*, *Table Magazine* and *Petrichor* to international publications like *Aesthetica*, *Lenscratch* and *Vanity Fair*! Together these ensure our programs and partners reach ever-increasing audiences.

The artworks in our auction represent some of the most talented, generous, and creative artists working in photography today. The Auction and Preview Party are an opportunity for us to celebrate the artists that make up our community and for the community to support Silver Eye. Auction proceeds support the heart of our organization, our exhibitions and education programs.

As one of the most unique and fun charitable events in the region, the Benefit Auction draws influential and enthusiastic patrons from the region and across the nation. By purchasing a sponsor or patron package you enable Silver Eye to directly support artists in fulfilling their creative vision, and connect with audiences through photography!

With best regards,

Leo Hsu
Executive Director



2024 Benefit Auction and Related Events

All events are held at Silver Eye Center for Photography, 4808 Penn Avenue, 15224



Benefit Auction 24

Exhibition

Thursday, September 12–Saturday, October 19, 2024

An exhibition of the sixty-five pieces available for purchase in the 2024 Benefit Auction include some of the most exciting artists working in photography today including many from this region, and many who have participated in Silver Eye exhibitions and programs. Also included are several vintage works by important long-time supporters of Silver Eye.

Auction Preview Party

Tickets start at \$35

Thursday, September 12, 6:30pm

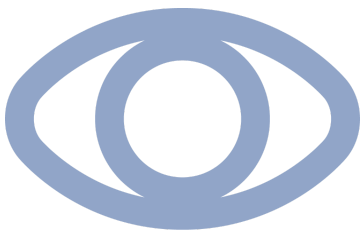
Celebrate contemporary photography and the work of Silver Eye at the Benefit Auction 24 Preview Party where you will be the first to see all of the artwork that will be up for bid in the 2024 Benefit Auction and celebrate with many of the featured artists. Enjoy delicious food and drinks and explore the range of photography and artists that Silver Eye elevates.

2024 Benefit Auction

Tickets start at \$95

Saturday, October 19, Doors open at 5:30pm, auction begins promptly at 6:30pm

Eat, drink, and bid on an extraordinary selection of contemporary and vintage photography at our biennial Benefit Auction. This event is our most ambitious and most important fundraiser and proceeds from the Auction support our artists, exhibitions, and educational programs, and keep our gallery free and open to all. When you place a bid at the Auction, you are helping to create a future for Silver Eye that keeps compelling, thoughtful, and challenging art in our community and elevates contemporary fine art photography.



Sponsorship Levels

Our sponsorship packages are all flexible based on your individual or company's needs and goals! Contact us for details or to purchase: leo@silvereve.org or 412.431.1810. ext 1, or <https://tinyurl.com/benefitauktion24>.

Your sponsorship includes recognition in the gallery, the catalog, the website with more than 20,000 unique visitors/year, and on social media with 7000+ Instagram followers. Presenting Sponsors and are given the opportunity to speak directly to our deeply engaged and dedicated audience. We also will have several in person and virtual events associated with the Auction where sponsors will be recognized in unique and engaging ways. **For sponsors to be included in the catalog and exhibition design your purchase must be made by July 22nd, 2024.**



Presenting Sponsor: Minimum \$10,000+ (1 Max)

- Name and logo headlining in exhibition, catalog (if purchased by 7/22), social media
- Opportunity to speak at Preview Party and Benefit Auction
- Private group tour of Preview Exhibition with Executive Director
- 8 tickets to the Preview Party & the Live Benefit Auction
- 4 Auction Catalogs

Keystone Sponsor: Minimum \$5,000

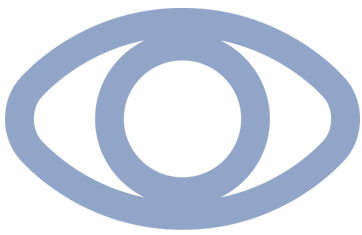
- Name and logo featured prominently in exhibition, catalog (if purchased by 7/22), social media
- Private group tour of Preview Exhibition with Executive Director
- 4 tickets to the Preview Party & the Live Benefit Auction
- 2 Auction Catalogs

Premier Sponsor: Minimum \$2,500

- Name and logo featured prominently in exhibition, catalog (if purchased by 7/22), social media
- 2 tickets to the Preview Party & the Live Benefit Auction
- 2 tickets to the Live Benefit Auction
- 1 Auction Catalog

Supporting Sponsor: Minimum \$1,000

- Name and logo featured in exhibition, catalog (if purchased by 7/22), social media
- 2 tickets to the Preview Party & the Live Benefit Auction
- 1 Auction Catalog



Patron and Ticket Levels



Premier Patrons: \$1000

Name listed in the exhibition and catalog (if purchased by 7/22)
Private tour of Preview Exhibition with Executive Director
2 tickets to the Auction Preview Party
2 tickets to the Live Benefit Auction
1 Auction Catalog

Supporting Patrons: \$500

Name listed in the exhibition and catalog (if purchased by 7/22)
2 tickets to the Auction Preview Party
2 tickets to the Live Benefit Auction
1 Auction Catalog

Individual Auction Package: \$200

Auction Preview Party Ticket
Live Auction Ticket
Auction Catalog

Live Auction Ticket: \$95

Auction Preview Party Ticket: \$35

Auction Catalog: \$24

How to purchase sponsor and patron packages:

- contact leo@silvereve.org,
- call 412.431.1810 ext. 1.
- visit tinyurl.com/benefitauction24, or
- send a check made to Silver Eye Center for Photography noting your selection and how you would like the supporter name(s) to appear.

Please contact us by July 22 to be included in the exhibition catalog and exhibition design.