



# CORPORATE MEMBERSHIP



**NEW**  
**235 BOWERY**  
**NEW YORK NY**  
**10002 USA**  
**MUSEUM**

Welcome to the  
**New Museum**, the  
destination for new  
art and new ideas.





Photo: Nicholas Hunt @patrickmcmullan.com



# New Museum

The New Museum is the *only* museum in New York City *exclusively* devoted to contemporary art. Founded in 1977, the New Museum was conceived as a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building, the New Museum continues to be a hub of ongoing experimentation about what art and arts institutions can be in the twenty-first century.

The New Museum’s mission of “**New Art, New Ideas**” grounds us in innovation. Over the last seven years, we have mounted over one hundred exhibitions featuring five hundred artists from more than sixty countries around the globe—ranging from career-spanning surveys by artists such as Elizabeth Peyton, George Condo, Carsten Höller, and Rosemarie Trockel, to ambitious, thematic exhibitions including “The Ungovernables,” “Ghosts in the Machine,” and “NYC 1993: Experimental Jet Set, Trash and No Star,” which were all named Critics Picks by *Time Out New York*. In our Theater, we have presented over four hundred education and public programs including residencies, films, artist talks, performances, and musical acts, prompting the *New York Times* to call the New Museum “**An increasingly vibrant hub of residencies and events.**”

Our world-class facility, designed by the 2010 Pritzker Prize Laureates, SANAA, was named one of the “**Seven wonders of the world**” by *Condé Nast Traveler* and the “**Best museum**” by *Travel + Leisure*. The Bowery neighborhood has emerged as one of the hottest destinations in New York—home to dozens of galleries, stylish retail and restaurant establishments, tech start-ups, and architecturally significant buildings. The New Museum has emerged as a leader among contemporary art museums and is one of the most respected museums internationally.





# Corporate Membership

Demonstrate your company's commitment to contemporary art by becoming a Corporate Member of the New Museum.

Benefits of our Corporate Membership Program focus on:

- Unlimited employee admission
- A bold brand association
- Generous entertaining privileges in our spectacular Sky Room with panoramic views of downtown

Annual support from the corporate community is essential in helping the New Museum continue to present and promote adventurous contemporary art. The New Museum Corporate Membership program provides companies with a deeper connection to our community of prominent artists and patrons, and provides exclusive access to our renowned programming.

*New York* magazine described the New Museum as “**The most consistently challenging, polemic art institution in the city.**” This spirit is a reflection of our passionate supporters, and we hope you will join us in presenting the most cutting-edge art of today!





# Levels and Benefits

## Benefactor: \$25,000

- Free unlimited admission for all employees, plus one guest per visit (company ID or business card and state ID required for entrance)
- Unlimited opportunities to host corporate events at the New Museum with rental fee waived for two events (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 8 people (total)\*
- One private guided tour of an exhibition for up to 25 people
- Company name recognition in the New Museum *Paper* and on the Annual Donor Wall, located in the Lobby
- Company name recognition on the Museum's website at [newmuseum.org](http://newmuseum.org)
- 100 guest passes (total)
- 4 complimentary publications for all New Museum exhibitions

## Partner: \$10,000

- Free unlimited admission for all employees, plus one guest per visit (company ID or business card and state ID required for entrance)
- Opportunity to host two corporate events at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 4 people (total)\*
- One private guided tour of an exhibition for up to 25 people
- Company name recognition in the New Museum *Paper* and on the Annual Donor Wall, located in the Lobby
- Company name recognition on the Museum's website at [newmuseum.org](http://newmuseum.org)
- 50 guest passes (total)
- 2 complimentary publications for all New Museum exhibitions



# Levels and Benefits

## Supporter: \$5,000

- Free unlimited admission for all employees, plus one guest (company ID or business card and state ID required for entrance)
- Opportunity to host one corporate event at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 2 people (total)\*
- Company name recognition in the *New Museum Paper*
- Company name recognition on the Museum's website at [newmuseum.org](http://newmuseum.org)
- 25 guest passes (total)
- 2 complimentary New Museum publications per year

## Friends and Neighbors: \$2,500

- Free unlimited admission for all employees, plus one guest (company ID or business card and state ID required for entrance)
- Opportunity to host one corporate event at the New Museum (additional fees may apply)
- 15% discount at the New Museum Store and 10% discount at the New Museum Café
- Holiday and special shopping offers at the New Museum Store
- Executive Membership privileges for 2 people (total)\*
- 25 guest passes (total)
- 2 complimentary New Museum publications per year

*The New Museum Friends & Neighbors Membership is an invite-only Membership available for select local businesses located in downtown Manhattan with under fifty employees. The New Museum is dedicated to fostering the growth of the downtown community by bringing innovation and entrepreneurship to life and demonstrating how vital the creative community is to the future of our city.*

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### \*Executive Members will receive additional benefits including:

- Invitations for 2 guests to all VIP exhibition opening receptions
- Invitations to select events, such as private viewings of exhibitions and Members parties
- Opportunity to purchase annual Spring Gala tickets early





# Special Events

Hosting an event at the New Museum is a privilege of Corporate Membership. Corporate Members choose the New Museum for our versatile event space, including seated dinners, cocktail parties, and meetings. Make your event extra special by including a private gallery viewing of our cutting-edge exhibitions.



## Location

### Sky Room

Includes: Sky Room + Terrace

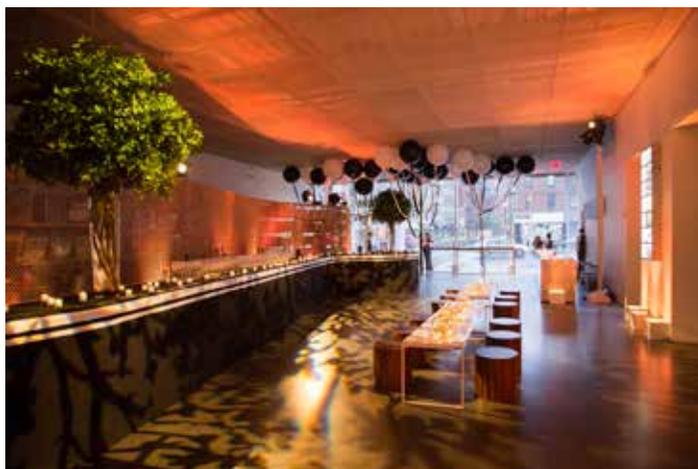
Capacity: 120 seated, 200 cocktails



## Theater

Includes: AV Room + Green Room

Capacity: 180 theater seats, 175 cocktails



## Marcia Tucker Hall

Includes: Lobby + 1st Floor Gallery

Capacity: 90 seated, 200 cocktails

Photo: Rebecca Walker, Ira Lippke Studios





# Corporate Sponsorship

The New Museum offers companies a variety of partnership opportunities through our exhibitions, education and public programs, and special events. Corporate sponsorships offer companies significant marketing and branding opportunities as well as custom-designed benefit packages that specifically meet the needs of the company. Join the New Museum today to display your company's commitment to contemporary art and support for New Art and New Ideas!



Exhibition View: "Rivane Neuenschwander: A Day Like Any Other," 2010. Photo: Benoit Pailley



# More information on Corporate Sponsorships



Photo: Neil Rasmus © bfanyc.com

## Exhibitions and Special Projects

Exhibitions and special projects reflect the New Museum's enduring commitment to encouraging new works by a diverse range of emerging and established international artists. Programs change regularly and encapsulate the New Museum's philosophy of openness and fearlessness, as well as our history as the home of socially committed contemporary art.



Youth Mural Project. Photo: Jenna Bascom

## Education and Public Programs

The New Museum's Education Programs focus on enhancing visual literacy and critical thinking skills, inspiring student participation and confidence, and fostering future contemporary art enthusiasts and audiences. Our reduced and free admission programs serve over fifty thousand families, teens, students, and residents of the Lower East Side and Chinatown.



Photo: Nicholas Hunt ©patrickmcmullan.com

## Special Events

Every year, the New Museum seeks funding for a variety of events such as the annual Spring Gala, the Next Generation Party, the Visionaries Lecture and Dinner, and more. These events raise awareness for all of the New Museum's exhibitions and programs and provide support for all that we do.



# Matching gifts

You can make your support go further by giving a Corporate Matching Gift. Check with your Human Resources department to see if your company matches charitable donations and request a Matching Gift form.



Exhibition view: "George Condo: Mental States," 2011.  
Photo: Patrick McMullan Company



# Contact us

**For more information, contact:**

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