



## **KALA 50 – Art Auction Benefit & 50th Anniversary Celebration**

**Board Event Co-chairs:** Perrin Meyer, Ronnie Sampson, and Amrita Singhal

**Auction Exhibition:** March 21 – April 27, 2024

**Preview Party:** Thursday, March 21, 6-9 pm

**Live Auction & 50th Anniversary Party:** Saturday, April 27, 6-9pm

**Venue:** Kala Gallery, 2990 San Pablo Avenue, Berkeley, California 94702

**KALA 50 – Art Auction Benefit** celebrates Kala’s 50th anniversary and raises vital funds for Kala’s work and mission supporting artists and engaging the community. The highly publicized auction exhibition runs for five weeks showcasing inventive and meaningful work by Bay Area artists and culminates in a live and silent auction benefit and special 50th anniversary celebration.

### **Event Sponsorship Benefits & Recognition**

#### **Visionary \$20,000+**

- Sponsor recognition in all event publicity materials, website, and signage
- 14 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

#### **Champion \$15,000**

- Sponsor recognition in all event publicity materials, website, and signage
- 12 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

#### **Innovator \$10,000+**

- Sponsor recognition in all event publicity materials, website, and signage
- 10 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

#### **Arts Advocate \$5,000+**

- Sponsor recognition in all event publicity materials, website, and signage
- 8 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

#### **Collector \$2,500**

- Sponsor recognition in all event publicity materials, website, and signage
- 6 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

#### **Enthusiast \$1,000+**

- Sponsor recognition in all event publicity materials, website, and signage
- 4 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

#### **Neighbor \$500+**

- Sponsor recognition in all event publicity materials, website, and signage
- 2 Tickets to **KALA 50: Live Auction & 50th Anniversary Party**; Host Bags

**For Sponsorship Opportunities please contact: Ellen Lake, Kala Co-Director, [ellen@kala.org](mailto:ellen@kala.org);**

Phone: 510-520-6438



**SPONSOR FORM for KALA 50 – Art Auction Benefit & 50th Anniversary Celebration**

**Dates:** KALA 50 - March 21 – April 27, 2024

**Venue:** Kala Gallery, 2990 San Pablo Avenue, Berkeley, California

Thank you for your sponsorship! Please complete and return this form, along with payment, via e-mail or USPS mail to:

Kala Art Institute, 1060 Heinz Avenue, Berkeley, CA 94710  
Attn: Ellen Lake

Email: [ellen@kala.org](mailto:ellen@kala.org) Phone: 510-520-6438 (Ellen’s mobile)

**Payment Information:**

Paypal - <http://www.kala.org/support/donate/>

Check Enclosed Please make check payable to **Kala Art Institute**

Visa Mastercard American Express

Sponsorship Level and Amount: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-digit security code: \_\_\_\_\_

Sponsor Name as you wish it to appear in publicity, signage and event materials:

\_\_\_\_\_

**Thank you for your support!**

Kala Art Institute is a 501 (c) (3) non-profit arts organization, and your donation is tax deductible to the extent of the law. Our federal tax ID number is 94-2372185.