



TWO BY TWO FOR AIDS AND ART 2009

A benefit for amfAR and the Dallas Museum of Art
Dallas, Texas

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GENERAL SPONSORSHIPS 2009

TITLE SPONSOR

\$150,000

Includes cash sponsorship of at least \$100,000

- Listing as Title Sponsor with logo prominently displayed on all printed materials (invitation, catalogue, program, press backdrops, media kits) and signage
- Link to corporate website on the 2x2online.org website
- Opportunity to become Honorary Co-Chair(s)
- Opportunity to host pre-gala event
- Review and approve the design of all printed materials to ensure presence is included
- A special press release announcing relationship
- Meet with local public relations office to strategize local coverage
- Work with national PR team to maximize national and regional coverage
- Four (4) tickets to First Look on Thursday
- Premium seating for 20 guests (two tables) at the Saturday dinner
- Verbal recognition at Saturday dinner
- Four (4) tickets for the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Opportunity to distribute product to guests at the gala
- Complimentary DMA Corporate Gallery Membership (for new relationships) customized to include entertaining privileges, recognition, discounts, invitations, and a link to the corporate website from the museum's website
- Link to corporate website on www.amfar.org
- Develop additional benefits, if needed

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PRESENTING SPONSOR

\$75,000

Includes cash sponsorship of at least \$75,000

- Listing as Presenting Sponsor with logo prominently displayed on all printed materials (invitation, catalogue, program, press backdrops, media kits) and signage
- Link to corporate website on the 2x2online.org website
- Opportunity to become Honorary Co-Chair(s)

- Opportunity to host pre-gala event
- Review and approve the design of all printed materials to ensure presence is included
- A special press release announcing relationship
- Meet with local public relations office to strategize local coverage
- Work with national PR team to maximize national and regional coverage
- Four (4) tickets to First Look on Thursday
- Premium seating for 10 guests at the Saturday dinner
- Verbal recognition at Saturday dinner
- Four (4) tickets for the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Opportunity to distribute product to guests at the gala
- Exclusive sponsor in industry category; complimentary sponsors at the same level may be sought
- Complimentary DMA Corporate Collector Membership (for new relationships) customized to include entertaining privileges, recognition, discounts, invitations, and a link to the corporate website from the museum's website
- Link to corporate website on www.amfar.org
- Develop additional benefits, if needed

PLATINUM SPONSOR

\$50,000-\$74,000

Includes cash sponsorship of at least \$50,000

- Listing as Platinum Sponsor with logo on appropriate printed materials (invitation, catalogue, program, media kits), signage and website
- Link to corporate website on the 2x2online.org website
- Four (4) tickets to First Look on Thursday
- Premium seating for 10 guests at the Saturday dinner
- Two (2) tickets for the Sunday brunch honoring Peter Doig

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- Invitations to auction previews
- Complimentary DMA Corporate Collector Membership (for new relationships) customized to include entertaining privileges, recognition, discounts, invitations, and a link to the corporate website from the museum's website
- Develop additional benefits, if needed

GOLD SPONSOR

\$25,000-\$49,000

Includes cash sponsorship of at least \$25,000

- Listing as Gold Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Two (2) tickets to First Look on Thursday
- Premium seating for four (4) guests at the Saturday dinner
- Two (2) tickets for the Sunday brunch honoring Peter Doig**
- Invitations to auction previews
- Opportunity to distribute product to guests at the gala
- Complimentary DMA Corporate Benefactor membership (for new relationships) customized to include entertaining privileges, recognition, discounts, invitations, and a link to the corporate website from the museum's website
- Develop additional benefits, if needed

**if gift in-kind, tickets for the Sunday luncheon are not included

SILVER SPONSOR

\$10,000-\$24,000

Includes cash or in-kind sponsorship of at least \$10,000 (wholesale)

- Listing as Silver Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner**
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, discounts and invitations
- Develop additional benefits, if needed

**only sponsors with cash gifts in excess of \$10,000 receive seats for the Saturday dinner

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BRONZE SPONSOR

\$5,000-\$9,000

- Listing as Bronze Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Invitations to auction previews
- Complimentary DMA Corporate Patron Membership (for new relationships) customized to include entertaining privileges, invitations and discounts

SPECIFIC UNDERWRITING OPPORTUNITIES 2009

TUESDAY PREVIEW PARTY SPONSOR (Confirmed – Sotheby's)

\$25,000

The Tuesday night preview party accommodates a maximum of 350 Dallas Museum of Art patrons who are invited to preview the art.

- Sponsorship of preview party
- Appropriate recognition on preview event signage and printed materials (catalogue, program, invitation, media kits) and website
- Link to corporate website on the 2x2online.org website
- Opportunity to make a short presentation to guests
- Listing as Gold Sponsor with logo on printed materials including Saturday invitation and catalogue
- Seating for four (4) guests at the Saturday dinner
- Two (2) tickets for the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, recognition, discounts and invitations

FIRST LOOK SPONSOR (Confirmed – The Joule, A Luxury Collection Hotel)

\$25,000 cash plus all costs associated with party

This separately ticketed party has become one of the most popular events of Two by Two week. The evening attracts approximately 400 guests and has been uniquely planned each year to highlight the sponsor's business—including fashion presentations for retailers and a food and wine experience for a leading hotel and restaurant developer.

- Sponsorship of First Look
- Opportunity to design event to maximize your exposure, including theme, invitations, entertainment, gift bag, etc.

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- Listing as Gold Sponsor with logo on printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Single page ad in PaperCity following the event
- Seating for four (4) guests at the Saturday dinner
- Two (2) tickets for the Sunday brunch honoring Peter Doig
- Eight (8) tickets to First Look
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, recognition and invitations
- Opportunity to work with 2x2 leadership for logistics/planning in conjunction with The Rachofsky House and to develop mailing/invitation guest list for First Look

SUNDAY BRUNCH SPONSOR (Confirmed – Bombardier Flexjet)

\$25,000

- Listing as Gold Sponsor with logo on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Four (4) tickets for the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, recognition and invitations

ART CATALOGUE SPONSOR (Confirmed – Sotheby's)

\$25,000

The bound catalogue has a distribution of approximately 1,000 and that is mailed to a targeted list of collectors (i.e. high net-worth individuals) nationwide prior to the event, and is also available at the preview parties and the night of the gala. The shelf life of this catalogue that is professionally produced is longer than most.

- Logo and credit line to appear on inside cover of catalogue
- Listing as Gold Sponsor with logo on printed materials including Saturday invitation, catalogue and website
- Link to corporate website on the 2x2online.org website
- Two (2) tickets for the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, recognition and invitations

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PRINTING SPONSOR (Confirmed - Kristina Wrenn for twentyandseven)

\$25,000

This sponsorship covers the printing costs (exclusive of the catalogue and dinner program) for the event.

- Listing as Gold Sponsor with logo on printed materials (invitation, program, catalogue, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Two (2) tickets for the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, recognition and invitations
- Develop additional benefits, if needed

INSTALLATION SPONSOR

\$20,000

This important sponsorship covers the costs associated with installing and de-installing the auction at The Rachofsky House.

- Listing as Silver Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, recognition and invitations

SHIPPING SPONSOR

\$15,000

As the Shipping Sponsor, you would enable us to cover the costs associated with shipping works from around the world to Dallas for Two by Two for AIDS and Art.

- Listing as a Silver Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Invitations to auction previews
- Complimentary DMA Corporate Council Membership (for new relationships) customized to include entertaining privileges, discounts and invitations

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LUXURY AUCTION SPONSOR (Confirmed – Neiman Marcus)

\$10,000

- Single Page listing in the printed Art Catalogue on the introductory page for the Luxury Auction section
- Listing as Silver Sponsor / Luxury Auction Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Four (4) guests at the First Look party
- Two (2) tickets to the Sunday Brunch honoring Peter Doig
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, discounts, recognition and invitations

VALET SPONSOR

\$20,000

- Listing as Silver Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Visibility as valets would wear t-shirts or jackets with sponsors logo designed and provided by you for all related Two by Two events (Tuesday preview, First Look, Saturday Gala, Sunday Brunch)
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, discounts, recognition and invitations

FRAMING SPONSOR

\$12,500

To properly display the art donated by renowned artists and galleries worldwide, it is necessary for Two by Two to frame a large percentage of the 100+ works included in the auction.

- Listing as Silver Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Invitations to auction previews
- Complimentary DMA Corporate Council Membership (for new relationships) customized to include entertaining privileges, discounts and invitations

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LIVE AUCTION SPONSOR (Confirmed – Aston Martin of Dallas)

\$25,000

- Listing as Gold Sponsor on appropriate printed materials (invitation, catalogue, and program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Logo placement in the tent during dinner
- Seating for two (2) guests at the Saturday dinner
- Two (2) tickets to the Sunday brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, discounts, recognition and invitations

SILENT AUCTION SPONSOR (Confirmed – The Snoring Center)

\$20,000

- Name printed on each bid sheet, which will be exposed to three different groups of patrons on three different days- approx. 1000 people
- Listing as Silver Sponsor on appropriate printed materials (invitation, catalogue, program, media kits) and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Two (2) tickets to the Sunday Brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, discounts, recognition and invitations

GALA DINNER SPONSOR (Confirmed – Tolleson Wealth Management)

\$25,000

- Name printed on each dinner program as Gala Dinner Sponsor, which will be set at each place setting in the tent – approximately 450 people.
- Acknowledgement from the podium by event co-chairs
- Name printed as Dinner Sponsor on the invitations, underwriting materials, catalogue, media kits, and website
- Link to corporate website on the 2x2online.org website
- Seating for two (2) guests at the Saturday dinner
- Two (2) tickets to the Sunday Brunch honoring Peter Doig
- Invitations to auction previews
- Complimentary DMA Corporate Director Membership (for new relationships) customized to include entertaining privileges, discounts, recognition and invitations

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EDITOR'S NOTE

Please note the correct name is **amfAR, The Foundation for AIDS Research**. It was formerly known as the American Foundation for AIDS Research (amfAR).

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