FOUNTAIN HOUSE GALLERY’S ANNUAL ART AUCTION AND BENEFIT
representing artists living with mental illness

November 13, 2018 • Metropolitan West, 639 W 46th St, New York City
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FOUNTAIN HOUSE GALLERY

Fountain House Gallery and studio provides an environment in which artists living with mental illness can express their creative visions and exhibit their work. Founded by Fountain House in 2000 as a not-for-profit exhibition space for its member-artists living and working with mental illness, the Gallery sells original artworks and collaborates with a wide network of artists, curators, and cultural institutions. Embracing artists who are emerging or established, trained or self-taught, Fountain House Gallery cultivates artistic growth, makes a vital contribution to the New York arts community and challenges the stigma surrounding mental illness.

FOUNTAIN HOUSE

In the United States, 23.5 million people experience serious mental illness. The stigma, rejection, and isolation that accompany mental illness are often as damaging and debilitating as the illness itself. Fountain House reduces the devastating social impact of mental illness. Every day, hundreds of members, people living with serious mental illness, choose to come to Fountain House to contribute their talents, learn new skills, access opportunities, and forge friendships. Members and staff operate successful employment, education, wellness, and housing programs and work as partners to perform all the functions that keep our community going. Our activities and programs are designed to provide opportunities and produce the desire and confidence to pursue them. Working together, we create a culture that transforms lives.

The Fountain House model has been replicated in more than 340 locations in 32 countries and currently serves more than 100,000 people with mental illness worldwide. As originators of this approach, we provide leadership by constantly advancing the practice and by leading the conversation around mental health recovery.
On November 13, 2018, Fountain House Gallery will host its 17th Annual Benefit at Metropolitan West in NYC. The event will be held from 6:30PM to 9:30PM and will feature over 100 works of original art created by Fountain House Gallery artists living and working with serious mental illness. Mad About Art is attended by over 500 guests including influential leaders from the worlds of art, finance, real estate, media, entertainment and technology, along with elected officials and celebrities. This inspiring event supports Fountain Gallery artists and challenges the stigma associated with mental illness.

Fountain House Gallery art will be exhibited as well as displayed on screens and projected on walls throughout the space. Prominent guest artists will also contribute their art work to be included as part of the benefit. The exhibition will also include installation art and interactive components. Patrons will bid on the art via hand-held electronic devices. The artists will be present to meet guests and discuss their work.
500+ guests comprising influential leaders, high-level philanthropists, and art collectors

NOTEWORTHY ATTENDEES, PAST HONOREES and SUPPORTERS

- Alec Baldwin
- Lawrence Benenson
- Phong Bui, The Brooklyn Rail
- Glenn Close
- Rich Daly, CEO, Broadridge Financial Solutions
- Dr. Barbaralee Diamonstein-Spielvogel, New York State Council on the Arts
- William Louis-Dreyfus, The Louis-Dreyfus Family Collection
- Eric Fischl
- Francis Greenburger, Greenburger Center for Social and Criminal Justice
- The Honorable Rudolph W. Giuliani
- Dario Gristina, CEO, CPL Concordia USA
- Commissioner Kate Levin, NYC Dept of Cultural Affairs
- Agnes Gund, President Emerita of MoMA
- Robert Schifellite, Broadridge
- Matthew Higgs, White Columns
- Suzanne Lemakis, Director, Department of Fine Art, Citi
- Frank Maresca, Ricco/Maresca Gallery
- Bruce Mosler, CEO, Cushman & Wakefield
- Congressman Jerrold Nadler
- Louise Parent and John Casaly
- Christine C. Quinn, Speaker of the New York City Council
- Beth Stern
- Elizabeth Szancer Kujawski, Art Advisor and Curator, The Estee Lauder Companies, Inc.
- Suzanne Vega, Singer and Songwriter

PAST CONTRIBUTING ARTISTS

- KAWS
- Cindy Sherman
- FKDL
- Adam Clayton, U2
- Rachel Lee Hovnanian
- Peter Doig
- Tony Bennett
- M.J. Levy Dickson
- Faith Ringgold
- William Wegman

For more information and full articles, please visit: www.fountaingellerync.com/news
SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: $50,000

PRE-EVENT MARKETING AND PROMOTION
• Exclusive naming rights to event
• Top billing logo on all event promotional materials
• Website link on fountainhousegallery.org and fountainhouse.org
• Sponsorship recognition on social media outlets (approximately 10,000 impressions)

PRESS, ON-SITE SIGNAGE AND RECOGNITION
• Inclusion in press releases and catered pitches to local media promoting the event
• Logo placement on step and repeat
• Three full page ads in art catalogue
• Logo placement on all flat screens throughout event, iPads and hand-held devices

HOSPITALITY
• Gift bag product placement (if desired)
• 35 event tickets
SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: $25,000

PRE-EVENT MARKETING AND PROMOTION
• Premium logo positioning on all event promotional materials
• Website link on fountainhousegallery.org and fountainhouse.org
• Sponsorship recognition on all Fountain Gallery and Fountain House social media outlets (approximately 10,000 impressions)

PRESS, ON-SITE SIGNAGE AND RECOGNITION
• Inclusion in press releases and catered pitches to local media promoting the event
• Logo placement on step and repeat
• Two full page ads in art catalogue
• Logo placement on all flat screens throughout event, iPads and hand-held devices

HOSPITALITY
• Gift bag product placement (if desired)
• 30 event tickets
SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR: $15,000

• Logo on all event promotional materials
• Company name listed on fountainghousegallery.org and fountainhouse.org
• Full page ad in art catalogue
• Sponsorship recognition in social media outlets (approximately 10,000 impressions)
• Inclusion in press releases and catered pitches to local media promoting the event
• Logo placement on Sponsor wall at event
• Logo placement on all flat screens throughout event, iPads and hand-held devices
• Gift bag product placement (if desired)
• 20 event tickets
SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR: $10,000
• Logo/listing on all event promotional materials
• Company name listed on fountainhousegallery.org and fountainhouse.org
• Sponsorship recognition in social media outlets (approximately 10,000 impressions)
• Full page ad in art catalogue
• Inclusion in press releases and catered pitches to local media promoting the event
• Logo placement on Sponsor wall at event
• Name/logo placement on all flat screens throughout event, iPads and hand-held devices
• Gift bag product placement (if desired)
• 15 event tickets

BRONZE SPONSOR: $5,000
• Listing on all event promotional materials
• Sponsorship recognition in e-newsletter
• Half page ad in art catalogue
• Gift bag product placement (if desired)
• 10 event tickets
SPONSORSHIP OPPORTUNITIES

DONOR SPONSOR: $2,500
• Logo/listing on all event promotional materials
• Half-page ad in art catalogue
• Name/logo placement on all flat screens throughout event, iPads and hand-held devices
• 5 event tickets

PREMIER ART CATALOGUE PLACEMENTS
• Outside back cover: $2,500
• Inside back cover: $1,500
"As someone who has witnessed, firsthand, the terrible suffering caused by mental illness, I am a deep believer in the power of the Fountain House model. To have a stigma-free, member-run, collegial sanctuary, where you are taught the skills that can lead to a life where work and independent living are a possibility, and to be part of a supportive and nurturing community that understands the everyday triumphs and challenges of living with mental illness, not only engenders life-affirming hope, but, indeed, changes and saves lives."
- Glenn Close, Actress and Fountain House Volunteer

"I congratulate the artists of Fountain House Gallery and salute the work that Fountain House is doing to fight the stigma associated with mental illness."
- Alec Baldwin, Actor

Fountain Gallery is "a place where you can view fine works of art made by a group of excellent artists."
- Agnes Gund, President Emerita of The Museum of Modern Art (MoMA)

"Before I came to Fountain House, I felt like I had no place in the world. I didn’t know who I was anymore. I may have been creating stuff but Fountain Gallery made me an artist."
- Alyson Vega, Fountain House Gallery Member Artist
YES! WE WOULD LIKE TO BE A SPONSOR OF MAD ABOUT ART SUPPORTING FOUNTAIN HOUSE GALLERY ARTISTS AND CHALLENGING THE STIGMA ASSOCIATED WITH MENTAL ILLNESS.

_____ TITLE SPONSOR ($50,000)
_____ PLATINUM SPONSOR ($25,000)
_____ GOLD SPONSOR ($15,000)
_____ SILVER SPONSOR ($10,000)
_____ BRONZE SPONSOR ($5,000)
_____ DONOR ($2,500)
_____ ART CATALOGUE OUTSIDE BACK COVER ($2,500)
_____ ART CATALOGUE INSIDE BACK COVER ($1,500)

CONTACT PERSON ____________________________________________________________

COMPANY NAME ___________________________________________________________

FULL ADDRESS _____________________________________________________________

TELEPHONE _______________________ EMAIL _________________________________

_____ CHECK ENCLOSED (PLEASE MAKE PAYABLE TO FOUNTAIN HOUSE)
_____ PLEASE CHARGE THE GIFT INDICATED TO MY: __ VISA __ MASTERCARD __ AMEX __ DISCOVER

CREDIT CARD NUMBER ______________________________________ BILLING ZIP CODE __________
CREDIT CARD EXPIRATION DATE _________________________________
PLEASE PROVIDE NAME OF GUEST(S) IF KNOWN: ____________________
THANKS!

WE LOOK FORWARD TO PARTNERING WITH YOU!
For more information, please contact:
Caroline Slaten, Director of Special Events
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425 West 47th Street
New York, NY 10036
cslaten@fountainhouse.org
212.582.0341, ext. 317