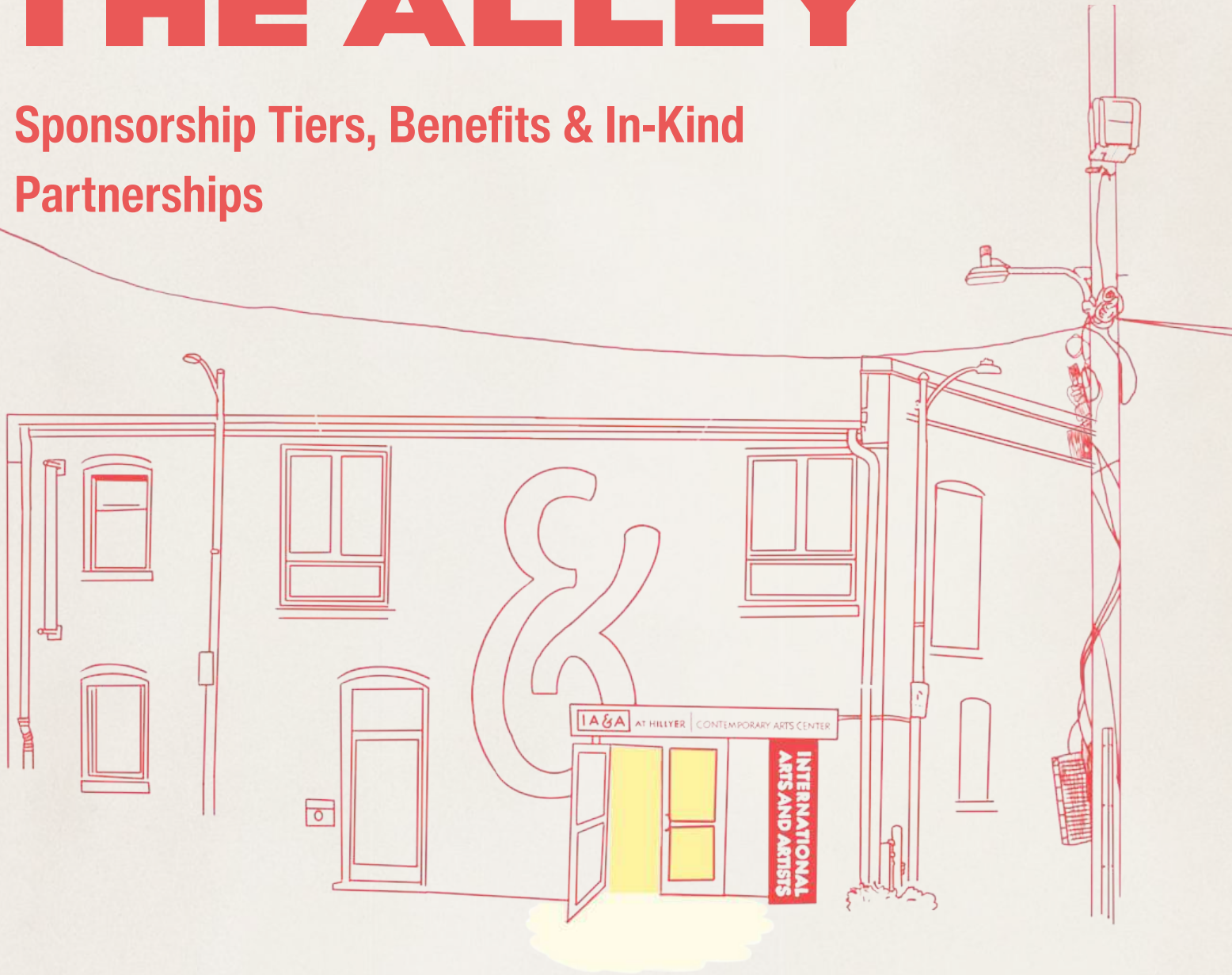


AUCTION ON THE ALLEY

Sponsorship Tiers, Benefits & In-Kind
Partnerships



**30+ ARTISTS,
40+ ORIGINAL
ARTWORKS**

ART FOR EVERYONE

SEPTEMBER 4TH - SEPTEMBER 24TH

9 HILLYER CT NW, WASHINGTON, DC 20008

**with extended viewing and special events
planned all month*

ABOUT THE AUCTION

Auction on the Alley is more than a fundraiser: it's a community-centered exhibition supporting a nonprofit that believes art should be accessible to everyone.

Discover original artwork.

Build your art collection.

Meet artists from across the region.



SPONSORSHIP LEVELS

FRIEND OF THE ALLEY — \$1,000

Open to individuals

- Name listed on the digital auction website and in the printed catalog
- Recognition at the closing celebration
- A social media thank-you
- 2 invitations to the VIP closing night
- Year-long membership at Hillyer
- Complimentary art catalog from an IA&A traveling exhibition



GALLERY PARTNER — \$5,000

Open to individuals or companies

Everything in Friend of the Alley, plus:

- Logo on event signage, email campaigns, and the online bidding platform
- Half-page feature in the digital auction catalog
- Named recognition from the floor at the closing event
- 4 VIP invitations to the closing night
- Invitation to a private VIP dinner reception event prior to closing night

PRESENTING PARTNER — \$10,000

Open to individuals or companies — sector exclusive

Everything in Gallery Partner, plus:

- “Presented by” billing across all auction materials
- Full-page feature in the digital auction catalog
- A moment at the microphone on closing night
- A dedicated social media feature
- 8 VIP invitations to the closing night

Custom and multi-year packages are available. Sponsorships are tax-deductible to the extent allowed by law; IA&A will provide fair-market-value acknowledgment for any benefits received.



SPONSORSHIP LEVELS CONTINUED

IN-KIND PARTNERSHIPS

In-kind partners provide goods or services that make the event shine and receive named recognition in their category, scaled to the fair-market value of the contribution.



LODGING

Hotel accommodations for visiting artists, VIP guests, and auction packages.

CATERING

Appetizers and bites served throughout the events. Wine, beer, and spirits for the opening and closing celebrations.

PRINT & SIGNAGE

Catalogs, posters, banners, and on-site event signage.

FLORAL & DÉCOR

Arrangements and styling for the gallery and event spaces.

MEDIA & PROMOTION

Advertising, press placement, and promotional amplification.

TECHNOLOGY & AV

Online bidding platform, sound, lighting, and displays.

EXPERIENCES

Auctioneer services, travel, dining, and one-of-a-kind experiences for the block.

Something else? Have an idea we haven't listed? In-kind partnerships are flexible — contact us with your ideas.



Your Sponsorship Supports IA&A's Work

Your sponsorship helps sustain every part of our mission. IA&A creates opportunities for people to connect across cultures through the arts, from organizing internationally touring exhibitions, to supporting global cultural exchanges, and providing free access to contemporary art through our Washington, DC gallery. By investing in artists, museums, cultural institutions, and communities, we foster dialogue, expand access to the arts, and inspire greater understanding in an increasingly interconnected world.

Sponsorship inquires:

Isabelle Baldwin, Communications and Engagement Manager | isabelleb@artsandartists.org