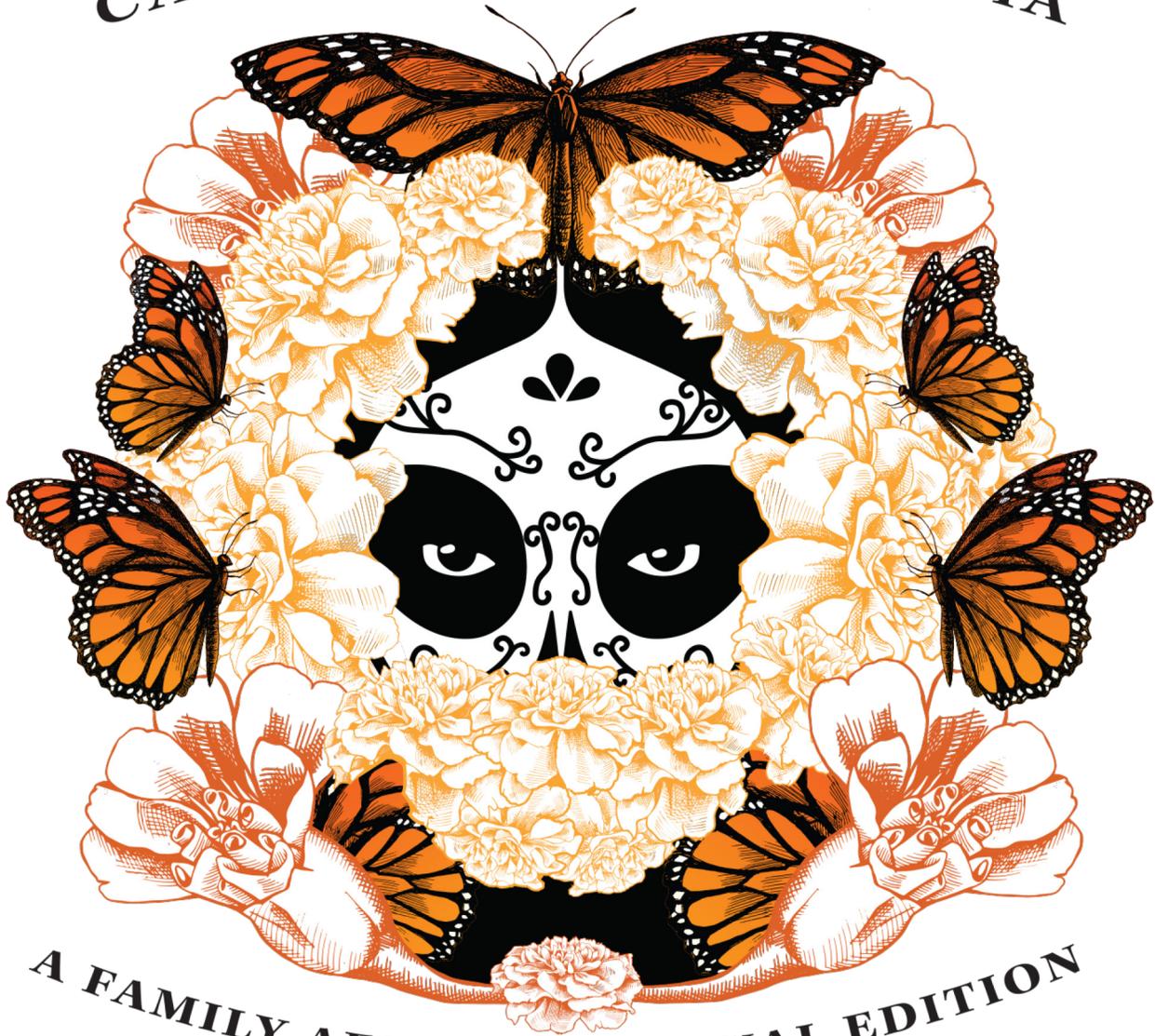
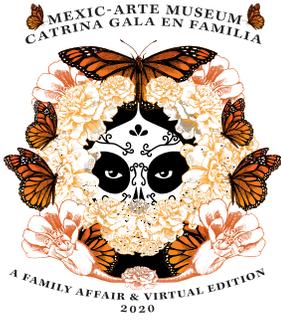


**MEXIC-ARTE MUSEUM**  
**CATRINA GALA EN FAMILIA**



**A FAMILY AFFAIR & VIRTUAL EDITION**  
**2020**



**MEXIC-ARTE MUSEUM**  
The Official Mexican  
& Mexican American  
Fine Art Museum of Texas

419 Congress Ave.  
Austin, Texas 78701  
P.O. Box 2273  
Austin, TX 78768

(512) 480-9373  
info@mexic-artemuseum.org  
www.mexic-artemuseum.org

Dear Friends,

We invite you to join Mexic-Arte Museum in sponsoring the **2020 *Catrina Gala en Familia: A Family Affair & Virtual Edition*** on **November 1, 2020**. This year, proceeds from the *Gala* will benefit our award winning education programs, and Museum operations, both in dire need of funding due to the ongoing Covid-19 pandemic and economic crisis. Mexic-Arte strives to provide excellence in all we do, and will continue as we have newly employed virtual programming. With the stay home order in place, we are going virtual with the annual *Gala*. We invite you to join us as a sponsor. Sponsorship opportunities and benefit information are attached.

The *Catrina Gala* is a spirited annual benefit recognizing Mexic-Arte Museum's present accomplishments in visual arts and art education. We commemorate the Museum's 36 years of presenting critically acclaimed exhibitions, award-winning education programs, and unique cultural events. This year, the event extends into homes virtually, including your guests and family, with something for everyone. The event is designed to bring a festive, delightful experience right to your homes, and includes informative programming, with an update on our building project, the new additions to collections, an art auction, and themed gift bags with Catrina inspired items and treats. New this year we have included *delicias* from **Fonda San Miguel** and art activities for the whole family! We encourage dressing up with Catrina themed masks and makeup, making for a artful evening.

As part of the *Gala*, will honor the distinguished art collector, Mr. Juan Sandoval. In January 2020, the Museum received the Juan A. Sandoval Collection, considered one of the most important Latinx art collections in the United States. Mr. Sandoval, a now retired reference librarian and subject specialist for art and Chicana studies at UTEP, amassed an art collection over thirty years. featuring works by such noted artists as Manuel Acosta, Marta Arat, Francisco Delgado, Gaspar Enriquez, and Luis Jiménez that focus on the Latinx, Mexican, Mexican American experience. The extensive collection holds over 1,000 items that Mexic-Arte will use to develop exhibitions and teaching materials.

We hope that you will become a sponsor of the **2020 *Catrina Gala en Familia: A Family Affair & Virtual Edition***. Join us in this historic moment and experience a thrilling, standout gala, while supporting the Mexic-Arte Museum in Central Texas, all from the comfort of your own home with friends and family.

Thank you for your time and support! If you need any more information, please contact Executive Director **Sylvia Orozco** at 512-560-9216 or email at [sylviao@mexic-artemuseum.org](mailto:sylviao@mexic-artemuseum.org) or Development Coordinator **Danielle Houtkooper** at 915-820-4422 or [danielleh@mexic-artemuseum.org](mailto:danielleh@mexic-artemuseum.org).

Respectfully,

**Michael Torres**  
President of the Board

**Elizabeth Rogers**  
Vice-President of the Board

**Sylvia Orozco**  
Executive Director





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## CATRINA GALA EN FAMILIA 2020



### SPONSORSHIP OPPORTUNITIES

<b>DATE</b>	Sunday, November 1, 2020
<b>LOCATION</b>	Your Home!
<b>TIME</b>	6:00 pm - 7:00 pm
<b>HONORARY CHAIRS</b>	The Honorable Cónsul General of México Pablo Marentes Gonzalez & Patricia Lerdo de Tejada President of the Board, Michael Torres Vice-President, Elizabeth Rogers
<b>HONOREE</b>	Juan A. Sandoval, Art Collector Lifetime Achievement Award in the Visual Arts
<b>MUSIC BY</b>	Patricia Vonne
<b>ATTIRE</b>	Cocktail Attire, Pajama Pants & Catrina-Inspired Make-Up & Masks
<b>SPONSORSHIPS LEVELS</b>	\$1500 to \$25,000
<b>CONTACT</b>	sylviao@mexic-artemuseum.org   (512) 560-9216



### AN INVITATION TO CATRINA GALA EN FAMILIA: A FAMILY AFFAIR VIRTUAL EDITION!



We invite you to the 2020 Catrina Gala en Familia: A Family Affair & Virtual Edition. This year, proceeds from the Gala will benefit our award winning education programs in underserved schools, and Museum operations, both in dire need of funding due to the ongoing Covid-19 pandemic and economic crisis. The Catrina Gala is a spirited annual benefit recognizing Mexic-Arte Museum's present accomplishments in visual arts and art education. We commemorate the Museum's 36 years of presenting critically acclaimed exhibitions, award-winning education programs, and unique cultural events.

This year, the event extend into homes virtually, including your guests and family, with something for everyone. The event is designed to bring a festive, delightful experience right to your homes, and includes informative programming, the new additions to collections, an art auction, and themed gift bags with Catrina inspired items. New this year we have included delicias from Fonda San Miguel and art activities for the whole family! We encourage dressing up with Catrina themed masks and makeup, making for an artful evening. We hope you will join us. Thank you for your support! **Your support for arts education in underserved schools and Museum operations are greatly appreciated.**

**Dinner of treats will be prepared by high acclaimed by Fonda San Miguel** *Fonda San Miguel* was founded in 1975 by Miguel Ravago and Tom Gilliland and has served the Austin public and visitors authentic and regional Mexican cuisines in atmosphere of museum quality art, luscious plants and décor ever since. The Fonda San Miguel collection includes works by Sergio Bustamante, Rufino Tamayo, Francisco Zuniga, Rodolfo Morales and many other prominent artists. Fonda San Miguel hosted the Frida's Fiestas in the 1990s and generously donated artworks to the Mexic-Arte Museum. Now celebrating over four decades of culinary artistry, and through the work of the visionary Tom Gilliland, Fonda San Miguel is one of the most significant restaurants in the United States.





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## CATRINA GALA EN FAMILIA SPONSORSHIP LEVELS & BENEFITS

<b>PLATINUM SPONSORSHIP</b> <b>\$25,000</b>	<b>SILVER SPONSORSHIP</b> <b>\$10,000</b>	<b>BRONZE SPONSORSHIP</b> <b>\$5,000</b>	<b>COBALT SPONSORSHIP</b> <b>\$3,500</b>	<b>COPPER SPONSORSHIP</b> <b>\$1,500</b>
<p>Premier logo/name placement on all promo materials and web publicity, including video during the Gala.</p> <p>Name on Museum lobby FY20-21 Donor Board</p> <p>Annual Membership Level: President's Circle Silver</p> <p>Recognition at the event by Master of Ceremonies</p> <p>Recognition on all event signage and multi-media presentation</p> <p>Recognition on a dedicated social media post</p> <p>1 Complimentary Museum rental. Entertain guests in the Mexic-Arte Museum galleries (exp. 10/01/2021)</p> <p>1 In-person or Virtual Gallery tour by the Director or the Curator of the Museum</p> <p>Includes 10 Catrina Gala themed gift bags</p> <p>Prepared dinner by Fonda San Miguel for 10</p> <p><b>Your support makes possible:</b></p> <p>Eight virtual art classes for up to 100 students (including materials for each class)</p>	<p>Logo/name on all promo materials and web publicity</p> <p>Name on Museum lobby FY20-21 Donor Board</p> <p>Annual Membership Level: President's Circle Silver</p> <p>Recognition at the event by Master of Ceremonies</p> <p>Recognition on all event signage and multi-media presentation</p> <p>Recognition on a dedicated social media post</p> <p>1 Complimentary Museum rental. Entertain guests in the Mexic-Arte Museum galleries (exp. 10/01/2021)</p> <p>Includes 10 Catrina Gala themed gift bags</p> <p>Prepared dinner by Fonda San Miguel for 10</p> <p><b>Your support makes possible:</b></p> <p>Four virtual art classes for up to 75 students (including materials for each class)</p>	<p>Logo/name on all promo materials and web publicity</p> <p>Name on Museum lobby FY 20-21 Donor Board</p> <p>Annual Membership Level: President's Circle Silver</p> <p>Recognition at the event by Master of Ceremonies</p> <p>Recognition on all event signage and multi-media presentation</p> <p>Includes 10 Catrina Gala themed gift bags</p> <p>Prepared dinner by Fonda San Miguel for 10</p> <p><b>Your support makes possible:</b></p> <p>Two virtual art classes for up to 50 students (including materials for each class)</p>	<p>Name on Museum lobby FY 20-21 Donor Board</p> <p>Logo/name on a promo materials and web publicity</p> <p>Annual Membership Level: President's Circle Bronze</p> <p>Includes 8 Catrina Gala themed gift bags</p> <p>Prepared dinner by Fonda San Miguel for 8</p> <p><b>Your support makes possible:</b></p> <p>One virtual art class for up to 25 students (including materials for each class)</p>	<p>Name on Museum lobby FY 20-21 Donor Board</p> <p>Logo/name on a promo materials and web publicity</p> <p>Annual Membership Level: President's Circle Bronze</p> <p>Includes 4 Catrina Gala themed gift bags</p> <p>Prepared dinner by Fonda San Miguel for 4</p> <p><b>Your support makes possible:</b></p> <p>One virtual art class for up to 10 students (including materials for each class)</p>

Mexic-Arte Museum is a 501(c)3 non-profit organization. Your sponsorship contribution, minus the fair market value of your ticket(s) and services provided, is tax-deductible.





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## **EDUCATION PROGRAMS** IN PERSON AND DISTANCE LEARNING



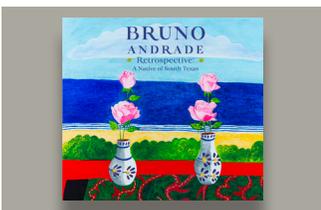
**SCREEN IT!** Mexic-Arte Museum's Screen It! program introduces underserved students, between ages 10 and 17, to principles of screen printing and related careers in the arts. Students are guided through a basic introduction of screen printing techniques—from the creation of stencils to a final poster design project. Students experience the serigraphy process by creating their very own t-shirts and related products in their classrooms. Screen It! is designed to be a school year long, supplemental education series aimed to scaffold the diverse techniques for printmaking that are not typically taught until university levels. Mexic-Arte has developed online distance learning lesson plans in response to a growing need for remote learning opportunities. All Mexic-Arte education programs are TEKS aligned.



**FAMILY DAYS** Family Days are held in conjunction with exhibitions, and are provided at no charge. Event activities are crafted around exhibition concepts, and encourage families to reflect on their gallery experience through collaboration and hands-on art making. Family Days are currently being offered remotely through streaming services. Both the online and in person lesson are free and accessible to all learners.



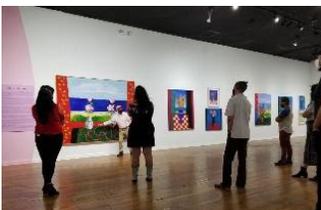
**INTERNSHIPS** Each year, Mexic-Arte Museum hosts undergraduate, graduate and alternative schooling interns from universities and colleges all across the nation with a specific partnership with St. Edwards Work/Study as well The University of Texas at Austin. Areas of internship focus include: exhibition, education, development, graphic design, public relations, special events, art history, and cultural studies.



**RESOURCES** Education-based, gallery guides are generated for exhibitions. The guides—offered digitally through online, easily accessible app CultureConnect—provide patrons with a closer look at the exhibition, touching on subjects ranging from history, artist achievement, social relevance, and more. Each guide is preserved in the Museum archive. The guides offer comprehensive, interactive content and a resource that can be accessed from home for gallery goers to enjoy at their own pace.



**TEACHER WORKSHOPS** The Mexic-Arte Museum offers teacher development courses for instructors throughout greater Austin, providing resources to teachers who aim to support cultural diversity within their communities. Through fun and practical workshops, teachers gain the tools they need to bring art alive in the classroom. Sessions include hands-on activities, curator tours, artist presentations, printed resources, discussion groups, on-site lesson plan creation, and more. With each workshop, our Texas Education Agency approved Museum provides continuing professional education hours. Lessons, activities, and tours can be experienced virtually, and materials are provided to the instructors at no cost. All virtual workshops remain in compliance with TEA standards.



**TOURS** Guided tours of Mexic-Arte Museum exhibitions provide students and adults with a unique cultural experience. Tours are an engaging way to expose all age groups to current exhibitions and a fun opportunity to learn about Mexican and Mexican American art.





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**YES, I WANT TO SPONSOR MEXIC-ARTE MUSEUM'S 2020 CATRINA GALA EN FAMILIA!**

Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Alt. Phone \_\_\_\_\_ (  cell  home )

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Preferred Name for Recognition \_\_\_\_\_

I prefer to be an anonymous sponsor.

SPONSORSHIP LEVELS	
<input type="checkbox"/> \$25,000—Platinum Sponsorship	<input type="checkbox"/> \$3,500—Cobalt Sponsorship
<input type="checkbox"/> \$10,000—Silver Sponsorship	<input type="checkbox"/> \$1,500 — Copper Sponsorship
<input type="checkbox"/> \$5,000—Bronze Sponsorship	

\$350 Gala Individual Tickets

Total Sponsorship Amount: \$ \_\_\_\_\_

I cannot attend, but I'd like to contribute with a donation of \$ \_\_\_\_\_

Total Individual Ticket Amount: \$ \_\_\_\_\_

\*TOTAL \$ \_\_\_\_\_

Payment Type  Check (Make payable to Mexic-Arte Museum)  Credit Card

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

\* Credit Card processing fees will be added to this total. You may also pay online at [www.mexic-artemuseumevents.org/vivafrida/](http://www.mexic-artemuseumevents.org/vivafrida/)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Join us as we celebrate thirty- six years in Austin with critically acclaimed exhibitions, an expanding art collection, exemplary education programs, exciting cultural events, and a growing permanent collection. For more information contact **Danielle Houtkooper** at [danielleh@mexic-artemuseum.org](mailto:danielleh@mexic-artemuseum.org) or **(915) 820-4422**.

You may return this form and checks via mail to:  
 MEXIC-ARTE MUSEUM, P.O. BOX 2273, AUSTIN, TX 78768

