

MEXIC-ARTE MUSEUM
CATRINA DINNER





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 ***Mexic-Arte Museum Catrina Dinner 2023***. This year, proceeds from the ***Gala*** will benefit our Museum Programs and Operations. We invite you to join us as a sponsor. Sponsorship opportunities and benefit information are attached.

The ***Catrina Dinner*** is a spirited annual benefit recognizing Mexic-Arte Museum's present accomplishments in visual arts and art education. We commemorate the Museum's 39 years of presenting critically acclaimed exhibitions, award-winning education programs, and unique cultural events.

The event is designed to bring a festive, delightful experience 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. We encourage dressing up with Catrina themed masks and makeup, making for an artful evening.

We hope that you will become a sponsor of the ***Mexic-Arte Museum Catrina Dinner 2023***. Join us in this historic moment and experience a thrilling, standout gala, while supporting the Mexic-Arte Museum in Central Texas.

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 or Development Coordinator, **Adrienne Brown**, is also available at 512-200-7276 or adrienneb@mexic-artemuseum.org.

Laurel & Edgar Prats
Co-Chairs

Sylvia Orozco
Executive Director





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CATRINA DINNER 2023



SPONSORSHIP OPPORTUNITIES

LOCATION Fonda San Miguel 2330 W N Loop Blvd, Austin, TX 78756

TIME 6:00 PM

HONORARY CHAIRS The Honorable Cónsul General of México Pablo Marentes
Gonzalez & Patricia Lerdo de Tejada
President of the Board, Paul Saldaña
Vice-President, Elizabeth Rogers

HONOREES Elaine Salazar, Ampersand Art Supply
Mary J. Andrade, Artist and Photojournalist
Edwin R. Jordan
Maria Luisa "Lulu" Flores

MUSIC BY TBD

ATTIRE Cocktail attire, Catrina make-up, and masks

SPONSORSHIPS LEVELS \$1,500 to \$25,000

CONTACT sylviao@mexic-artemuseum.org | (512) 560-9216
adrienneb@mexic-artemuseum.org | (512) 200-7276

AN INVITATION TO THE MEXIC-ARTE MUSEUM CATRINA GALA DINNER 2023

We invite you to the Mexic-Arte Museum Catrina Gala Dinner 2023. This year, proceeds from the Gala will benefit our award winning education programs in underserved schools, and Museum operations. The Catrina Gala is a spirited annual benefit recognizing Mexic-Arte Museum's accomplishments in visual arts and art education. We commemorate the Museum's 39 years of presenting critically acclaimed exhibitions, award-winning education programs, and unique cultural events.

We're excited to be back in person this year! The event is designed to bring a festive, delightful experience, and includes informative programming, an update on our building project, information on new additions to our collection, an art auction, and themed gift bags with Catrina inspired items. 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 and treats will be prepared by highly acclaimed 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. 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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2023 HONOREES



MARY J. ANDRADE

LIFETIME ACHIEVEMENT AWARD IN THE VISUAL ARTS



Mary J. Andrade is a prominent figure in the study of Day of the Dead and has documented the celebration in different states of the Mexican Republic. Mary J. Andrade, Cultural Advisor for the Disney Pixar movie “Coco,” began researching Day of the Dead in 1987 in Janitzio, Michoacan. Since then, Mary has covered a different state of the Mexican Republic each year, gathering information and taking photographs of the celebration of this pre-Hispanic tradition known as Day of the Dead. She is considered a foremost expert on Day of the Dead history and meaning, as well as the creation of traditional ofrendas. Andrade’s photographs of Day of the Dead have been featured in over 300 exhibitions. Andrade has delivered countless lectures as well and produced videos on Day of the Dead. This year, Mexic-Arte Museum is beyond proud to announce the recent donation of The Mary J. Andrade Passion for Life, Day of the Dead in Mexico Photography Collection. An exhibit at the Museum featuring select photographs of various areas of Mexico and how this age-old tradition is celebrated in distinct communities was exhibited Sept. 17 – Nov. 21, 2022

EDWIN R. JORDAN

LIFETIME ACHIEVEMENT IN THE VISUAL ARTS



Edwin R. Jordan was born in Austin, TX in 1934 and grew up in his parents home on West 7th St. He received his BFA from The University of Texas in 1955. Having fallen in love with Mexican folk art, he began to collect in the 1990s. Through visits to antique shops and thrift stores, along with annual trips to the Feria de los Maestros in Chapala, Mexico, he slowly amassed a unique collection. In the 1980s, Mr. Jordan visited the Arts Warehouse and became acquainted with Mexic-Arte. He found a place that shared his passion for Mexican art, and the Museum grew to be a major part of his life. Mr. Jordan has contributed in numerous ways, such as organizing art auctions, loaning art, contributing his own artwork, and donating many artworks, including a 400 piece nativity scene. With his ample knowledge and love of Mexican popular art and community, he has been an invaluable ambassador for the Museum.





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2023 HONOREES



MARIA LUISA "LULU" FLORES

PATRON OF THE ARTS



Lulu Flores was born and raised in Laredo, Texas. Ms. Flores received her B.A. and J.D. from the University of Texas. As a founding member of Hendler Flores Law, Lulu is a senior legal advisor and Equity Partner. Ms. Flores served on Mexic-Arte's Board of Directors for 9 years as a member and officer, 2 years as the Vice President for Public Affairs, and 5 years as President. As President, she helped the Museum secure a \$5 million bond. She also led the campaign for the 78th Legislature of Texas to designate the Museum as "The Official Mexican and Mexican American Fine Art Museum of Texas." She currently serves on the Austin Arts Commission. She served as President and CEO of the National Women's Political Caucus and has served on the boards of Planned Parenthood and YMCA Austin. Lulu was named "National Latina Lawyer of the Year" in 2010 by the Hispanic National Bar Association, and she was included in the City of Austin Women's Hall of Fame. Recently, she was named the 2020 Distinguished Lawyer of the Year by the Austin Bar Association. We congratulate Lulu Flores, the newly elected State Representative of District 51.

ELAINE SALAZAR

PATRON OF THE ARTS



Elaine Salazar is the owner of Ampersand Art Supply, a company she began as a graduate student at the McCombs School of Business at the University of Texas in Austin. Her background in art history brought her into collaboration in 1993 with artist Charles Ewing to bring to market several unique painting surfaces for artists. Unparalleled quality, innovative coatings, and the company's exclusive Archiva-Seal™ are some of the many reasons artists trust Ampersand for their artwork. The company has surfaces for artists working in multiple media formats- from oils to watercolor. Elaine's commitment to support Latino/a artists in their work has led to the company's steadfast support of Mexic-Arte's mission over the years. Since 2009 the company has been very proud to donate all the panels for Mexic-Arte's Mix and Mash artwork benefit fundraisers.





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CATRINA DINNER 2023 SPONSORSHIP LEVELS & BENEFITS

PLATINUM SPONSORSHIP \$25,000	SILVER SPONSORSHIP \$10,000	BRONZE SPONSORSHIP \$5,000	COBALT SPONSORSHIP \$3,500	COPPER SPONSORSHIP \$1,500
Logo/name on all promo materials and web publicity	Logo/name on all promo materials and web publicity	Logo/name on all promo materials and web publicity	Logo/name on all promo materials and web publicity	Logo/name on all promo materials and web publicity
Name on Museum lobby FY 23-24 Donor Board	Name on Museum lobby 23-24 Donor Board	Name on Museum lobby 23-24 Donor Board	Name on Museum lobby 23-24 Donor Board	Name on Museum lobby 23-24 Donor Board
Annual Membership Level: President's Circle	Annual Membership Level: President's Circle	Annual Membership Level: President's Circle	Annual Membership Level: President's Circle	Annual Membership Level: President's Circle
Recognition at the event by Master of Ceremonies	Recognition at the event by Master of Ceremonies	Recognition at the event by Master of Ceremonies	Dinner by Fonda San Miguel for 6	Dinner by Fonda San Miguel for 4
Recognition on all event signage and multi-media presentation	Recognition on all event signage and multi-media presentation	Recognition on all event signage and multi-media presentation		
Recognition on a dedicated social media post	Recognition on a dedicated social media post	Dinner by Fonda San Miguel for 8		
1 Complimentary Museum rental. Entertain guests in the Mexic-Arte Museum galleries (exp. 10/01/2024)	1 Complimentary Museum rental. Entertain guests in the Mexic-Arte Museum galleries (exp. 10/01/2024)			
1 In-person or Virtual Gallery tour by the Director or the Curator of the Museum	Dinner by Fonda San Miguel for 10			
Dinner by Fonda San Miguel for 10				
Your support makes possible:	Your support makes possible:	Your support makes possible:	Your support makes possible:	Your support makes possible:
Six art classes for up to 100 students (including materials for each class)	Four art classes for up to 80 students (including materials for each class)	Two art classes for up to 40 students (including materials for each class)	Two art classes for up to 40 students (including materials for each class)	One art class for up to 10 students (including materials for each class)

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



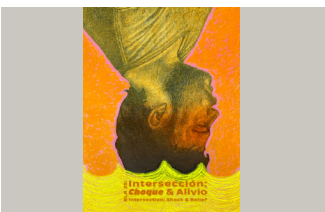
SCREEN IT! Mexic-Arte Museum's Screen It! program introduces underserved students, between ages 10 and 17, to principles of screen printing and related careers in the arts. Students are guided through a basic introduction of screen printing techniques—from the creation of stencils to a final poster design 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
2023 CATRINA DINNER**

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 Catrina Dinner

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/

Signature _____ Date _____

Join us as we celebrate thirty-nine 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 **Adrienne Brown** at adrienneb@mexic-artemuseum.org or **817-504-9878**.

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

