



MASQUERADE *in the park*

We are honored to continue the incredible legacy of the past 20 years, raising funds for our 10 Beneficiaries and Institutions of the Prado. Our Bucks for Buses program, launched in 2011, has become the heart of our growing vision and in 2017, we expanded our funding to include educational outreach endeavors.

The importance and value of bringing school age children to the Park to experience the wonder, history and beauty has proven to have an indelible effect that will inspire them for a lifetime. Many of our students attend Title 1 schools and have never experienced a Museum or the Science Center. We take so much pride and joy knowing this has been made possible by the support of our members, donors and community partners.

It will always be our core mission to raise unrestricted funds, preserving and supporting the Museums with their most pressing financial needs—expanding art collections and installation costs, making necessary museum improvements and maintenance, and even increasing needed staff to ensure a stellar guest experience. Our efforts continue to inspire the next generation to see the world with awe-inspiring potential, and ensure that Balboa Park will remain the jewel of San Diego for the next 100 years!

We hope you will be a part of this incredible journey by supporting us as a sponsor, donor or by attending the Gala event on July 7, 2018. This year's theme is Masquerade in the Park and appropriately, we will be raising funds to "Unmask a World of Art, Culture and Beauty" for the next generation!

2018 GALA CHAIRS

Merridee Book, Stephanie Brown and Roxi Link



MASQUERADE *in the park*

You're Invited to

PATRONS OF THE PRADO

07 MASTERPIECE GALA

2018 At the Iconic Spreckels Organ Pavilion

EVENING-AT-A-GLANCE

Together,
let's unmask
the magic of
Balboa Park
for the next
generation
and preserve
its legacy for
the future.

6:00

ENCHANTED RECEPTION

Silent Auction
Cocktails & Spirits
Magical Performances

7:30

MASQUERADE DINNER

Presentation
Live Auction

9:30

Merriment & Dancing
Under the Moonlight

2018 Gala Chairs

Merridee Book, Stephanie Brown and Roxi Link

Patrons of the Prado President

Clarice Perkins

Uncover a World of Art, Culture, & Beauty



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CORPORATE SPONSORSHIP & INDIVIDUAL DONOR OPPORTUNITIES

\$100,000 Legacy Chair

At the Gala

- Premier table seating for 20 with personal wait staff
- Tableside premium champagne service
- Distinctive recognition at event
- Special multimedia acknowledgement at Gala

Pre-Event + Marketing

- Recognized on Save the Date & Gala Invitation
- 4,500 sent to targeted affluent audience
- Sponsor recognition in media releases
- Recognized as the Underwriter of the Patrons Benefactor Reception

- 20 Invitations to the Patrons Benefactor Reception
- Prominent recognition on Patrons of the Prado website,
- Includes a link to your company's website
- Year-round invitation to exclusive members-only events
- Feature article about you (or your company) in our Newsletter
- Two full page ads in the program book

Additional Benefits

- Special Balboa Park Beneficiary themed gift box
 - Invitation to the Directors' Dinner to present one of the 2018 Beneficiaries with a check
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\$50,000 Patron of the Arts

- Premier table seating for 20 with personal wait staff
- Tableside premium champagne service
- Distinctive recognition at event
- Special multimedia acknowledgement at Gala
- Recognized on Save the Date & Gala Invitation
- 4,500 sent to targeted affluent audience
- Sponsor recognition in media releases

- Invitations for you and your guests to an exclusive Benefactor Reception
 - Prominent recognition on our website
- Includes a link to your company's website
 - Year-round invitation to exclusive members-only events
 - Feature article about you (or your company) in our Newsletter
 - Two full page ads in the program book
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\$20,000 Curator Circle (Honorary Chair)

- Premier Table of 10
- Tableside champagne service
- Distinctive recognition and thank you at event
- Special multimedia acknowledgement at Gala
- Recognized on Save the Date & Gala Invitation
- 4,500 sent to targeted affluent audience

- Sponsor recognition in all media releases
 - Invitation for you and your guests to an exclusive Benefactor Reception
 - Recognition on our website
 - Full page ad in program book
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\$10,000 Artistry Circle

- Premier Table of 10
- Special multimedia acknowledgement at Gala
- Recognition on Gala Invitation
- Invitation for you and your guests to an exclusive Benefactor Reception
- Recognition on our website
- Full page ad in program book

\$5,000 Mystique Circle

- 4 Premier seats
- Special multimedia acknowledgement at Gala
- Recognition on Gala Invitation
- Invitation for you and your guest to an exclusive Benefactor Reception
- Half page ad in the program book



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UNDERWRITING OPPORTUNITIES

By underwriting a major Gala expense item, your generosity will greatly empower our ultimate support.

Entertainment.....	\$15,000
Invitation Title Sponsor	\$10,000
Event Production.....	\$25,000
Event Program Book Printing	\$5,000
Save the Date Sponsor.....	\$7,500
Décor	\$10,000
Benefactor Reception	\$7,500
Photography.....	\$5,000
Auctioneer.....	\$2,000
Valet Parking.....	\$10,000
Favors	\$2,500
Security	\$5,000
Museum Unrestricted Fund Donation	\$2,500

In the event you are unable to attend our Gala, your generous gift of unrestricted support will be featured in our beautiful program.



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**“Thank you, Patrons, for this donation.
It is better than gold for us!”**

David Braun
Board President, San Diego Junior Theatre

“Thank you, Patrons of the Prado. It is incredible, these numbers! My staff and I are so impressed. We serve more than 51,000 kids a year, 81 schools, and we are now able to offer free entrance for anyone 17 and under.”

Roxana Velásquez
Executive Director, San Diego Museum of Art

“Here at the Timken we are changing lives, it’s not just beautiful artwork to look at, it’s life-changing work that we are all doing and we cannot do without the Patrons.”

Megan Pogue
Managing Director, Timken Museum

“The gift that comes in the form of unrestricted funds attests to how valuable this is. It will be applied to the artistic and arts administration programs, including productions that give students access to world-class theater, many shows and student matinees, such as ‘How the Grinch Stole Christmas.’”

Tim Shields
Managing Director, The Old Globe Theater