



# YVES SAINT LAURENT

THE PERFECTION OF STYLE

**SEATTLE ART MUSEUM**

October 11, 2016 - January 16, 2017

Corporate Sponsorship





# Seattle

# The Emerald City

From high-tech to aerospace, from coffee to music, Seattle has always inspired world-changing ideas. It's a city where the extraordinary is commonplace. No wonder Seattle is home to such global and iconic brands as Boeing, Microsoft, Amazon, Expedia, Nordstrom, and Starbucks.

Seattle's innovation ecosystem is not limited to the business sector: the arts are at the forefront of this city's everyday life. With an opulence of visual art, theater, dance, opera, and entertainment, Seattle is a creative and cultural nexus. With museums of all kinds, public art around every corner, eye-catching architecture by the likes of Frank Gehry and Rem Koolhaas, authors, poets, symphony orchestras, rock legends such as Nirvana and Jimi Hendrix and jazz greats, Seattle has a lively, unique, and memorable cultural ambiance.

Seattle's spectacular natural setting on the Pacific Northwest coast, surrounded by mountains, lakes, and lush evergreen forests, along with its temperate climate, makes the city one of the most livable in North America. With a booming economy, the city is currently experiencing exponential growth and adding thousands of new residents each year.

Seattle is a city of the future. But don't take our word for it:

- ▶ Fastest-growing major American city (U.S. Census Bureau 2013)
- ▶ America's favorite city (Public Policy Polling, 2012)
- ▶ Best city for tech job growth (Forbes, 2013)
- ▶ Smartest city in North America (Fast Company, 2013)
- ▶ More than 18 million visitors every year (U.S. Travel Association, 2013)
- ▶ 20th largest town in the US, ahead of Boston and Washington DC (U.S. Census Bureau, 2014)
- ▶ Seattle ranks number two of the coolest cities in the US and tops number one on the West Coast (Forbes, August 2014)







# SAM SEATTLE ART MUSEUM

The Seattle Art Museum (SAM) is defined by its robust collections representing global cultures from the ancient past to the present, augmented by dynamic special exhibitions and educational programming. The museum's mission to "connect art to life" reflects a conviction that the objects SAM exhibits are relevant to people's lives, and that contemporary visitors can find meaning in works of art even if produced in an unfamiliar place or time.

SAM is one museum in three locations: SAM Downtown, the Asian Art Museum in residential Volunteer Park, and the Olympic Sculpture Park on the downtown waterfront. With nearly 750,000 annual visitors, SAM is a hub in the Seattle's cultural ecosystem. Furthermore, SAM has been named the 8th best art museum in the US by TimeOut magazine, ahead of larger institutions like the Museum of Fine Arts in Boston and the Getty (09/17/2015).

SAM is also a leader in offering meaningful educational programs and events for people of all ages and backgrounds; Therefore, the museum is proud to serve more than 40,000 students and teachers annually, exposing young people in the Seattle area to art and the benefits of an arts-rich education from an early age.

SAM has hosted many acclaimed international exhibitions in recent years such as the landmark 2010 presentation *Picasso* from the National Picasso Museum in Paris, attracting a record-breaking 405,000 visitors during its three month stay in Seattle. Other high-profile exhibitions include *Gauguin and Polynesia: An Elusive Paradise* (2012); *Elles: Women Artists from the Centre Pompidou, Paris* (2012); and most recently *Miró: The Experience of Seeing* (2013).

By presenting some of the world's most visited special exhibitions, SAM represents a beacon of culture in the Pacific Northwest, consistently attracting new audiences from across the country and around the world and providing corporate sponsors with broad, unique, and distinguished recognition.



# Yves Saint Laurent

## The Man and His Work

Yves Saint Laurent (1936-2008) was the first designer to rise to the level of stardom once held exclusively by rock or film stars. An iconic image of the twentieth century, the man himself fascinates as much as his work. Young, handsome, and revolutionary, he embodied the modernity of the '60s and the radical changes occurring in society at the time.

Indeed, the young Saint Laurent wanted to devote himself to the theater, but the success of his creations while working for Dior set his destiny. The designer would offer women a distinctive modern look that was for many a revelation. He would replace fashion standards with style and give women the freedom to express their personality.

In 2016, the Seattle Art Museum will have the privilege of showcasing the original work of this master and inspiring a city where innovation guides every aspect of life. The work of Yves Saint Laurent was acclaimed in past years in Montreal (2008), Paris (2010), and more recently in Brussels (2011) and Denver (2012). The Seattle exhibition will feature a panoramic vision of the 44 years of creation that make up Saint Laurent's essential contribution to fashion history and new acquisitions by the Foundation that have never been shown publicly before.

The exhibition will follow a thematic line, displaying an eclectic selection of 100 haute couture garments, photographs from Jean-Loup Sieff, famous for his celebrity portraits, and original drawings, films, and other multimedia elements from the Foundation. The exhibition creates a visually rich environment for visitors to witness the development of Saint Laurent's style and recurring themes throughout the designer's career. The multifaceted exhibition is curated by independent Parisian curator and fashion expert Florence Müller in collaboration with Chiyo Ishikawa, SAM's Deputy Director of Art and Curator of European Painting & Sculpture. Among the masterpieces to be included in the exhibition are Saint Laurent's famed Mondrian Dress from 1965; groundbreaking menswear-inspired items such as Le Smoking tuxedo jacket from 1962; safari jackets from his 1966 Saharienne Collection; and unmistakable evening dresses from the designer's late career.

Visitors will observe Saint Laurent's immersive working process from his first sketch and fabric selection to the various stages of production and fitting before the final garment was realized. Beginning in 1953 with the Paper Doll Couture House that he created when he was a teenager, the exhibition is a journey from his first days at Dior in 1958, through his groundbreaking designs in the 1960s and '70s and the splendor of his final runway collection in 2002.







# Corporate Visibility

Whether your company is considering sponsorship at SAM for the first time, or has already experienced the rich rewards of a partnership with SAM, we'd like to offer our thanks.

We aim to make Seattle and the Pacific Northwest great, to fuel creativity and inspire people. Your support is critical to enabling SAM to better serve a broad community and bring international exhibitions like Yves Saint Laurent to Seattle, and we are enormously grateful for your interest and involvement.

Sponsorship of a SAM special exhibition enables companies to differentiate themselves in an evolving and competitive marketplace while providing a consistent customer experience across touch points. By partnering with us, your company has a unique opportunity to move beyond lists of logos and shape a truly interactive and effective campaign around your goals. SAM will work with you to develop a plan that meets your unique objectives and budget in terms of awareness, visibility, networking, promotion, and customer engagement.

We invite you to join SAM's annual corporate sponsors—including Microsoft, Boeing, and Starbucks—in supporting Seattle's premier cultural destination. Becoming a sponsor for this unique exhibition of Yves Saint Laurent on the West Coast will offer your company a superior promotional platform to enhance your marketing and outreach objectives.

From demonstrating your company's commitment to arts and culture, to offering exclusive and one-of-a-kind experiences to clients or employees, SAM offers partnerships that work for you. We are committed to meeting the needs of your corporation through an unforgettable exhibition that is sure to make headlines not only on the West Coast, but also on a larger national and international scale.





**Presenting**  
\$100,000

**Major**  
\$50,000

**Patron**  
\$25,000

**Supporting**  
\$10,000

## Recognition

|  |          |          |   |   |
|--|----------|----------|---|---|
| Logo recognition                               | ✓        | ✓        | × | × |
| Text recognition                               | ×        | ×        | ✓ | ✓ |
| Recognition on SAM's outside entrance lightbox | ✓        | ✓        | × | × |
| Acknowledgment on marketing materials          | ✓        | ✓        | ✓ | ✓ |
| Exclusivity                                    | Industry | Industry | × | × |

## Exhibition and Private Events

|  |   |                                 |                               |   |
|--|---|---------------------------------|-------------------------------|---|
| Free admission to exhibition             | All Employees   | ×                               | ×                             | × |
| Complimentary* private event opportunity | Welcome by SAM Executive Director and CEO, exhibition overview by curator | Exhibition overview by curator  | Exhibition overview by docent | × |
| Remarks at VIP opening celebration       | ✓   | ×                               | ×                             | × |
| Presence at press events                 | ✓   | ×                               | ×                             | × |
| Corporate hospitality                    | ✓   | ✓                               | ✓                             | ✓ |
| Corporate showcase opportunity           | ✓   | ✓                               | ✓                             | × |
| Complimentary private tour               | Curator led for a group up to 20  | Docent led for a group up to 30 | ×                             | × |

## Additional Invitations

|                         |     |    |    |    |
|-------------------------|-----|----|----|----|
| Press preview           | 4   | ×  | ×  | ×  |
| VIP opening celebration | 10  | 6  | 4  | 2  |
| Premier member opening  | 12  | 8  | 6  | 4  |
| VIP exhibition passes   | 100 | 50 | 25 | 10 |

\* Sponsor pays catering, security, audio-video, and staffing costs





# All sponsors

## Corporate Hospitality

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Complimentary Corporate Membership for one year, including:

- ▶ 10 transferrable annual membership cards for free admission to all special exhibitions for employees
- ▶ Invitations for executives and guests to attend VIP events at SAM throughout the year
- ▶ Recognition as a Corporate Partner on SAM's website and link to company's site
- ▶ Discounted rates on SAM facility rentals for sponsors and memberships for employees
- ▶ 40 guest passes to be used throughout the year

## Promotion and Engagement

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- ▶ Opportunities to develop cross-promotions that further the goals of both the sponsor and SAM
- ▶ Offer discounted admission tickets for customers or clients or other incentives
- ▶ Use of the exhibition images and SAM logo to promote company's role as a corporate sponsor during the exhibition to employees, customers, clients or public

## Marketing Materials and Print Collateral

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Acknowledgment of exhibition sponsorship on marketing materials and print collateral includes:

- ▶ Print advertising (depending on size, maybe Presenting Sponsors only). Impression TBD
- ▶ On-site signage including entrance and elevators - 3 million
- ▶ Entrance wall to exhibition galleries - Number of visitors
- ▶ Invitations and programs for opening events - 38,000
- ▶ Program guides - 15,000
- ▶ Exhibition posters - 1,000+
- ▶ Exhibition microsite - 1,000+
- ▶ Exhibition catalogue - 1,000+
- ▶ SAM e-news - 450,000
- ▶ SAM's website and social media
- ▶ Verbal recognition of sponsorship at events and programs when remarks are given, and on screen before and during selected events and programs

Announcement to SAM's Board of Trustees

Inclusion in press materials distributed to international, national and local press

