

CORPORATE SPONSORSHIP
OPPORTUNITIES

ICA GALA

April 18, 2026



INSTITUTE FOR
CONTEMPORARY ART
VIRGINIA COMMONWEALTH
UNIVERSITY


Join us for the Institute for Contemporary Art's inaugural Gala. A celebration of art, creativity, and community.

Saturday, April 18, 2026

The ICA Gala will be an annual fundraising event that celebrates the vibrant world of contemporary art and invites the philanthropic community to support the museum's commitment to inspire, engage, and educate through art. A vital source of funding for the museum, event proceeds directly support the ICA's exhibitions program, which fosters learning and dialogue around contemporary art and culture and the creation of new works through artist commissions, dynamic programs, and publications.

Space is limited and the event is expected to sell out early. To learn more and secure your sponsorship, please contact Maya Erhardt, senior director of strategic development at erhardtm@vcu.edu or 804.828.2815. Thank you!





Corporate sponsors receive a wide array of benefits including event tickets, recognition on event materials, unique engagement opportunities, and more. Secure your place at this highly anticipated event by making a gift today.

By becoming a sponsor, your company will align itself with a leading institution dedicated to intellectual curiosity, creative exploration, and community enrichment.

ICA GALA QUICK FACTS

Attendees: 425

ICA Donor (Gala Attendee) Profile:

Generation

58% Baby Boomer
21% Generation X
8% Millennial
11% Silent Generation
2% Generation Z

Wealth Capacity for Total Annual Charitable Giving:

\$1M+	11%
500K to 999K	12%
250K to 499K	12%
100K to 249K	25%
25K to 99K	26%
Under 25K	11%

Geographic Range:

ICA patrons reside primarily in the Greater Richmond area, with representation across the Commonwealth of Virginia and the United States with concentrations in New York, Washington, D.C., California, and Florida.

ICA Visitor / Social Follower Profile:

The gala's after party audience and general marketing reach skew younger and more closely reflect the ICA's social media and visitor data.

64% Local to Richmond

Age Ranges:

Under 24	10%
25 to 35	26%
35 to 44	27%
45 to 54	13%
55 to 64	10%
65+	14%

ICA Marketing Statistics:

16,685 Instagram Followers
7,955 Facebook Followers
10,973 Email List Subscribers
ICA Visitorship is up 42% from 2024

We're happy to work with sponsors on custom recognition and marketing opportunities beyond the standard sponsorship packages!

CORPORATE SPONSORSHIP RECOGNITION & BENEFITS

Presenting Sponsor

\$50,000

- Table for 10 guests in premier location*
 - Logo recognition as Presenting Sponsor on event materials including invitations, event signage, website, program, and advertisements
 - Opportunity to host an event honoree, ICA exhibiting artist, or other special guest at your table
 - Opportunity to make brief remarks at the gala
 - Opportunity to add quote to gala media release
 - Opportunity to distribute corporate branded items at gala
 - Opportunity to nominate an employee to volunteer on the gala host committee
 - Recognition as a sponsor of an upcoming ICA exhibition
 - Private guided tour of ICA exhibitions
-

After Party Sponsor

\$25,000

- Table for 10 guests in premier location*
 - Recognition as After Party Sponsor on materials and remarks related to the after party portion of the evening
 - Tiered recognition on event materials including invitations, event signage, website, program, and media release
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
 - Opportunity to nominate an employee to volunteer on the gala host committee
 - Recognition as a sponsor of an upcoming ICA exhibition
 - Private guided tour of ICA exhibitions
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Dinner Sponsor

\$15,000

SOLD

- Table for 10 guests in premier location
 - Recognition as Dinner Sponsor on materials and remarks related to the dinner portion of the evening
 - Tiered recognition on event materials including invitations, event signage, website, and program
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
 - Opportunity to nominate an employee to volunteer on the gala host committee
 - Recognition as a sponsor of an upcoming ICA exhibition
 - Private guided tour of ICA exhibitions
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Reception Sponsor

\$15,000

- Table for 8 guests in priority location*
- Recognition as Reception Sponsor on materials and remarks related to the reception portion of the evening
- Tiered recognition on event materials including invitations, event signage, website, program, and media release
- Opportunity to host an artist or other special guest at your table
- Opportunity to distribute corporate branded items at gala
- Opportunity to nominate an employee to volunteer on the gala host committee
- Recognition as a sponsor of an upcoming ICA exhibition
- Private guided tour of ICA exhibitions

CORPORATE SPONSORSHIP RECOGNITION & BENEFITS

Award Sponsor

\$10,000

- Table for 8 guests in priority location*
 - Recognition as Award Sponsor during the honoree portion of the program and on materials related to the award
 - Tiered recognition on event materials including invitations, event signage, website, program, and media release
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
 - Opportunity to nominate an employee to volunteer on the gala host committee
 - Recognition as a sponsor of an upcoming ICA exhibition
 - Private guided tour of ICA exhibitions
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Lighting Sponsor

\$10,000

- Table for 8 guests in priority location*
 - Recognition as Lighting Sponsor on materials and in event remarks
 - Tiered recognition on event materials including invitations, event signage, website, program, and media release
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
 - Opportunity to nominate an employee to volunteer on the gala host committee
 - Recognition as a sponsor of an upcoming ICA exhibition
 - Private guided tour of ICA exhibitions
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Bar Sponsor

\$7,500

SOLD

- Table for 8 guests*
 - Recognition as Bar Sponsor on materials and in event remarks
 - Tiered recognition on event materials including invitations, event signage, website, and program, with top tier recognition in bar areas
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
-

Valet Sponsor

\$7,500

- Table for 8 guests*
 - Tiered recognition on event materials including invitations, event signage, website, and program, with top tier recognition in the valet area
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
-

Artist Patron

\$5,000

- 2 Gala tickets in premier location*
 - Sponsorship of Gala participation for artists and students
 - Tiered recognition on event materials including invitations, website, and program
 - Opportunity to distribute corporate branded items at gala
-

Dinner Host

\$5,000

SOLD OUT

- Table for 8 guests*
 - Tiered recognition on event materials including invitations, website, and program
 - Opportunity to host an artist or other special guest at your table
 - Opportunity to distribute corporate branded items at gala
-

In Kind Support

- We welcome collaboration in the form of donated goods or services that will allow even more gala revenue to be spent directly on the ICA's artistic mission. Recognition and tax-deductibility will vary depending on the nature of the collaboration. Let's talk!



ABOUT THE ICA

The Institute for Contemporary Art at Virginia Commonwealth University is a non-collecting institution that showcases a changing slate of exhibitions, performances, and programs. With a mission to listen, create, and make art public, the ICA is a place to explore new ideas, providing an open forum for dialogue and collaboration across the region and the world. Opened in 2018 in the LEED Gold-certified, Steven Holl-designed Markel Center, the ICA is a part of VCU's School of the Arts, linking the campus and the city of Richmond to an international network of contemporary artists and organizations, and encouraging working partnerships with VCU departments, faculty, students, and the broader community. ICA admission is free and open to all.

ABOUT VCUARTS

Virginia Commonwealth University is a major urban public research university with national and international rankings in sponsored research. Located in downtown Richmond, VCU enrolls more than 28,000 students in more than 200 degree and certificate programs in the arts, sciences, and humanities.

One of the nation's leading schools of arts and design, Virginia Commonwealth University's School of the Arts offers 18 bachelor's degrees and five master's degrees in fine arts, design, performing arts, historical research, and pedagogical practice. Distinguished faculty members are internationally recognized in their respective fields and are committed to mentoring the next generation

of artists, entrepreneurs, scientists, scholars, and engaged citizens of diverse communities around the world. Its campus in Qatar provides students and faculty with a direct tie to the Middle East and underscores the university's commitment to global education and experience.

For more information, please contact Maya Erhardt, Senior Director of Strategic Development, at erhardtmb@vcu.edu or 804.828.2815

ICA Anniversary Gala Corporate Sponsor Form



Sponsorship Level:

- ☐ \$50,000 Presenting Sponsor (10 seats - \$49,000 is tax deductible)
☐ \$25,000 After Party Sponsor (10 seats - \$24,000 is tax deductible)
☐ \$15,000 Dinner Sponsor (8 seats - \$14,200 is tax deductible) **Sold**
☐ \$15,000 Reception Sponsor (8 seats - \$14,200 is tax deductible)
☐ \$10,000 Award Sponsor (8 seats - \$9,200 is tax deductible)
☐ \$10,000 Lighting Sponsor (8 seats - \$9,200 is tax deductible)
☐ \$7,500 Bar Sponsor (8 seats - \$6,700 is tax deductible) **Sold**
☐ \$7,500 Valet Sponsor (8 seats - \$6,700 is tax deductible)
☐ \$5,000 Artist Patron (2 seats - \$4,800 is tax deductible)
☐ \$5,000 Table Host (8 seats - \$4,200 is tax deductible) **Sold Out**
☐ Other amount \$_____ (we'll be in touch about sponsor benefits and tax deductibility)

Sponsorship levels correspond with priority table placement, recognition prominence, and other benefits.

Sponsorship Payment Details:

- ☐ check enclosed (payable to VCU Foundation)
☐ credit card (see note below)
☐ pledge payable over time (please indicate on what date you would like to pay and/or be reminded about your pledge, on or before April 1, 2026) _____

For credit card processing, [please use this link](#) or the QR code located at the bottom of the form.

Contact and Recognition Details:

Preferred Name for Recognition and Acknowledgment: _____
OR ☐ I prefer to make this gift anonymously and prefer to not be publicly recognized as a supporter.
Title: Dr. Miss Mr. Mrs. Mx. Professor The Reverend The Honorable Other____
First Name: _____ Middle Initial: _____ Last Name: _____
Spouse/Partner's Name: _____
Company Name : _____
Address Line 1: _____
City: _____ State: _____ Zip: _____ Country: _____
Mobile Phone: _____ Home Phone: _____
Email: _____ Spouse/Partner Email: _____

Sponsor Benefits:

- ☐ I accept sponsor benefits and understand that doing so affects the amount eligible for tax purposes.
☐ I prefer to decline sponsor benefits that have a tangible value so that my gift is fully tax-deductible.
☐ I prefer to decline all sponsor benefits.

Signature: _____ Date: _____

For more information, contact **Maya Erhardt**, senior director of strategic development,
at erhardtmb@vcu.edu or call **804-828-2815**.

Thank you so much for your support! Please mail the completed form to:

Virginia Commonwealth University Office of Annual Giving
Box 843042, Richmond, VA 23284-3042

OR email it to: Maya Erhardt at erhardtmb@vcu.edu.

