



# SPONSORSHIPS



JUNE 21, 2025  
6 • 9 PM



# HAGGIN

*à la carte*

Dear Friends,

We're thrilled to host another Haggin à la Carte on **Saturday, June 21, 2025!** This fan-favorite event features signature dishes, desserts, and drinks from some of the area's best restaurants, caterers, and wineries. Haggin à la Carte is a signature event that brings hundreds of attendees to the museum for art, food, and lively entertainment. It is a total museum experience that uses all of your senses!

As an event sponsor you are supporting the Haggin Museum's varied exhibitions and educational programming, which in turn supports arts & culture in our region. It is a mutually beneficial relationship that shows a commitment to the community and helps establish entree to potential customers and clients.



## ATTENDEE DEMOGRAPHICS

- Adults aged 30 - 69
- Interested in art, wine & food, music, and culture
- College educated and/or professionals with disposable income
- Living in the San Joaquin County area

## PROMOTIONAL REACH

- PAID ADVERTISING
  - Regional & local magazines
- WEBSITE EXPOSURE
  - 500,000 page views
- EMAIL
  - Reaching over 7,000
- SOCIAL MEDIA
  - Reaching over 35,000
- DIRECT MAIL
  - Reaching over 25,000 households
    - Invitations
    - Member's Bulletin
    - Posters at partnering locations & community locations

# SPONSORSHIP LEVELS

## EXECUTIVE CHEF **\$5,000**

### GOLD LEVEL

- Ten (10) Haggin à la Carte Event Tickets
- Recognition during the month of June '24
- Prominent Signage at the Event
- Recognition on Printed Materials
- Recognition with links on the Haggin Museum Website
- Recognition on the Haggin Museum's social media platforms
- Recognition in the Haggin Museum's Members' Bulletin
- Mention in Media Press Release

## CHEF DE CUISINE **\$2,500**

### SILVER LEVEL

- Eight (8) Haggin à la Carte Event Tickets
- Prominent Signage at the Event
- Recognition on Printed Materials
- Recognition on the Haggin Museum Website and/or Social Media Platforms
- Recognition in the Haggin Museum's Members' Bulletin

## SOUS CHEF **\$1,000**

### BRONZE LEVEL

- Six (6) Haggin à la Carte Event Tickets
- Recognition on Signage at the Event
- Recognition on the Haggin Museum Website
- Recognition in the Haggin Museum's Members' Bulletin



Our goal is to develop a mutually-beneficial relationship with our sponsors. If you are interested in a sponsorship level that is not outlined on this form, please contact Susan Obert at (209) 940-6331 or sobert@hagginmuseum.org.

# HAGGIN MUSEUM'S MISSION

Inspire present and future generations to appreciate the fine arts and regional history by engaging our visitors' creative, social, and learning interests through exhibitions, programs, and events.



## **Restaurants are the top visited places**

either before or after a guest visits the Haggin Museum. Of the ten top visited places, **60%** were fine dining, bistros, or casual dining restaurants in the Stockton area.

Arts participants **exercise** at nearly **twice the rate** of non-readers and non-participants.



Arts participants **enjoy the great outdoors**—Literary readers and arts participants engage in outdoor activities such as camping, hiking, or canoeing, at **double** the rate of non-arts participants.



**Arts fans are sports fans**—people who attend performing arts attend sporting events at twice the rate of non-attendees, and arts participants are also more likely than non-arts participants to play sports.



Since its opening in 1931, **millions of people**

have visited the Haggin Museum. Whether it's a school tour, a late-night Thursday, sipping tea at a Mad Hatter's Tea, or even a quiet Sunday afternoon, the Haggin has been a cornerstone of the community because of the **generosity** of many **individuals** and **organizations**.



**Arts fans volunteer more**—Literary readers and arts participants volunteer at more than **twice** the rate of those who do not read literature or participate in the arts.



As a nonprofit 501 (c)3 organization, which receives no annual city, county, state, or federal funding, the museum relies on the generous support of individuals and organizations to carry out its mission of inspiring present and future generations to appreciate the fine arts and regional history. The Haggin engages its visitors' creative, social, and learning interests through exhibitions, programs, and events. (Tax ID: 94-1196214)



# SPONSORSHIP FORM

**Yes**, we are interested in being a **SPONSOR** for Haggin á la Carte on June 21, 2025.

GOLD SPONSOR . . . . . \$5,000

SILVER SPONSOR . . . . . \$2,500

BRONZE SPONSOR . . . . . \$1,000

DONATION \$ \_\_\_\_\_

Business Name: \_\_\_\_\_  
List name(s) as you wish them to appear in publications

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please make checks payable to:**  
Haggin Museum  
1201 N. Pershing Avenue  
Stockton, CA 95203



Tax ID: 94-1196214