Institute for Contemporary Art at Virginia Commonwealth University

The Institute for Contemporary Art (ICA) at Virginia Commonwealth University (VCU) promises to be a significant new addition to the arts and cultural scene in Richmond, Virginia. Designed by world-renowned Steven Holl Architects, the ICA will encompass 41,000 square feet, including four major gallery spaces, a café, gift shop, auditorium, and learning lab. The building will be LEED certified and offer multiple outdoor spaces, including a sculpture terrace, Thinking Field (garden), and reflecting pool.

A non-collecting institution, the ICA will showcase all forms of contemporary art to inspire, educate, and ignite creativity and conversation. The creation of the ICA is a once-in-a-lifetime event for Richmond. We welcome partnerships with corporations, foundations, and small businesses who share our belief that contemporary art is a public resource for social change and civic engagement.

The grand opening will be celebrated next fall with more than 10 events for key audiences related to VCU and Richmond, as well as members of the education and tourism communities.

To learn more about opening events and specific sponsorship opportunities contact:

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cell: 804.252.1115

818 W Broad Street  
PO Box 842545  
Richmond, VA 23284
Opening Week Events

EVENT
National Press Preview
Founders’ Gala
Donors’ Preview and Cocktail Party
VCUarts Preview
VCU Preview
Tourism and Culture Community Preview
Educators’ Preview
VCU Alumni Preview
ICA Members Preview
VCU Student Party
Block Party

AUDIENCE*
Local and national media (75)
Lead donors and VCU leadership (200)
Major donors (100)
VCUarts community (5,000)
Preview for VCU faculty, staff, and students (6,000)
Arts and culture, tourism partners (3,000)
Area high school teachers (100)
Alumni only event (5,000)
Members only event (4,000)
VCU students (3,000)
Grand opening for the Richmond community (10,000)

*audience figures are estimates; anticipated 30,000+ invitations (print and/or electronic) will be distributed.

LEAD SPONSOR: ALTRIA*
$750,000

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<th>PLATINUM</th>
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Invitation to Founders’ Gala
Invitation to Donors’ Preview
Invitation to Members’ Preview
Priority access to Block Party
Breakfast with artists in opening show
Logo in printed program for opening exhibition
Logo on opening invitation materials
Table tent with logo in café during inaugural exhibition run
Credits on ICA preview video
Logo in Spring 2018 ICA printed newsletter
Included in ICA Annual Report
Private tour and breakfast one month before opening
Acknowledged in public remarks during Block Party
Opening announcement: logo in email with hyperlink
Included in ICA press release
Recognition in print ads announcing opening
Table at Block Party

*aall of the above including table at the gala for 10

Images © Steven Holl Architects and ICA at VCU