

EXHIBITION SPONSORSHIP OPPORTUNITIES

Founded in 2001, Houston Center for Contemporary Craft (HCCC) is a 501(c)(3) nonprofit arts organization dedicated to advancing education about the process, product, and history of craft. HCCC is recognized internationally for leading edge exhibitions and craft scholarship. **HCCC is seeking \$5,000 – \$25,000 sponsors to support its upcoming exhibition, *Designing Motherhood* (September 27, 2024 – January 11, 2025).**

Designing Motherhood is the first exhibition of its kind to consider the entire arc of human reproduction through a design lens. The exhibition originated in Philadelphia at the Mütter Museum at The College of Physicians of Philadelphia and the Center for Architecture and Design. HCCC's iteration of *Designing Motherhood* will be the first mounted in the Southern United States and the first to extend the contents to highlight the craft perspective on the topic. It features craft traditions spanning from blown-glass baby bottles and handwoven baby blankets to handcrafted rocking chairs, basket-woven bassinets, and wood-turned rattles.

This groundbreaking curatorial project invites audiences to consider why and how creatives have developed designs to facilitate reproductive health. HCCC's exhibition, sited adjacent to the renowned Houston Medical Center, explores themes ranging from the DIY culture of motherhood to reproductive rights and access, parental leave, and the work-life balance of artist mothers. In addition, HCCC is collaborating with an extended network of local and regional community partners to develop related, free public programming during the show's run in Houston.

Your support will be recognized in front of:

- Over 9K annual visitors to the Craft Center
- Over 80K unique visitors to CraftHouston.org
- Over 30K followers on social media @craftthouston
- Over 16K followers on Instagram @designingmotherhood
- The combined reach of over 40 contemporary designers and artists featured in the exhibition
- 5K email subscribers, with a 53% average open rate
- Over 6,500 organizational supporters
- An illustrious audience of collectors, scholars, artists, and philanthropic community organizers



\$25,000 + Lead Sponsor

- Up to four private exhibition tours with HCCC Curator + Exhibitions Director
- A team-building workshop for up to 20 employees, which includes a hands-on making activity during the 24-25 fiscal year
- Name recognition on IKE digital kiosk advertisements in the Houston Medical Center (16K+ average weekly impressions per kiosk)
- Opportunity to make remarks from the podium during the exhibit's opening reception and during select programmed events
- Memberships with benefits for up to 20 employees for one year
- Name and logo listed on exhibition collateral such as exhibit signage and printed materials
- Press coverage in releases and social media features
- Brand visibility online at CraftHouston.org (logo included on website)

\$15,000 – Collaborating Sponsor

- Opportunity to make remarks from the podium during the exhibit's opening reception and select programmed events
- Memberships with benefits for up to 20 employees for one year
- Name and logo listed on exhibition collateral such as signage and printed materials
- Press coverage in releases and social media features
- Brand visibility online at CraftHouston.org

\$10,000 – Presenting Sponsor

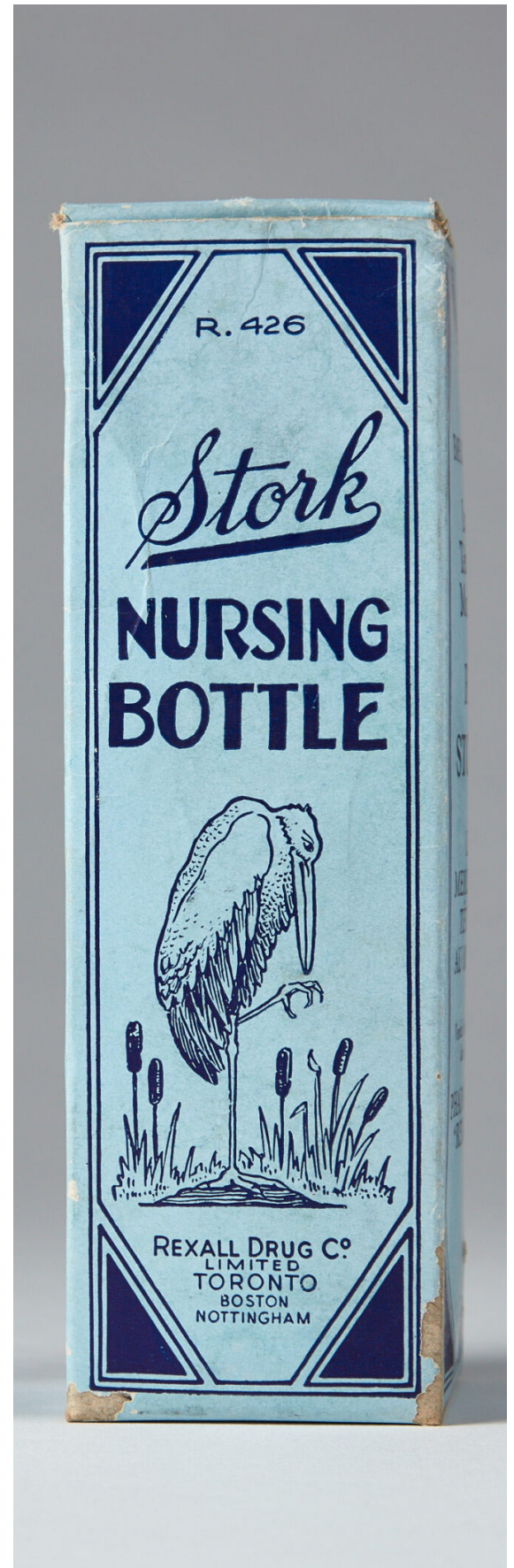
- Memberships with benefits for up to 20 employees for one year
- Logo included on exhibition collateral such as signage and printed materials
- Press coverage in releases and social media features
- Brand visibility online at CraftHouston.org

\$8,000 – Supporting Sponsor

- Name listed on exhibition collateral such as signage and printed materials
- Press coverage in releases and social media features
- Brand visibility online at CraftHouston.org

\$5,000 – Contributing Sponsor

- Name listed on exhibition collateral such as signage and printed materials
- Brand visibility online at CraftHouston.org



Glass Baby Bottle, early 20th century. Photo: Erik Gould. Image courtesy of the *Designing Motherhood* exhibition.