

WITS ART MUSEUM

Patronage Proposal
To secure funding for the creation of
South Africa's leading museum of
South African & African Art.

- Contribute to a legacy of nation-building.
- Create social cohesion.



WITSARTMUSEUM
RE:COLLECTION RE:PRESENTATION

05 February 2009



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The Benefits of Patronage

- Brand association with a highly important, culturally significant world-class South African art museum
- Brand association with a renowned university
- Brand contribution to a legacy of nation-building and sense of social cohesion through art
- Naming rights to six world-class art exhibition areas and galleries
- Naming rights to four exclusive research, teaching and function facilities
- Signage in the museum as well as in the appropriate venue(s)
- Relationship Marketing/hospitality rights to this unique, impressive and visually exciting venue in which to host clients, stakeholders or employees
- Inclusion in all media relations activity (television, print, online and radio)
- Access to a wide range of audiences (schools, universities, public and corporate constituencies, overseas visitors)
- Possibility of designing programmes in collaboration with the museum

Objective of the Wits Art Museum

- To bring to life a collection of more than 9 000 highly important, internationally renowned, rare and valuable South African and African works of art.
- To educate, uplift and inspire all visitors to the collection, which has been built over seven decades, spans an entire continent and reveals centuries of South African and African history (The collection is currently hidden in storage facilities at the university only making an appearance when called upon by a respected publications or local or foreign exhibition).
- To show diverse works of art that have been created by South Africans at different stages of our history and create a space where art can be debated and celebrated, in the process becoming an influential vehicle for the development of mutual understanding and respect in our young democracy.
- To teach, exhibit, exchange, research and continue collecting works of art that are significant to our country and continent.

Supporting the Wits Art Museum is more about contributing to a legacy of nation-building than simply collecting and exhibiting art.

Supporting the Wits Art Museum will ensure that a cultural legacy is secured for future generations.

The Museum

- Will be positioned on the corner of Jan Smuts Avenue and Jorissen Street in Braamfontein, at the foot of the Mandela Bridge.
- Is a prominent site with street frontage that was selected to ensure easy public access.
- Is in the middle of an invisible arc linking two other cultural landmarks in Johannesburg, Constitutional Hill Heritage Site and the Newtown Cultural Precinct.

Patronage Packages

Principal Patron

The Principal Patron will have naming rights to this 5000 m² landmark African art museum at Wits University and will be entitled to all benefits ranging from extensive signage rights, inclusion in the media relations strategy and hospitality rights.

Cost of Principal Patronage: R44, 000 000

Platinum Patron

Platinum patrons will have naming rights to the following gallery spaces:

1. The Central Gallery (430m²)

This is the largest gallery in the complex and is centrally situated with dramatic double volume space. There will be views into this space from the lift foyer, through the Street Level Gallery, from Jorissen Street and from the Mezzanine Gallery. The gallery is ideally suited to the display of powerful contemporary African art exhibitions and to hosting major travelling shows. Platinum patrons will be entitled to the naming rights of this gallery, extensive signage and will be included in all media relations activity relating to both the museum and to the exhibitions that take place in this gallery. A relationship marketing/hospitality plan for the platinum patrons' key stakeholders will be constructed in consultation with the patron.

Cost of Patronage – R12,500 000

2. The Forecourt Gallery (321m²)

This gallery is prominently positioned with double volume space and street corner frontage onto Jan Smuts Avenue and Jorissen Street. Shop front glass windows provide visual access to the gallery from outside the building. The gallery contains a retail outlet and coffee shop and will therefore act as a meeting point for visitors to the museum. This gallery is also the main public entrance for pedestrian visitors from the south entrance and will be a high foot traffic area. Platinum patrons will be entitled to the naming rights of this gallery, extensive signage and will be included in all media relations activity relating to both the museum and to the exhibitions that take place in this gallery. A relationship marketing/hospitality plan for the platinum patrons' key stakeholders will be constructed in consultation with the patron.

Cost of Patronage – R12,500 000

Gold Patrons

Gold patrons will have naming rights to the following gallery spaces:

1. The Street Level Gallery (202m²)

This is a large gallery with high visibility street frontage onto Jorissen Street. The gallery combines built-in display cases and flexible screens which are designed to showcase combinations of sculptures and hanging artworks. Gold patrons will be entitled to the naming rights of this gallery, extensive signage and will be included in all media relations activity relating to both the museum and to the exhibitions that take place in this gallery. A relationship marketing/hospitality plan for the gold patrons' key stakeholders will be constructed in consultation with the patron.

Cost of Patronage – R10,000 000

2. The Mezzanine Gallery (326m²)

This rectangular gallery has an abundance of natural light and excellent views into the Central Gallery. It is perfectly designed to feature contemplative displays of classical African art. The Gallery will be the first gallery to be entered by campus visitors from the north entrance to the museum.

Gold patrons will be entitled to the naming rights of this gallery, extensive signage and will be included in all media relations activity relating to both the museum and to the exhibitions that take place in this gallery. A relationship marketing/hospitality plan for the gold patrons' key stakeholders will be constructed in consultation with the patron.

Cost of Patronage – R10,000 000

3. The Basement Gallery (422m²)

This sleek, darkened modern gallery is designed to showcase simultaneous new media contemporary artworks, including animation, digital installations and projections. The gallery is adjacent to the workshop and seminar space which ensures proximity to ongoing educational programmes.

Gold patrons will be entitled to the naming rights of this gallery, extensive signage and will be included in all media relations activity relating to both the museum and to the exhibitions that take place in this gallery. A relationship marketing/hospitality plan for the gold patrons' key stakeholders will be constructed in consultation with the patron.

Cost of Patronage – R10,000 000

4. The Sculpture Garden (274m²)

The Sculpture Garden is situated on the second floor and is an external, landscaped sculpture garden accessible from the high end function room. It has spectacular views south over the city.

Gold patrons will be entitled to the naming rights of this gallery, extensive signage and will be included in all media relations activity relating to both the museum and to the exhibitions that take place in this gallery. A relationship marketing/hospitality plan for the gold patrons' key stakeholders will be constructed in consultation with the patrons.

Cost of Patronage – R10,000 000

Silver Patrons

Silver patrons will have naming rights to the following gallery spaces:

1. The Viewing Room (20m²)

The Viewing Room symbolises the essence and value of the African art treasures. This ovoid structure suspended above the south entrance to the museum is reserved for appointment only by visiting accredited scholars and academics. Silver patrons will be entitled to the naming rights of this space, extensive signage and will be included in all media relations activity relating to the museum. Silver patrons will be invited to all major museum events and to the openings of all exhibitions at the museum.

Cost of patronage – R3,000 000

2. The CJ Petrow Library (39m²)

This is a reference reading room, housing the museum's specialist art book collection.

SPONSORED BY CJ PETROW

Cost of patronage – R3,000 000

3. The Research Room (46m²)

This space is a multi-purpose research room in close proximity to venues to be used for ongoing educational programmes. These include university tutorials, school learner projects, visiting scholars and teacher training. Silver patrons will be entitled to the naming rights of this space, extensive signage and will be included in all media relations activity relating to the museum. Silver patrons will be invited to all major museum events and to the openings of all exhibitions at the museum.

Cost of patronage – R3,000 000

4. The Workshop/Seminar Space (116m²)

This area is designed as a leading multi-purpose workshop/seminar space which is adjacent to the Basement Gallery. It will be used for ongoing educational programmes, including practical demonstrations. Silver patrons will be entitled to the naming rights of this space, extensive signage and will be included in all media relations activity relating to the museum. Silver patrons will be invited to all major museum events and to the openings of all exhibitions at the museum.

Cost of patronage – R3,000 000

5. Exclusive Function Room (52m²)

This second floor exclusive function room leads out onto an external, landscaped sculpture garden with spectacular views south over the city. It is a versatile space intended for high end private functions and events.

Silver patrons will be entitled to the naming rights of this space, extensive signage and will be included in all media relations activity relating to the museum. Silver patrons will be invited to all major museum events and to the openings of all exhibitions at the museum.

Cost of patronage – R3,000 000

Foundation/Family/individual Patrons

Foundation/family or individual patrons will be acknowledged in the following ways:

1. Name to be included in a large donor board situated in a prominent site in the double volume foyer of the museum
2. Name to be included in all media relations activity relating to the museum.
3. Invitations to be extended to all major museum events and to the openings of all exhibitions at the museum.

Cost of patronage – R500 000

Tax benefits

A donation to the Wits Art Museum would qualify the donor for tax relief in of Section 18(a) of the Income Tax Act. The University of the Witwatersrand Foundation receives and administers all donation income to the University. All donations to the Wits Foundation are exempt from donations tax and are tax deductible in accordance with Act 58 of 1962 as amended from time to time.

The University has obtained its tax exempt status under Section 10 (1)(f) of the Income Tax Act. This section has now been repealed and replaced by sections 10(1) (cN) of the Income Tax Act as amended in 2000.

In accordance with Section 18A, which provides for deductions from taxable income, the Wits Foundation as a Public Benefit Organisation is entitled to provide Tax Exemption benefits. Tax certificates are issued in accordance with the legislation for all donations received.

The focus of the Foundation's work in fundraising has turned increasingly to the UK and the USA. The University of the Witwatersrand Fund, Inc., New York, and the Wits University (South Africa) Charitable Company UK, have been established in accordance with the relevant tax authority in each country to receive donor funds.