



November 27, 2017

Dear Artist,

Throughout the year, the Greenville Museum of Art (GMA) hosts three significant fundraising events that serve two important functions – to bring together the GMA’s members for a fun, meaningful experience, and to ensure the financial stability of the Museum and its continued growth and expansion in the future. Our most celebrated, yearly event is the annual **Fine Arts Ball**, which will take place on March 17th, 2018. Through this event, the GMA seeks to reach its fundraising goals through a number of fun and exciting programs, including music, dancing, great food, and engaging discussions about the benefits of the Museum to the Greenville community and the Eastern North Carolina region.

The Greenville Museum of Art would like to include a silent and live auction as part of this signature event, and **we write to ask if you are interested in showcasing your artwork at this year’s Fine Arts Ball silent auction.**

In past years, an exciting group of prestigious artists have pledged their support for the Museum with the donation of artwork. Proceeds from this event will directly benefit the GMA’s schedule of exhibitions and programming, as well as its art education programs and outreach efforts. Without the support of donors like you, these programs would not be possible. **This year, artists will have the option of donating artwork or consigning it for the Fine Arts Ball silent auction.**

The museum will provide an online preview of each auction item submitted as a separate page on the Museum website – **gmoa.org** – in advance of the ball. The preview will include an artist profile, and will be marketed through social media in advance of the **Fine Arts Ball**, reaching the Museum’s core audience of collectors and art enthusiasts that extends beyond eastern North Carolina.

There are two options for submitting to the silent auction:

1. The first option is an **outright donation** of work: If your donation is chosen for auction and valued at or above \$500, you will receive two (2) free **Fine Arts Ball** tickets. If your donation is below \$500, you will receive a 25% discount on **Fine Arts Ball** tickets.
2. The second option is listing the work for **consignment**: For this option, if the work is chosen for auction, you will receive 50% of the proceeds from its sale. The consignment option does not include **Fine Arts Ball** tickets.

For both options, please use the attached form to provide us with the value of the artwork, the title, artist's name, and the year it was created. We also need to know the reserve price/minimum bid for the work, and an estimated price range in which you expect the work to sell.

Donations/consignments of artwork valued at more than \$2,500 will not be considered.

Feel free to contact the museum at 252-758-1946 with any questions you may have. We also encourage you to forward this email to any and all who might be interested.

And please accept our sincere thanks in advance for your generosity and for your support of the Greenville Museum of Art.

Cordially,



Edward M. Puchner
Executive Director
Greenville Museum of Art

Submission Schedule:

- January 12** Deadline to send in digital images of artwork. Images must be submitted in JPEG format on CD or cloud storage link (Dropbox, Google Drive, etc.), and must be accompanied by the attached form. Mail or deliver CDs to the Greenville Museum of Art or email links to info@gmoa.org. Please save the files using the artist's last name. **Submitted images will be juried by the GMA staff.**
- January 17** Artists will be notified of their acceptance into the silent auction via email.
- January 29** Images of the work will be posted on our website.
- March 2** Deadline for artwork to be delivered to the museum. All work must be completely dry, framed, wired, and ready to exhibit.
- March 17** Artwork will be displayed at the Fine Arts Ball at Rock Springs Center where museum supporters will place their bids.



2018 Fine Arts Ball

Art Donation/Consignment Agreement

Contact Information

(The person donating the item. This may be an artist, business or individual.)

Artist name _____

Business name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Donation

Consignment

Object Information

Artist _____

Title of artwork _____

Date (of Artwork) _____

Object description _____

Size: H _____ x W _____

Framed? Yes No

Retail value _____

Requested Minimum Bid/Reserve Price _____

Name of Donor for Auction Table and Book _____

Special Installation Instructions _____

*This will serve as your tax receipt for a donation to the
Greenville Museum of Art,
802 South Evans Street,
Greenville, North Carolina 27834*