

PROPOSAL FOR



WHAT

Beginning this fall, The Museum of Modern Art will be host to the premier art and music party series in New York City. MoMA MiXX, presented by The Junior Associates in association with Flavorpill, will pair major artists with world-class musicians or DJs. At each dance party, both the DJ and the artist will spin a set of music that has been influential in their lives and work—a “MoMA mix” that will be available for download on the Museum’s website. Proceeds will support exhibitions at MoMA.

WHO

Attendees will include contemporary art lovers; people from the art, fashion, and music industries; and other young artists and professionals. Some 1,500 guests are expected for each event.

Musicians, DJs, and artists under consideration to perform include: Marina Abramović, Laurie Anderson, Matthew Barney, Beck, Sanford Biggers, Björk, David Bowie, Tracey Emin, Brian Eno, Terence Koh, Rachel Harrison, Spike Jonze, Nate Lowman, Steve Martin, Takashi Murakami, Adam Pendleton, Lou Reed, Stefan Sagmeister, Russell Simmons, and Cindy Sherman.

WHERE

The Museum of Modern Art

WHEN

**Kickoff Event: Saturday, September 26, 2009
8:00 p.m.–midnight**

The inaugural year of MoMA MiXX will include two additional events, dates to be determined in late winter and spring.

CONTACT

infoja@moma.org or (212) 708-9520

SPONSORSHIP BENEFITS

- Sponsorship credit on related invitations
- Sponsorship credit in any related advertising
- Sponsorship credit in related signage
- Sponsorship credit on MoMA website
- Sponsorship credit on press release
- Select number of complimentary tickets to each event
- Opportunity to create promotional material in consultation with MoMA to generate visibility in connection with the sponsorship
- Additional privileges to be determined with the sponsor

