



**MAJOR EXHIBITION
SPONSORSHIP OPPORTUNITY**

**Norman Rockwell in the 1960's
January 11 – May 19, 2019**

Norman Rockwell in the 1960s is an exhibition organized by the Norman Rockwell Museum in Massachusetts focusing on illustrations Rockwell created for magazines during the turbulent 1960's in the United States. In 1963, the artist ended his almost 5 decades-long association with *The Saturday Evening Post* and began to search for new artistic challenges. Rockwell left behind his beloved story-telling scenes popular in the *Post* and threw himself into the visual documentation of social issues like school integration and the murder of civil rights workers, and politically charged historical events like the moon landing. This collection of original prints and tear sheets and from *The Saturday Evening Post* and *Look* magazines present some of his most popular images from this period, including *The Connoisseur*, depicting a man standing in front of a Jackson Pollock-like painting, and *The Problem We All Live With*, depicting a young African-American girl being escorted by two U.S. Marshals on her first day to attend integrated public school. The exhibition traces Rockwell's artistic transformation from an idyllic painter of people and life's small but extraordinary moments, to a powerful visual commentator who united America around core national values such as democracy, freedom, and justice.

THE EXHIBITION IN NUMBERS

Run of Show: 17 weeks

Anticipated Attendance: 4,100 people

Anticipated Audience: Public interest (diverse year-round and seasonal residents, winter travelers), special interest (Art, American History, Civil Rights), K-12 and college/university students

Exhibition Events:

- Director's Circle Preview, January 10
- Public Opening Day, January 12
- Members' Opening Reception, January 11
- Panel Discussion, date TBA

Exhibition Programs:

School Group Tours, Adult Guided Tours, Audio Tours, Illustration Workshop, ArtZone Projects

Brand Exposure:

GACM visitors 3,100, GACM Website (3,500 unique visitors/mo.), Limelight Ads (display and online, circulation 40,000-60,000 print, 50,000 impressions online), GACM Enews 2,400, GACM Facebook (1700 followers, 16,000 paid contacts), GACM membership 580)

Rockwell Sponsor \$2,500

- Company logo on print materials & GACM website
- Live link to your company website from website
- NARM Membership Cards for your employees (6)
- Private Tour of Rockwell Exhibition and "behind the scenes" at the Museum
- Corporate Membership
- Listing in the Gadsden Arts, Inc. Annual Report

Saturday Evening Post Sponsor \$1,000

- Company name on print materials & GACM website
- Live link to your company website from website
- NARM Membership Cards for company employees (2)
- Private Tour of Rockwell Exhibition and
- Corporate Membership
- Listing in the Gadsden Arts, Inc. Annual Report

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