

Corporate Sponsor Fact Sheet

To mark the opening of the new San Francisco Museum of Modern Art (SFMOMA), the museum acknowledges its generous corporate partners.

SFMOMA Premier Sponsors partner with the museum throughout the year, and proceeds underwrite the museum's art, education and community programs. Premier Sponsorship is a new year-round, customized partnership offering deep engagement with the museum.

Bank of America generously supports SFMOMA as its financial services category-exclusive Premier Sponsor. Bank of America has supported many of SFMOMA's most celebrated exhibitions since 1981 and is the exclusive corporate sponsor of the museum's Campaign for Art inaugural exhibitions. Bank of America's longstanding support for the arts helps communities around the world thrive.

Cadillac joins SFMOMA as a Premier Sponsor and official automobile partner. Cadillac is in the midst of reinvigorating its brand and growing globally. Its partnership aligns it with one of the most innovative modern and contemporary art museums, and defines it as a patron of the arts.

SFMOMA's programs are made possible by the generosity of its corporate partners.

Bloomberg Philanthropies supports the development of technology to transform the SFMOMA visitor experience through Bloomberg Connects, a global initiative that develops digital programs at cultural institutions around the world to expand arts access through technology. The foundation has funded the implementation of SFMOMA's groundbreaking new mobile app. The app uses location-aware audio navigation to provide thought-provoking immersive audio journeys, and opportunities for deep reflection and unique responses to artworks.

Bank of the West proudly supports SFMOMA's Photography Interpretive Gallery, a space that employs digital tools to provide a participatory learning environment. This gallery offers greater insight into the history of photography through three interactive digital experiences. Visitors are invited to consider the role pictures have played in shaping the history and mythology of California and the west; learn from photographers firsthand through artist videos; and explore how personal identities are shaped through self-portraits.

illy coffee is supporting the new SFMOMA with a three-year sponsorship of the Curators' Circle membership program. Curators' Circle members engage with SFMOMA curators, conservators and other museum specialists through behind-the-scenes tours, events and compelling learning opportunities. illy coffee is a renowned supporter of artists and art initiatives across the globe.

The Art Practice at J.P. Morgan Private Bank continues its legacy of supporting the arts and longstanding commitment to SFMOMA by sponsoring the museum's Director's Circle membership program. Director's Circle donors comprise the museum's most generous supporters and avid art collectors.

Two major events celebrated the opening of the new SFMOMA: the Art Bash, a private event for international art world luminaries, sponsored by **Cadillac** and **Christie's**; and the Modern Ball, SFMOMA's signature fundraiser, sponsored by **AT&T**, **Cadillac**, **Tiffany & Company** and **Wells Fargo**. **Phillips** was the Modern Ball 2016 auction sponsor.

AT&T supported SFMOMA's General, Partner and Charter Member Preview Days prior to the museum's public opening.

SFMOMA opened to the public on Saturday, May 14, 2016. Free Opening Day was generously supported by **PG&E**.

Through their individual brands **Kim Crawford**, **Meiomi**, **Robert Mondavi Winery** and **Ruffino**, Constellation Brands is supporting SFMOMA's inaugural year events as Official Wine Sponsor. **Campari America** supports events as Official Spirits Sponsor.

The museum is partnering with the on-demand rideshare network **Lyft** as Transportation Partner, as well several neighboring Accommodation Partners: **Airbnb**, **Park Central San Francisco**, **St. Regis San Francisco** and **W Hotel San Francisco**.

Additionally, SFMOMA recognizes the following companies for their support:

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