Castellani Art Museum of Niagara University

DONOR AND SPONSORSHIP PROSPECTUS

CASTELLANI ART MUSEUM
OF NIAGARA UNIVERSITY

INTRODUCTION

The Castellani Art Museum (CAM) of Niagara University serves as a vital cultural resource for our region, offering exhibitions, educational programs, and community engagement opportunities that inspire creativity, scholarship, and discovery. Your investment ensures that CAM remains a thriving center for art and learning for generations to come. This prospectus outlines opportunities for support through sponsorships, naming gifts, and endowments.

For more information, please contact Michael J. Beam, Interim Director | 716.286.8286 | mjbeam@niagara.edu or Jaclyn Rossi Drozd, Vice President of Institutional Advancement | 716.286.8761 | jrossi@niagara.edu.

SPONSORSHIP OPPORTUNITIES

Art Express Family Workshops

Hands-on art making, storytelling, and family learning opportunities for children ages 6–12. Sponsorship nurtures creativity and intergenerational learning.

Visionary Sponsor – $5,000
Provides lead support for the Art Express Family Workshop series.

Discovery Supporter – $2,500
Supports an entire season of workshops and community impact.

Inspiration Champion – $1,500
Funds multiple workshops, bringing art, stories, and new ideas to dozens of families.

Creativity Partner – $500
Supports family learning activities that inspire connection and collaboration across generations.

Imagination Sponsor – $250
Helps provide art materials for one workshop session, sparking creativity in every child's hands-on experience.

CAM Meets (Fall and Spring)

Lecture and film series for adult learners featuring artists, historians, and museum professionals.

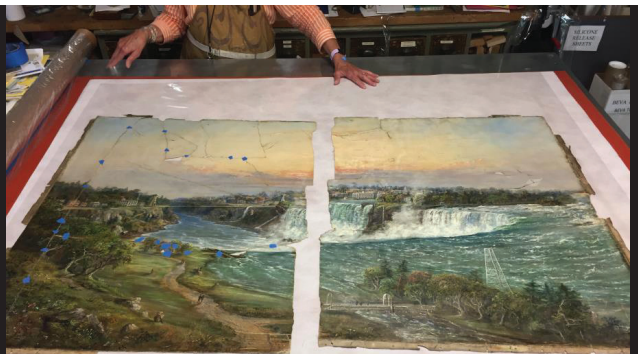
Distinguished Presenter – $4,000
Underwrites honoraria for guest speakers and film licensing, ensuring engaging and thought-provoking programs for the community.

Conversation Sponsor – $1,000
Supports event production, audience engagement, and post-lecture discussions that deepen understanding of art and history.

Knowledge Partner – $500
Provides essential support for program accessibility, marketing, and educational resources for adult learners.

Collections Management

Ensure the care, documentation, and accessibility of CAM's extensive permanent collection, including contemporary, Niagara Falls, and folk art. Sponsorships help to fund archival framing, storage, digitization, and online resources.



Preservation Patron – $10,000
Provides critical funding for conservation, archival framing, and long-term care of the museum's permanent collection.

Collections Steward – $5,000
Supports documentation, photography, and condition reporting that safeguard artworks for future generations.

Archive Advocate – $2,500
Helps expand digital access through cataloging and online collection resources for researchers and the public.

Art Care Partner – $1,000
Contributes to safe storage materials, environmental monitoring, and ongoing maintenance of the collection.

Conservation Fund

Supports preservation efforts that protect world-class artworks for future generations. Contributions enable cleaning, stabilization, and restoration, ensuring artworks remain accessible for study and exhibition.

Master Conservator – $10,000
Champions the restoration and preservation of significant artworks, ensuring their longevity for future generations.

Preservation Partner – $5,000
Supports expert conservation treatments that stabilize and protect fragile works in the collection.

Restoration Advocate – $2,500
Funds essential cleaning and maintenance that revive artworks for display and research.

Art Care Friend – $1,000
Provides materials and preventive care that keep the museum's collection vibrant and secure year-round.

Learn more about the conservation of works in the Castellani Art Museum of Niagara University collection in this video series. Scan the QR code to see the transformation of works at various stages of decay and damage through to their full treatment and conservation; learn about the research process for dating and attributing artworks; and the stewardship responsibility of collecting museums.

Currents

Currents is an intimate lecture series featuring special guest speakers that spotlight contemporary issues in art, cultural heritage, and the museum world. This program aligns with trends in the art world through presentations and discussions between guests and the presenters.

Series Sponsor – $3,000
Supports the full season of Currents, bringing influential voices in art and culture to engage audiences in timely, thought-provoking dialogue.

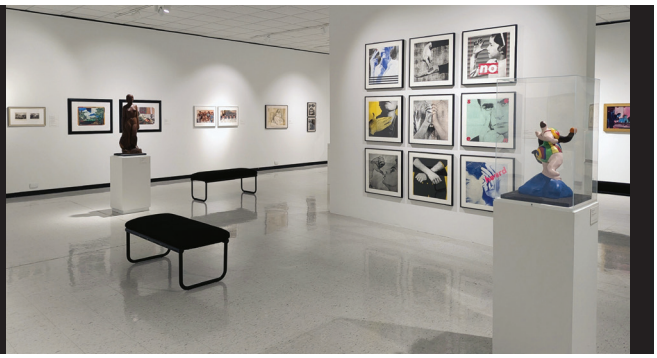
Conversation Partner – $1,000
Funds individual lectures and discussions that explore new ideas shaping today's art and museum practices.

Dialogue Supporter – $500
Provides essential support for speaker honoraria, audience engagement, and program accessibility.

Scan the QR code to watch the popular *Black Photographers of Western New York* Panel Discussion.

Exhibitions

CAM presents an average of seven new exhibitions annually, ranging from collection-based shows to national and international collaborations.



Presenting Sponsor – $10,000
Lead support for major exhibitions, enabling ambitious presentations and national or international collaborations.

Exhibition Patron – $5,000
Supports installation, design, and production costs that shape the visitor experience.

Gallery Sponsor – $2,500
Funds curatorial research, artist commissions, and interpretive materials that bring each exhibition to life.

Art Advocate – $1,000
Provides essential resources for exhibition logistics, outreach, and educational programming.

Scan the QR code to watch a timelapse of the large-scale installation of Abraham Ferraro's | *New Directions ↗ Going Up* in the Central Gallery.

Seasonal/Annual Publications

Support CAM's **catalogs, gallery guides, and *NEW* CAM Magazine**—key publications that share art, ideas, and scholarship with a broad audience. Sponsorship ensures that CAM's exhibitions, research, and educational content remain accessible to visitors, Niagara University students, and scholars alike. A single sponsorship can underwrite the production and distribution of thousands of printed and digital resources each year, extending the museum's reach far beyond its walls.

Editor's Circle – $10,000
Provides essential leadership support for CAM's publishing initiatives for one year.

Publisher's Patron – $5,000
Sustains the ongoing production of CAM's gallery guides, artist features, and educational publications.

Scholar Sponsor – $2,500
Supports writer, curator essays, artist interviews, and educational resources that deepen audience engagement.

Collector's Edition Supporter – $1,500
Makes possible the design, printing, and digital distribution of seasonal newsletters.

Technology and Innovation

This investment supports CAM's digital future by funding a dynamic website, innovative membership tools, and expanded online programming such as lectures and virtual tours. It strengthens engagement, broadens access, and shapes the future of how art is experienced.

Digital Visionary – $10,000
Drives CAM's digital transformation through support for major web initiatives, virtual programs, and cutting-edge engagement tools.

Innovation Partner – $5,000
Advances interactive technologies that connect audiences to art in new and meaningful ways.

Access Advocate – $2,500
Supports online programming, digital archives, and resources that make CAM's collection accessible to a global audience.

Tech Supporter – $1,000
Provides essential funding for digital maintenance, platform upgrades, and day-to-day technological improvements.

NAMING OPPORTUNITIES*

Central Gallery — $500,000
Our 4,200 sq. ft. central gallery features soaring 20-foot ceilings and spectacular architecture inspired by medieval basilicas. Hosting over 15,000 visitors annually, it serves as the heart of CAM exhibitions and community programs, including performances and university events.

Abstraction Gallery — $250,000
This 1,750 sq. ft. gallery showcases highlights from our permanent collection, including works by renowned artists such as Joan Mitchell, Alexander Calder. and Grace Hartigan. It tells the story of modern and contemporary art from the 19th century to the present.

Portico — $250,000
The CAM's twelve-pillared portico, approximately 4,500 sq. ft., offers an iconic entrance to the museum. This naming opportunity supports outdoor lighting, landscaping, and the development of the Sculpture Grounds, welcoming all who visit.

Education Gallery — $125,000
Located just outside our classroom space, this gallery provides students with hands-on opportunities to curate exhibitions. It is an incubator for creativity and experimentation, particularly for Niagara University's Museum Studies program.

Note: Naming terms can be tailored in consultation with donors (e.g., 10-year or perpetual recognition). (*) Please reference NU Board of Trustee Naming Policy (March 2025)

ENDOWMENT OPPORTUNITIES*

Acquisition Endowment Fund
Support the growth of CAM's permanent collection, which has expanded by more than 3,000 works since its founding.

Castellani Art Museum Endowment Fund
Provide ongoing support for exhibitions, education, and community engagement through a permanently invested gift.

Collections Management
Endowment support allows CAM to develop expanded digital content, providing deeper access to artworks for visitors and scholars worldwide.

Conservation Endowment Fund
Ensure proper cleaning, restoration, and stabilization of artworks, maintaining the integrity of the collection for future study and exhibition.

Endowed Museum Positions
Establishing endowments for key professional staff ensures CAM's long-term excellence in exhibitions and educational programming.

Opportunities include:

- Museum Director
- Curator of Exhibitions and Special Projects
- Community and Academic Engagement Manager

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ADDITIONAL WAYS TO GIVE

Gifts of Artworks – Donate items to expand the museum's collection.
Process: Submission and Acquisitions Committee review and approval; appraisal required for items over $5,000. See CAM's Collecting Policy (2025)

Gifts of Property – Many types of real estate, including personal residences, farms, undeveloped land, and commercial properties, can be used to make a gift to the Castellani Art Museum. Donors of real estate receive an income tax deduction and avoid capital gains tax. Your outright gift of real estate typically avoids maintenance costs, property taxes, insurance, and other on-going expenses.

Gift of Stock – Give appreciated stocks, securities, or mutual funds. Benefit: Deduct fair market value and avoid capital gains tax. Best for: Donors looking to maximize tax advantages. We recommend contacting your broker to direct the transfer.

Monetary Gifts – Simple and direct support for programs and operations.

Planned Giving, Living Trusts, Estate Gifts, Bequests – Leave a gift through a will, trust, or retirement account. Benefit: Make a meaningful future contribution while receiving potential tax advantages. Any charitable gift that an individual creates in their lifetime that will take effect at or after their passing. Examples of planned gifts, include, but are not limited to:

- A bequest in your will, trust, or estate plan
- Designate NU as a beneficiary where applicable, such as 401k or insurance policies
- Charitable gift annuities and Charitable remainder trusts
- Transfer on death (TOD) documents

Qualified Charitable Distributions (QCDs) – Transfer funds directly from an IRA to the CAM tax-free–for qualified IRA owners. Benefit: Reduces taxable income; count toward Required Minimum Distribution (RMD). Please consult your IRA administrator for additional information about making your gift.

CONTACT INFORMATION

For additional information or to discuss giving opportunities, please contact:

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Closing Note

Your generosity strengthens the Castellani Art Museum's mission to connect art, learning, and community. Together, we can preserve the past, inspire the present, and shape the future of cultural engagement in Western New York and beyond.

Thank You for your consideration and continued support of the Castellani Art Museum.

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