2015 ARTcetera Event Overview

Held on October 3 at the Park Plaza Castle, ARTcetera brought together over 700 supporters to experience art and raise funds for AIDS Action Committee of Massachusetts.

Event Success:
- Total Raised: $707,891.59 (3% increase from 2013, making it the most successful ARTcetera to date)
- Total Raised from Event Sponsorship: $102,800
- Total Raised from ART: $233,129

Pre- and Post-Event Outreach:
- Event invitations, including invites to preview party, ARTcetera, and Art Basel Miami Party (800+).
- Our corporate sponsors were included on the following websites:
  - ARTcetera Event Website, [www.ARTceteraBoston.com](http://www.ARTceteraBoston.com).
  - Presenting sponsor profiled on AIDS Action website, [www.aac.org](http://www.aac.org) (28,000 unique views a month).
- 5 emails were sent to a target audience of past patrons, sponsors, artists, galleries, and host committee members (30,000+ emails sent).
- Twitter and Facebook statistics, including patrons, collectors, ART partners, local galleries, and sponsors:
  - 304 Twitter followers of @artceteraboston; 5,242 Twitter followers of @aidsaction
  - 222 Facebook likes of ARTcetera Boston; 3,869 Facebook likes of AIDS Action Committee

Media Coverage:
- ARTcetera was featured in the following media outlets:
  - *Boston Common Magazine* (pre- and post-event): Distributed six times a year; 50,000 copies of *Boston Common Magazine* are distributed targeting affluent residents with the highest disposable income and spending power in the market.
  - *Improper Bostonian* (post-event): over 350,000 readers every two weeks.
  - *Boston Magazine* (post-event): 204,000 monthly readers per issue.
  - *The Boston Globe* “Name section” (post-event): 1.3 million weekly readers.
  - *Boston Herald* “Social Studies section” (post-event): nearly 250,000 weekly readers

Additional Sponsor Visibility:
- Corporate logos were included on day of event over-sized projection screen.
- Corporate ads were included in day of event program book (700+ distributed).
2015 ARTcetera Sponsors

Presenting
Fidelity Investments

Platinum
AVFX*, Boston Common Magazine*, Max Ultimate Food*, PBD Events*, Rafanelli Events

Gold
Parthenon-EY, Port Lighting Systems*

Gold Media
Art New England

Silver

Bronze
Blue Cross Blue Shield of Massachusetts, Chanel, Eaton Vance Investment Managers, Fenway Health, PwC

Red Ribbon Circle
ONE Condoms*, Pfizer

Bronze
Blue Cross Blue Shield of Massachusetts, Chanel, Eaton Vance Investment Managers, Fenway Health, PwC

Official Art Transport, Storage, and Framer
Richard Wright, Inc.*; Stanhope Framers*; U.S. Art

*In-kind sponsor
2015 ART Partners

Boston Center for the Arts
deCordova Sculpture Park + Museum
Isabella Stewart Gardner Museum
Leslie Lohman Museum of Gay and Lesbian Art
Massachusetts College of Art and Design
Montserrat College of Art
Peabody Essex Museum
The Provincetown Art Association and Museum
The School of the Museum of Fine Arts, Boston
Experience Art. Fight AIDS.
Co-Chairs Alli Achtmeier & Bryan Rafanelli

2015 Host Committee
Co-Chairs
Alli Achtmeier & Bryan Rafanelli

Camilo Alvarez
Franny Andahazy
Robert Bagshaw
Laura Baldini
Neal Balkowitsch & Donald Nelson
Daren Bascome
Katie Block
Suzanne & Jeffrey Bloomberg
Betty Botherneau
Leonie Bradbury
Chris Bratton
Paul Butterworth
Ruth S. & W. Timothy Carey
Pieranna Cavalchini
Maggie Cavallo
Steve Corkin & Dan Maddalena
Sara Dassel
Emily Day
Bianca de la Garza
Karen DeTemple
Liz Devlin
Beth Dickerson
Kenneth D. Dietz
Dennis Duffy
William T. Emery
Michael Feron
George Fifeid
Sharyn Fireman
Allison O’Neil Fiscoeder

Anne Fitzpatrick
Olivia Ives Flores
Courtney & Michael Forrester
Cheryl Franklin
Evan Garza
Richard Giglio
Abigail Ross Goodman
Janna & Jonathan Greene
David Guerra
Rebecca Haag & Mary Breslauer
Rick Hajjar
Randi Hopkins
Mika Hornyak
Mary Hull & Mark Baranski
Nicolas M. Kane
Beth Kantrowitz
Arlette Karafas
Karen Keane & Dan Elias
Mary Nobile King
Paul Kotakis
Barbara & Alvin Krakow
Anne Kubik & Michael Krupka
Susan Lanoue
Barbara & Jonathan Lee
Sondra & Norman Levenson
Polly & Wyndham Lewis
Dan Mathieu & Tom Potter
Chris McCarthy
Ellen Miller

Daniel Mullin
Shelly & Ofer Nemirovsky
Hunter O’Hanian
Tobey & Richard Oresman
Laura Gassner Otting
Meichi Peng
Lisa Pierpont
Nicole Polletta
Kevin Powers & John Wolfarth
Barbara & Jorge Quiroga
Jeanne Racioppi
John Ravenal
Suzan Redgate
Betty & Ali Riaz
Michael Roffi & Edgar Peraza
Frank Roselli
Evan Scheele
Heidi & Scott Schuster
Michael Sears
Kathy Sharpless
Trevor Smith
George Sopel
Lloyd Speed
Remy Stressenger
Lisa Tung & Spencer Glendon
Elizabeth Erdreich White
Meg White
Michael Winston
Andrew Witkin
Michael Wong, MD
Examples of Pre-event Outreach: ART Basel Miami, Ritz-Carlton, December 5, 2014 invitation (800+). SOWA Kick-Off Event, October 8, 2014 invitation (800+); ARTcetera event invitation (800+) and ARTcetera Patron Party invitation (800+).
Pre-event Advertising: Full-page ads printed in the Fall Editions of Art New England and Boston Common Magazine, below.

Examples of Pre-event Media Coverage: Alter Projects blog (featured below), One Brick Boston calendar (featured below); MIX Radio Boston 104.1 FM Interview with Carl Sciortino, Listing in Cape Cod Today government calendar.
Examples of Post event Media Coverage: The Boston Globe’s “Names” section (featured below), Boston Herald’s “Social Studies” section (below), Boston Common Magazine ad (below), Improper Bostonian late fall edition (not yet published), Boston Magazine (not yet published), interview with Bryan Rafanelli on WCVB TV 5 Chronicle: “Tuesday, October 20: Power Players"
From all of us at AIDS Action Committee, we thank you for your support of ARTcetera 2015 held on October 3, 2015. More than twenty-five years ago, a group of Boston-area artists came together in response to the AIDS crisis, which was claiming the lives of so many of their friends, fellow artists and colleagues. They responded by creating and organizing the first ARTcetera, a contemporary art auction held at Boston City Hall, to raise money for AIDS Action Committee.

Over the years, ARTcetera has grown to become one of New England’s premier art auctions and an essential funding source for AIDS Action. And, while the AIDS epidemic looks nothing like it did 25 years ago, this epidemic and AIDS Action’s work are far from over.

Once again, the arts community and AIDS Action will celebrate our extraordinary partnership in this fight to stop the epidemic by preventing new infections and optimizing the health of those living with HIV.

Your Sponsorship in Action:

$25,000 covers the cost of over 400 HIV tests.

$10,000 stock the kitchen at our at-risk youth drop-in center for 2 years.

$5,000 provides 5 clients each with a year of mental health counseling who are struggling with a diagnosis.

$2,500 provides 2,500 safer sex kits to people at risk.

$1,000 provides free legal consultation for three clients experiencing discrimination due to their HIV status.

For questions, please contact:
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