

Baterbys ART GALLERY
2017 Sponsorship Guidelines



Salvador Dalí

BIBLIA SACRA
DALI AND HIS BIBLE



benefiting

FLORIDA HOSPITAL
CARDIOVASCULAR INSTITUTE

The skill to heal. The spirit to care.

November 4th, 2017 - January 26th, 2018

Opening Reception:
Nov. 4th, 2017 7:00PM - 10:00PM

FIRST TIME EXHIBITION OF ALL 105 IMAGES FROM DALI'S BIBLIA SACRA SUITE

Baterbys, Orlando's largest gallery and dealer of fine art, is opening its doors to the public once again—this time to view the largest number of works in a suite by Salvador Dali and the launching of the similarly-titled book "BIBLIA SACRA: Dali and His Bible." Showcasing the artist's rendition of all 105 lithographs in Dali's Biblia Sacra portfolio, the exhibition will kick off on Saturday, November 4, 2017 with an opening VIP reception from 7:00 pm to 10:00 pm in the gallery showroom.



The exhibiting artworks constitute Dali's largest suite of prints. Salvador Dali was commissioned by his friend and publisher, Dr. Guiseppe Albaretto, to create 100 paintings based on select passages from the Latin Vulgate Bible. Albaretto himself was a devout Catholic and his intentions in commissioning Dali for this massive undertaking was to bring the artist back to his religious roots. Completed in 1964, the project resulted in 105 images representing the artist's interpretations of verses and events from the Holy Manuscripts.

Complementing the display of Dali's depictions of verses and events in the Bible will be the 296-page hardcover book that has been over 10 years in the making. Its creation entailed countless hours of research and interviews with experts around the globe and consultations with various museums and libraries in 3 continents. This book is the most extensive yet comprehensive work on the subject. The publication includes religious and artistic discussions and details various symbolisms and subjects that inspired the artist throughout his career.

Also highlighting Baterbys' second major event for 2017 will be a presentation on the artist and his career, a display of surrealist and Dali-themed décor, live musical performances, the presentation of the winners of the Local Artists Competition, a silent auction, photo booth, interactive public art project, booths from various sponsors and more.

Cost of entry for the exhibition gala reception is a fifty dollar (\$50.00) donation per attendee. Formal or business attire is required for the opening gala event. General viewing will be from November 6th, 2017 through January 26th, 2018 with a suggested minimum donation of five dollars (\$5.00) per person as an exhibition entrance fee.

All donations made by sponsors, gala reception attendees, the general admission tickets, plus a significant portion of all sales generated from the entire duration of the exhibition will be given to the Florida Hospital Cardiovascular Institute during a formal ceremony at the conclusion of the exhibition; where sponsors and volunteers will also be honored.

Who We Are

As Central Florida's largest art gallery, Baterbys offers a premier art experience and the opportunity to be immersed in a collection like no other. Our Winter Park showroom gives you the opportunity to explore a variety of highly collectible artworks by world-renowned 20th century masters, renditions by internationally-recognized artists, vibrant local art and colorful images from our decorative selection. Here, "Where Art Is Passion" means not only are we passionate about your art collecting experience, but more importantly, we are passionate about providing our community with art and the accompanying knowledge as well as the support of our fellow community members in their charitable missions. Baterbys takes pride in having helped countless non-profit organizations in raising funds for their specific causes and continues that mission with our upcoming Salvador Dali exhibition benefiting the Florida Hospital Cardiovascular Institute.

About The Beneficiary

Florida Hospital Cardiovascular Institute is one of the largest and most comprehensive cardiac facilities in the country. Led by world class cardiologists and cardiovascular surgeons, more patients are treated by the Institute than any other hospital in the Southeast United States. Patients come from around the world for the latest in innovative treatment and minimally invasive surgeries, which quicken recovery times and offer options to people who have been deemed "inoperable". With 10 emergency departments and numerous outpatient centers in Central Florida, you can be assured that quality care from the nation's leading heart center is close to home.

Why Sponsor Our Event?

Salvador Dali once said, "A true artist is not one who is inspired, but one who inspires others." It is through the arts and this partnership with the FHCI that Baterbys hopes to inspire others to give the gift of heart health. We cannot create excellence alone. Your support will help patients get the best cardiac care available and help the Florida Hospital Cardiovascular Institute perform medical miracles everyday.



Sponsorship Packages

Individual Ticket - \$50

Silver Level Sponsorship - \$250

4 tickets to the opening night reception (valued at \$200)

1 newly-released *Biblia Sacra: Dali and His Bible* book signed by the author

Marketing Package: Quarter page recognition on website, dedicated social media post



Gold Level Sponsorship - \$500

6 tickets to the opening night reception (valued at \$300)

Dali memorabilia package (Valued at \$100)

Baterbys FREE custom framing voucher (valued at \$200)

2 newly-released *Biblia Sacra: Dali and His Bible* books signed by the author

Marketing Package: Half page recognition on website, dedicated social media posts



Platinum Level Sponsorship - \$1000

8 tickets to the opening night reception (valued at \$400)

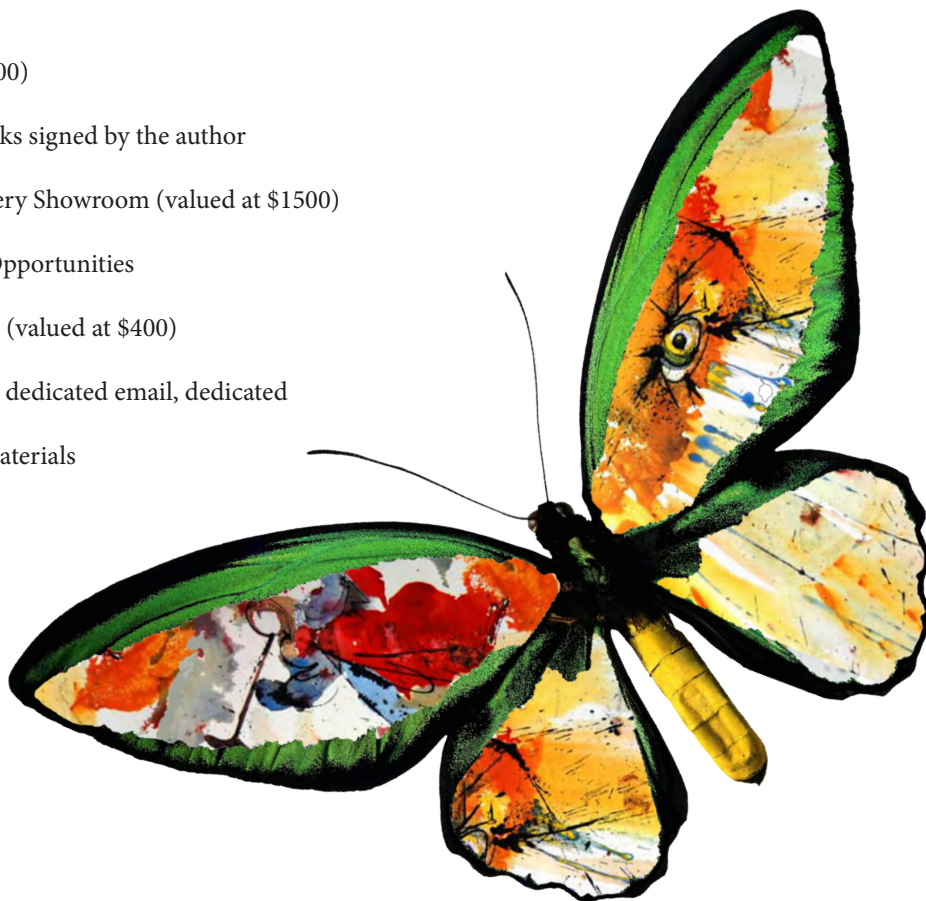
3 newly-released *Biblia Sacra: Dali and His Bible* books signed by the author

One-time FREE venue rental of the Baterbys Art gallery Showroom (valued at \$1500)

Vendor Table at Opening Reception + Presentation Opportunities

Baterbys custom framing and art installation package (valued at \$400)

Marketing package: Full page recognition on website, dedicated email, dedicated social media posts, branding on printed marketing materials



Contact for Event Sponsorship

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