



Shades of Gray  
Tonalism at the Salmagundi Club  
New York City, May 3 to 10, 2019

Hello

American Tonalist Society is an organization that promotes the art movement called Tonalism and tonalist artworks by our member artists. Our mission is to recognize, promote and showcase the current tonalist movement, and to continue the tradition of the American Tonalists of the 1800s through workshops, exhibitions and catalogues.

The current tonalist movement illustrates the departure from emphasis on color, strong contrasts, bravura brushwork, and high chroma. Instead, it focuses on emotion, spirituality, feeling and mood, encompassing luscious, luminous, and evanescent atmospheric effects featuring foggy mornings, evocative moonlit nights with a minimal palette of neutral hues. Like visual poetry, tonalist paintings have a quiet statement of contemplation, mystery, and intrigue.

We would like to ask that you consider becoming one of our 2019 sponsor partners. As a sponsor you and your organization will receive a positive media exposure from our online and print advertising initiatives. In conjunction with the historic New York exhibition that will feature paintings from the top 30 Tonalist Painters working today, we are producing a book that will catalogue artworks in the show.

We have included a sponsorship fact sheet for your review. If you have any questions please don't hesitate to contact us. Thank you in advance for taking the time to review our sponsorship package.

Sincerely,

American Tonalist Society.com  
P.O. Box 246  
Marshville, NC 28103  
Email: [info@americantonalistsociety.com](mailto:info@americantonalistsociety.com)  
Cell (732) 604-9653

## ATS Sponsorship Collectors

SHADES OF GRAY –TONALISM AT THE SALMAGUNDI CLUB

MAY 3 TO 10, 2019

### Join the American Tonalist Society as a Collector

**As a Collector, you are our special guest *plus* your contribution goes towards a purchase of art during the event, dollar for dollar!**

When you support the American Tonalist Society (ATS) through purchase of a Collector package, you not only support the Arts, your contribution is also carried on our books as a pre-paid art credit, to be applied to any art purchase during the 2019 event. In addition, your Collector package includes invitations to ticketed events as outlined in the Collector list below.

*Please mail checks to ATS c/o Mary Erickson PO Box 246, Marshville NC 28103*

#### COLLECTOR SPONSORSHIP LEVELS:

Empire – \$10,000.00 (USD)

Exclusive viewing and curator's tour prior to show opening

Listed in Commemorative Collectors' Guide / Thank You Boards / Website

6 Invitations to the Patrons Only – Preview – Champagne Reception and Sale – Friday, May 3, 6:00 pm

6 Invitations to Opening Reception with Ballot to vote for Patrons Award – Friday, May 3, 7 to 9 pm

6 Invitations to Lecture and Q&A May 4, 5 to 7 pm

6 invitations to Artist Demonstrations Sunday, May 5 10:00 am – 1:00 pm

6 chances to win an original painting from Don Demers, founding ATS member

\$10,000 credit towards purchase of 2019 Paintings

Master– \$5,000.00 (USD)

Listed in Commemorative Collectors' Guide / Listed on Thank You Boards / Website

4 Invitations to the Patrons Only – Preview – Champagne Reception and Sale – Friday, May 3, 6:00 pm

4 Invitations to Opening Reception with Ballot to vote for Patrons Award – Friday, May 3, 7 to 9 pm

4 Invitations to Lecture and Q&A May 4, 5 to 7 pm

4 invitations to Artist Demonstrations Sunday, May 5 10:00 am – 1:00 pm

4 chances to win an original painting from Don Demers, founding ATS member

\$5000 credit towards purchase of 2019 Paintings

Benefactor – \$2,500.00 (USD)

Listed in Commemorative Collectors' Guide / Listed on Thank You Boards /Website

2 Invitations to the Patrons Only – Preview – Champagne Reception and Sale – Friday, May 3, 6:00 pm

2 Invitations to Opening Reception with Ballot to vote for Patrons Award – Friday, May 3, 7 to 9pm

2 Invitations to Lecture and Q&A May 4, 5 to 7 pm

2 Invitations to Artist Demonstrations Sunday, May 5 10:00 am – 1:00 pm

2 Chances to win an original painting from Don Demers, founding ATS member

\$2500 credit towards purchase of 2019 Paintings

Patron – \$1,000.00 (USD)

Listed in Commemorative Collectors' Guide

2 Invitations to the Patrons Only – Preview – Champagne Reception and Sale – Friday, May 3, 6:00 pm

2 Invitations to Opening Reception with Ballot to vote for Patrons Award – Friday, May 3, 7:00 pm

\$1000+ credit towards purchase of 2019 Paintings

## **AWARD SPONSORSHIP:**

### **Sponsor the Patrons' Choice Award** (only one available)

You or your company have the opportunity to sponsor an award at the inaugural show. The award for Patrons Choice is a \$5000 prize that goes directly to the artist. For this your name goes on the award, you are posted on the American Tonalist Society web site as an award sponsor, listed in Commemorative Collectors' Guide and Thank You Boards.

### **Sponsor the Artists' Choice Award** (only one available)

You or your company have the opportunity to sponsor an award at the inaugural show. The award for Artists' Choice is a \$5000 prize that goes directly to the artist. For this your name goes on the award, you are posted on the American Tonalist Society web site as an award sponsor, listed in Commemorative Collectors' Guide and Thank You Boards.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **Contributor \$500.00 (USD)**

Listed in Commemorative Collectors' Guide / Listed on Thank You Boards /Website

2 invitations to Lecture and Q & A on May 4, 5 to 7 pm

2 invitations to Artist Demonstrations Sunday, May 5 10:00 am – 1 pm

### **Supporter – \$250.00 (USD)**

Listed in Commemorative Collectors' Guide / Listed on Thank You Boards /Website

1 invitations to Lecture and Q &A on May 4, 5 to 7 pm

1 invitation to Artist Demonstrations Sunday, May 5 10:00 am – 1 pm

### **Friend – \$100.00 (USD)**

Listed in Commemorative Collectors' Guide / Listed on Thank You Boards /Website

## **Donations**

Contributions can be made to the American Tonalist Society at any time. They are always appreciated and are integral to the vitality and growth of our organization. Your help can support our efforts to champion the revival of tonalism in the visual arts.

We are devoted to furthering the tonalist art movement and helping talented artists with strong technical skills thrive. Your support can give us the power to recognize, promote and showcase the current tonalist movement, and to continue the tradition of the American Tonalists of the 1800s through workshops, exhibitions and catalogues. Please give us your support today!

Any dollar amount is appreciated!

SHADES OF GRAY SPONSORSHIP RESPONSE FORM

Sponsorship pledges must be received by May 1, 2019, to be recognized in the PRINTED MATERIALS

I/We would like to support the ATS with the following Sponsorship:

\_\_\_\_\_ \$10,000 EMPIRE Sponsor                      \_\_\_\_\_ \$5,000 MASTER Sponsor  
\_\_\_\_\_ \$2,500 BENEFACTOR Sponsor                      \_\_\_\_\_ \$1,000 PATRON Sponsor  
\_\_\_\_\_ \$500 CONTRIBUTOR Sponsor                      \_\_\_\_\_ \$250 SUPPORTER Sponsor  
\_\_\_\_\_ \$100 FRIEND Sponsor

I/We would like to sponsor the following Award:

\_\_\_\_\_ \$5,000 Patron's Choice Award                      \_\_\_\_\_ \$5,000 Artist's Choice Award

\_\_\_\_\_ I/We cannot attend but wish to make a contribution of \$ \_\_\_\_\_

Donor Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_  Please find my/our check to the ATS enclosed

AMERICAN TONALIST SOCIETY  
*PO Box 246, Marshville NC 28103*

Please charge my/our credit card:  
 Visa  MasterCard

Name on credit card \_\_\_\_\_

Signature \_\_\_\_\_

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_ CCV \_\_\_\_\_

[www.AmericanTonalistSociety.com](http://www.AmericanTonalistSociety.com)

email: [Info@AmericanTonalistSociety.com](mailto:Info@AmericanTonalistSociety.com)