

An outdoor patio setting with a stone floor, several tables, and chairs. In the foreground, a round, fluted, light-colored table holds a pitcher and two glasses of orange juice. To the right, another similar table holds a tall, ornate candelabra. In the background, a round table with a pink and white patterned tablecloth is surrounded by chairs with green cushions and patterned pillows. A basket of pink flowers sits on the table. The patio is surrounded by lush green trees and foliage.

designnc

CAMERON ART MUSEUM

# Beauty Outside & In

MAY 7-9, 2025

SPONSORSHIP OPPORTUNITY OVERVIEW

**Join us in support of DesignNC**

Celebrating the transcendent power of design with  
a spotlight on the acclaimed founders and designers behind

***Laurie Durden Garden Design***  
and ***Janie Molster Designs***.

**DesignNC.org**

Image: Courtesy of Janie Molster Designs

**Founded in 2019 as an educational outreach and financial support event for Cameron Art Museum, DesignNC is a three-day program celebrating the art of design and decorative crafts.**

The Wilmington, NC, event features internationally recognized designers and artisans, reaching an engaged audience of design professionals, enthusiasts, and students.

DesignNC is an ideal marketing opportunity for businesses and professionals who target aesthetically driven and fashion-attuned customers. The event's identity as a fundraiser for Cameron Art Museum (CAM), Eastern North Carolina's premiere cultural gathering place, is also a prominent marker for CAM awareness locally and beyond. Statistics show organizations that support the cultural fabric of a community are more quickly recognized by existing and potential customers. Sponsors of DesignNC will reach this engaged, refined, and culturally aware audience.

DesignNC 2025 will *celebrate Beauty Outside and In* with the incredible talents behind Laurie Durden Garden Design and Janie Molster Designs. We invite you to review the available sponsorship levels and benefits available this year and hope you will support this exciting and impactful event.



### **WEDNESDAY, MAY 7 9:30 AM**

#### **DesignNC Youth Education Forum**

Invites local students with aspirations of careers within the design industry to attend a guest speaker panel and candid Q&A.

### **THURSDAY, MAY 8 5 PM TO 8 PM**

#### **DesignNC Cocktail Party**

A lively evening for design industry influencers and Wilmington tastemakers to mix and mingle, featuring live entertainment, an open bar, and more.

### **FRIDAY, MAY 9 8:30 AM TO 2 PM**

#### **Forum and Luncheon featuring designers Laurie Durden and Janie Molster**

The feature event with designer-led presentations followed by an intimate and curated seated lunch.



Image: Courtesy of Janie Molster

## JANIE MOLSTER

*Janie Molster Designs*

**Richmond, VA**

Established in 1990, Janie Molster Designs is an interior design firm based in Richmond, Virginia, with a portfolio of work that spans the mid-Atlantic and across the Southeast.

Clients appreciate her well-honed discovery process, which focuses on their ideas of what's possible and expands on them. "We're translators. We invest in good communication up front to transform a client's ideas into a cohesive, workable plan," she explains. "The most satisfying compliment I can get is, *You understood what I wanted better than I did.* Ultimately, what defines our work is the artistry we put into redefining a client's vision."

As a mother of five with a large extended family, Janie understands that good design must be intertwined with comfort and functional practicality. "A beautiful room becomes a gathering place, inspiring people to sit down together and talk." While a Janie Molster design defies easy categorization, a common thread of authenticity runs through her work. "The most inviting rooms look like they've evolved naturally over time," she says, capturing her design sensibility. "I'm not guided by genre, period, or pedigree. I am guided by good."



Image: JanieMolster.com



Image: Courtesy of Laurie Durden

### LAURIE DURDEN

*Laurie Durden Garden Designs*  
**Charlotte, NC**

Laurie Durden Garden Designs is based in Charlotte, NC, specializing in landscape architecture and garden design that marries form and function.

Laurie Durden is a Charlotte, NC, owner of Laurie Durden Garden Design. She has a graduate degree in Landscape Architecture from the University of Virginia's School of Architecture, studied art history as an undergraduate, and credits travel with her appreciation for a wide range of styles. Laurie begins each project with a thorough investigation of the existing site conditions, including topography, sunlight, views, and existing plants, as well as the context, architecture, and character of the site.

She is then able to create enduring landscapes that enhance the way her clients live. Laurie created the master plan for an extensive garden renovation project of Charlotte's historic Duke Mansion. She enjoys traveling, being with her family, and working in her own garden. Laurie and her husband live in Charlotte with their two daughters and two dogs (a Goldendoodle and a Labradoodle). Laurie's work has appeared in *Garden & Gun*, *Charlotte Home + Garden*, and *QC Exclusive*, among other publications.



Image: DukeMansion.org

**Connect your company with discerning consumers and tastemakers across the Cape Fear Region** through a DesignNC sponsorship. Various levels and activation opportunities are available and can be customized per your company interest and desired connections.

## PUT YOUR BRAND IN FRONT OF OUR AUDIENCE

OVER  
**500**  
ATTENDEES

CAPTIVE  
AUDIENCE

SOCIAL MEDIA  
IMPRESSIONS



**450K**

**11K**

WEEKLY  
EMAIL SUBSCRIBERS

MONTHLY  
WEBSITE VISITORS

**10K**

**Sponsorship investment levels and correlating event tickets are listed below.**

*\*All sponsorship levels receive additional benefits. Please see the following pages for itemized details at each level.*

		<b>WEDNESDAY, MAY 7</b>	<b>THURSDAY, MAY 8</b>	<b>FRIDAY, MAY 9</b>
		<b>DesignNC Youth Education Forum</b>	<b>Cocktail Party</b>	<b>Forum &amp; Luncheon</b>
<b>TITLE SPONSOR</b>	\$10,000		8 Tickets	8 Tickets
<b>BAR SPONSOR</b>	\$7,500		10 Tickets	
<b>LUNCHEON SPONSOR</b>	\$5,000		6 Tickets	8 Tickets
<b>COCKTAIL PARTY SPONSOR</b>	\$5,000		8 Tickets	2 Tickets
<b>EDUCATION SPONSOR</b>	\$3,000	4 Tickets	6 Tickets	2 Tickets for Students
<b>TABLE HOST</b>	\$3,000			8 Tickets
<b>STAGE SPONSOR</b>	\$2,500		3 Tickets	2 Tickets
<b>BUSINESS</b>	\$2,500		2 Tickets	2 Tickets
<b>PATRON</b>	\$1,500		2 Tickets	2 Tickets
<b>FRIENDS OF CAM</b>	\$600		1 Ticket	1 Ticket

**Interested in partnering with DesignNC? Reach:**

Helen Stukenborg, CAM Director of Annual Giving & Special Events  
 hstukenborg@cameronartmuseum.org  
 (910) 726-9485

## **TITLE SPONSOR**

**\$10,000**

*\*Available to only one sponsor*

### Cocktail Party

- 8 Tickets
- Speaking Opportunity
- Verbal Recognition

### Luncheon

- 8 Tickets
- Speaking Opportunity
- Verbal Recognition
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Full Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on cameronartmuseum.org
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Private Museum/Gallery Tour for a Small Group
- Support of CAM's Mission and Initiatives
- Networking Opportunities

## **BAR UNDERWRITER**

**\$7,500**

*\*Available to only one sponsor*

### Cocktail Party

- 10 Tickets
- Branding on the Bar Activation/Build-Out
- Verbal Recognition

### Luncheon

- 8 Tickets
- Speaking Opportunity
- Verbal Recognition
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Full Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on cameronartmuseum.org
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## **LUNCHEON SPONSOR**

**\$5,000**

### Cocktail Party

- 6 Tickets
- Verbal Recognition

### Luncheon

- 8 Tickets
- Speaking Opportunity
- Verbal Recognition
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Full Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on cameronartmuseum.org
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## **COCKTAIL PARTY SPONSOR** **\$5,000**

### Cocktail Party

- 6 Tickets
- Speaking Opportunity
- Verbal Recognition

### Luncheon

- 2 Tickets
- Verbal Recognition
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Full Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## **EDUCATION SPONSOR** **\$3,000**

### DesignNC Youth Education Forum Day

- Company Representative Attendance at the Event
- Speaking Opportunity

### Cocktail Party

- 6 Tickets

### Luncheon

- 2 Tickets for GLOW Academy Students

### Marketing Exposure

- Half Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## **TABLE HOST** **\$3,000**

### Luncheon

- 8 Tickets

### Marketing Exposure

- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities



## STAGE SPONSOR

**\$2,500**

*\*Available to six (6) sponsors only; featured fabric pattern and logo to be printed on the vinyl banner backdrop used during the speaker forum. Pattern to be selected by DesignNC committee and approved by sponsor*

### Cocktail Party

- 2 Tickets
- Verbal Recognition

### Luncheon

- 2 Tickets
- Verbal Recognition
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Half-Page Program Advertisement
- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## BUSINESS SPONSOR

**\$2,500**

### Cocktail Party

- 2 Tickets

### Luncheon

- 2 Tickets
- Verbal Recognition
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Full Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)
- Dedicated Sponsor Post on @camartmuseum Instagram Page

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## PATRON

**\$1,500**

### Cocktail Party

- 2 Tickets

### Luncheon

- 2 Tickets
- Gift Bag Item Inclusion (Optional)

### Marketing Exposure

- Half Page Program Advertisement
- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities

## **FRIENDS OF CAM** **\$600**

### Cocktail Party

- 1 Ticket

### Luncheon

- 1 Ticket

### Marketing Exposure

- Inclusion in On-Site Digital/Program Sponsor Promotion
- Inclusion on DesignNC Landing Page on [cameronartmuseum.org](http://cameronartmuseum.org)

### Value Add

- Support of CAM's Mission and Initiatives
- Networking Opportunities



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Helen Stukenborg, CAM Director of Annual Giving & Special Events  
[hstukenborg@cameronartmuseum.org](mailto:hstukenborg@cameronartmuseum.org)  
(910) 726-9485

# design<sup>nc</sup>

CAMERON ART MUSEUM

## SPONSORSHIP FORM

Thank You for Being a Sponsor!

Please complete the sponsorship commitment form and return to Helen Stukenborg by 4/10/25.

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

Business Name: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Name as to be written in sponsorship credit: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Title Sponsor	Bar Underwriter	Luncheon Sponsor	Cocktail Party Sponsor	Education	Table Host	Stage Sponsor	Business	Patron	Friends of CAM
\$ 10,000.00	\$ 7,500.00	\$ 5,000.00	\$ 5,000.00	\$ 3,000.00	\$ 3,000.00	\$ 2,500.00	\$ 2,500.00	\$ 1,500.00	\$ 600.00

Your organization will be responsible for providing, if applicable, a high-res jpeg file of your company logo by 4/10/25 via email to [hstukenborg@cameronartmuseum.org](mailto:hstukenborg@cameronartmuseum.org)

Cameron Art Museum will provide sponsorship benefits as detailed in your sponsorship proposal.

Full payment is due by 4/30/25.

Please make check payable to Cameron Art Museum, 3201 South 17th Street, Wilmington, NC 28412.

If you would like to pay by credit card, please provide your information below:

Amount: \_\_\_\_\_ CC Type: \_\_\_\_\_

Name on Card: \_\_\_\_\_

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSC#: \_\_\_\_\_

Signature to authorize payment date: \_\_\_\_\_

Additional Notes: \_\_\_\_\_

### SPONSORSHIP TERMS

- Thank you for sponsoring Design NC. Your support for **Cameron Art Museum** through this event is invaluable. Please note that this sponsorship is non-refundable.
- To confirm your commitment, kindly include a minimum deposit of 50% when signing the agreement. The remaining balance is **due by April 30**.
- For each complimentary forum ticket associated with your sponsorship, we will need the name and contact information of the ticket holder. This information must be submitted by **April 30**. Any tickets that remain unassigned after **April 30** will be made available to the public for purchase.