



designnc

CAMERON ART MUSEUM

Beauty Outside & In

MAY 8-9, 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



Over the past year, Cameron Art Museum (CAM) continued its mission as a cultural gathering place enriching the lives of our museum visitors and the community at large. CAM welcomed over 70,000 visitors (over 8,000 children), which is the highest number of visitors in 62 years. We presented 10 exhibitions, 76 multi-disciplinary programs, 131 classes, workshops, and camps in CAM's Museum School.

We had 125 tours of visitors of all ages and abilities join us, which included our Connections tours for people living with dementia and their caregivers and our Art Enhances Health art and meditation classes for cancer patients. CAM is an economic driver paying over \$190,000 to working artists and the museum's impact on New Hanover County is over \$6.9 million.

CAM is not supported by an umbrella organization, therefore all of this is possible because of our members, our community of donors, and important fundraising events like Design NC. Since its inception in 2019, Design NC has drawn accolades for its visionary celebration of the art of design. Your support of this incredible event brings the very best in design to our museum and continues to make our mission possible.

I invite you to consider the impact of supporting such an amazing event and in turn supporting the Cameron Art Museum.

Gratefully,
Heather Wilson
CAM Executive Director

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 premier 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 & 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.



THURSDAY, MAY 8 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 Design
Charlotte, NC

Laurie Durden Garden Design 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, and they have two daughters. 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.*

		WEDNESDAY, MAY 7	THURSDAY, MAY 8	FRIDAY, MAY 9
		DesignNC Youth Education Forum	Cocktail Party	Forum & Luncheon
TITLE SPONSOR	\$10,000		8 Tickets	One Table (8 Tickets)
BAR SPONSOR	\$7,500		10 Tickets	2 Tickets
LUNCHEON SPONSOR	\$5,000		6 Tickets	One Table (8 Tickets)
COCKTAIL PARTY SPONSOR	\$5,000		8 Tickets	2 Tickets
EDUCATION SPONSOR	\$3,000	4 Tickets	6 Tickets	2 Tickets for Students
TABLE HOST	\$3,000			One Table (8 Tickets)
STAGE SPONSOR	\$2,500		3 Tickets	2 Tickets
BUSINESS	\$2,500		2 Tickets	2 Tickets
PATRON	\$1,500		2 Tickets	2 Tickets
FRIENDS OF CAM	\$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

- One Table (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

- 2 Tickets
- 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

- One Table (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

- 8 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
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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
- Dedicated Sponsor Post on @camartmuseum Instagram Page

Value Add

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

TABLE HOST \$3,000

Luncheon

- One Table (8 Tickets)

Marketing Exposure

- 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

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

- 3 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
- 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
- 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

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

Value Add

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



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with DesignNC? Reach:**

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

design▲nc

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

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.