



NAMING OPPORTUNITIES

Room Naming Opportunities

Hall of Fame Second Floor Gallery - \$1,000,000

The MAX Store - \$150,000

Group Lobby - \$150,000

Administrative Reception - \$75,000

Elevator Bank - \$50,000

Development Office - \$50,000

Operations Office - \$50,000

Hall of Fame Office - \$50,000

Curator Office - \$50,000

Please contact Erica Rivers, Director of Development for a building tour and further information about room naming opportunities. Erica@msarts.org or 601-581-1550 x. 17

Permanent Fund

Gifts will be designated as permanent funds in the endowment of the Mississippi Arts + Entertainment Experience OR any regional community foundation you prefer. The corpus of gifts will not be invaded, only earnings from the funds can be utilized for designated purposes.

Museum Leadership Endowments

Endowed President/CEO - \$2,000,000 minimum gift is necessary.

To provide annual salary supplements and research funds for The MAX's President/CEO. An individual, family or foundation name would be affiliated with the President's title (e.g. The Mary Alice Smith President).

Department Director - \$500,000 minimum gift is necessary.

To provide funds for travel and research by a department Director such as the Director of Finance, Director of Operations, Director of Curatorial Services, Director of Development, and Director of Communications. An individual, family or foundation name would be affiliated with the director's title (e.g. The Mary Alice Smith Division Director of Finance).

Endowed Curator or Historian - \$250,000 minimum gift is necessary.

To provide travel and research funds for the professional positions, Museum Historian or Curator. Named positions will help ensure that The MAX can attract and retain distinguished and effective museum professionals. Annual stipends will be awarded to Curators who are awarded such Curatorships.

Endowed Curator of Education - \$250,000 minimum gift is necessary.

To provide funds for travel and research of a museum educator. These museum professionals are charged with the planning and execution of all educational and interpretive programming including youth school tours, outreach programs and adult education programs. Educators travel to regional and national education conferences and symposiums and represent The MAX on professional committees.



Program Endowments

Lecture Series Opportunities - \$200,000 minimum gift is necessary.

To be used to support a portion of the expenses associated with planning and implementing lectures in specific areas and/or on specific topics, but is intended to combine with other donor or internal funds. The endowed fund—but not the Lecture or Lecture Series—may carry the name of the donor, or someone of his/her choosing, in recognition of the gift. Funds support administrative costs, publications, advertising, travel, lodging, and honoraria of visiting speakers and scholars.

- Mississippi Artist Lecture Series
- Mississippi Art Lecture Series
- A Lecture Series focused on a specific Mississippi ethnic group or heritage
- Mississippi Women's History Lecture Series
- Mississippi Music Lecture Series

Symposia, Conference, Institutes - \$400,000

To continue established programs and develop new ones. Registration fees for some programs and federal/state/private funding agencies for some would provide partial support. Endowment funds will assure perpetuation of annual programs and of single presentation programs. General support is being sought for the following:

Institutes for Art Teachers – \$200,000

Held annually; short (two or three days) and long (three or four weeks) programs of lectures, workshops, films, and curriculum development based on interdisciplinary study of Mississippi art, music, politics, religion and sociology, funding needed for fellowships for 20 to 25 teachers and for professional leaders of the Institutes.

Special Exhibitions Endowment – \$200,000

To provide annual support for the creation of special exhibitions based on The MAX's mission and program goals. The Mississippi Arts + Entertainment Experience will organize 2-3 exhibitions in-house on an annual basis. In most cases these exhibitions then travel to other institutions after the Meridian premier. Interest earned will support the costs associated with research, travel, scholarly honoraria, publication costs, exhibition supplies, framing and object preparation, shipping and insurance.

Research Fellowships - \$200,000

To provide funding for two or more undergraduate senior or junior scholars to spend varying periods of time as research fellows at The MAX. Fellows will be selected from any of the numerous disciplines and professional schools in research areas related to visual and performing arts.

Assistant ships and Fellowships for Museum Studies Graduate Students - \$300,000

To provide funding for graduate students working in the area of museum studies, museum administration or art history.

Public Sculpture Endowment Fund - \$1,000,000 - To provide interest income for the commission or purchase of public works of art to be displayed on The MAX campus or throughout downtown Meridian.



Other Endowment Campaign for programs

- Scholarships for Children (supplement at-risk program participation) \$100,000
- Mississippi School Transportation Fund \$250,000
- After School Art Education Partnerships \$100,000
- Artists-in-Residence \$250,000
- The MAX in the School Program \$100,000
- Arts-Related Core Curriculum \$250,000
- Forum for Ideas (Guest Lecturers) \$200,000
- Master Class Workshops \$100,000

Youth Education Endowment - \$100,000 minimum gift is necessary.

This fund will support transportation costs for public and private school children K-12.

Endowed Visiting Scholar - \$300,000 minimum gift is necessary.

- To support outstanding visiting scholars (travel, honorarium, etc.)
- Intended to rotate to a new visiting scholar on a pre-determined time frame
- To enhance the curatorial and scholarly efforts and/or research program
- In such cases, the position and/or specific discipline—not the specific person—is supported by the endowment

Fellowships for Graduate Students - \$50,000 minimum gift is necessary.

To provide tuition assistance and stipend for graduate students working in The MAX. Graduate Students assist in curatorial areas and museum education.

Music Performance Series at The MAX - \$200,000 minimum gift is necessary.

Provide annual support for a minimum of three (3) performances in a designated musical genre. The performance space at The MAX compliments our mission present information and stories about Mississippi and Mississippi artists through both traditional and innovative technology to educate, enlighten, and provide enjoyment for the people of Mississippi and its visitors. This endowment is an ideal naming opportunity for a corporation or family foundation or trust.



Ways to Give

There are several ways to establish an endowment. You may choose to make a gift to the Mississippi Arts + Entertainment Experience or create a special fund in a regional community foundation. Some of the methods are more commonly used, but all can be used to make an outright gift to the Museum or to make a planned gift through one's will or through a trust.

Cash/Check

The method most frequently used to make a gift to The MAX is a personal check. Checks should be made payable to Mississippi Arts + Entertainment Experience.

Credit Card

The MAX can accept gifts and pledge payments made with a credit card by mail, by telephone, by fax or online. We accept Visa, MasterCard, Discover and American Express.

Gifts of Securities

Publicly traded securities, shares of stock in closely-held companies, bonds and government issues may be given to the Mississippi Arts + Entertainment Experience.

Gifts of Real Estate

The Mississippi Arts + Entertainment Experience may accept gifts of real estate, including homes, condominiums, commercial properties, farmland, rental properties and undeveloped land after a thorough review of several factors, including an appraisal, a marketability assessment and an environmental assessment. Gifts of this nature normally take 60-90 days to complete. If considering such a gift, please allow for the appropriate time to complete the transaction.

Gifts of Tangible Personal Property

The MAX may accept gifts of tangible personal property that are in line with the Mississippi Arts + Entertainment Experience's mission and collection policies, either as additions to the permanent collection or for resale to support The MAX. To accept gifts of this nature, The MAX may require donors to also make a cash gift for an endowment to underwrite the maintenance and/or display of the property.

Non-traditional Gifts

The Mississippi Arts + Entertainment Experience may accept gifts of non-traditional investments, such as partnership interests, after a thorough review of several factors, including the nature of applicable restrictions.

If you need additional assistance in making a contribution or would like to discuss contributing to the Mississippi Arts + Entertainment Endowment, please contact President, Mark A Tullos, Jr. or Erica Rivers, Director of Development at Office (601) 581-1550.