16 December 2019

Dear,

I am writing because Contemporary Calgary is preparing for a major fundraising event this coming March - LOOK 2020.  We have proudly hosted LOOK events in the past, that as a huge cultural event in the City were instrumental in getting us the support we needed to transition into the former Planetarium building.  Now that we are in our new home we are eager to build support for the next stages including our exciting new roster of programming, and our ambitious capital improvement goals which will result in dramatic renovations and expansion to our facility. You can learn more on our website -  <https://www.contemporarycalgary.com/>

Contemporary Calgary’s LOOK Galas have always been extraordinary, engaging events, and we are absolutely thrilled to present LOOK2020 on March 7, 2020. We are confident it will be the social event of the year. Featuring amazing entertainment, experiences and one of the most coveted art auctions in the city, LOOK is an event where the energy is palpable. We are honoured to have Kelly Streit, Founder, President and CEO of renowned talent agency, Mode Models International, as our gala Chair. He is joined by Co-Chairs Jade Davis and Jean Merriman and Honorary Chairs Adrian Burns, kd lang and Gail O’Brien. LOOK2020 will build on the success and prestige of past events, and reinforce that Contemporary Calgary is a key player in Calgary and Canada’s arts scene. As our primary fundraiser for the year, LOOK supports our expansive programs and exhibitions that provide opportunities for the community to engage in contemporary art, be inspired and transformed.

A major facet of LOOK is the art auction - we host a live and silent auction with a broad range of work in different media and price points and have seen great success in past years.  We work predominantly with local dealers to source work for the auction, and this year have Helen Zenith (Newzones) and Deborah Herringer Kiss (Herringer Kiss Gallery) as our committee co-chairs, with Ryan Green, Jarvis Hall, Colette Hubner, Paul Kuhn, Ian Loch, Viviane Mehr, Yves Trepanier, and others as members/supporters of the auction committee.

On behalf of the auction committee, we are hoping that you might be able to lend us your support with a contribution to our Art Auction. We are working hard to put together a small but highly curated selection of works with relevant pieces by some of Canada's most significant artists and it would be an honour to include you in this list.  At the same time we also intend to do our best to ensure we have interested parties at the event. This isn't an occasion for things to go for their reserve - we're pushing for big generous philanthropic moments.

I have to say, too, that we absolutely, 100% recognize that you probably get asked every day for donations to this auction or that, so it's not lost on us that this is a big ask.  While we are definitely appealing to your desire to help build a new nationally prominent centre for contemporary art, artists will also have the option to receive a complimentary ticket to LOOK 2020 as well as 25% of the value of the hammer price. You can of course donate the full amount of the work if you choose, and should you be unable to attend, you can decline the event ticket for a tax receipt for the full amount of the fair market appraisal.

Time is passing quickly, and to prepare we are asking to confirm your commitment by **Friday, January 3, 2020** and have all the work delivered on site at Contemporary Calgary before **January 31, 2020.**

All necessary shipping and framing expenses are covered by Contemporary Calgary.  We also urgently request 1-3, hi-res images (300dpi) of the artwork made available on **January 3**, which may be used for promotional purposes but more importantly for the auction catalogue which will be produced and distributed prior to the event. Having photography in advance is critical. We will happily send you a copy of the catalogue once complete.

Thanks again for your consideration and we would be delighted to count on your support through the donation of an artwork to LOOK 2020.

All the very best,

LOOK 2020 Artwork Donation Form

**PLEASE COMPLETE BY JANUARY 3, 2020**

Name: Title:

Date: Medium:

Dimensions: Value:

Please include (attach a separate sheet, or email directly to ryan@contemporarycalgary.com)

* Artist bio (100 words)
* Installation instructions (if applicable):
* Photography (1 to 3 images at 300 dpi)  
  Photography credit information:

\*FRAMING: Contemporary Calgary will cover applicable framing expenses.  
If framing is required, please send detailed instructions

\*SHIPPING: Contemporary Calgary will cover applicable shipping expenses.

Contact Ryan Doherty to make arrangements (ryan@contemporarycalgary.com

The LOOK 2020 Art Auction provides 3 options for artists with respect to tax receipts and compensation as per rules and regulations set by the Canada Revenue Agency

Check your preferred box –

I would like to receive a tax receipt for the full amount of my donated work. I understand that I will not receive a Reception ticket in this case.

**OR**

I would like to receive a Reception ticket and a partial tax receipt for my donated work. I understand that the value of the Reception ticket will be deducted from the overall Tax Receipt.

**OR**

I. I would like to receive a Reception ticket and 25% of the hammer price of my donated work. I understand that I will not receive a Tax Receipt.