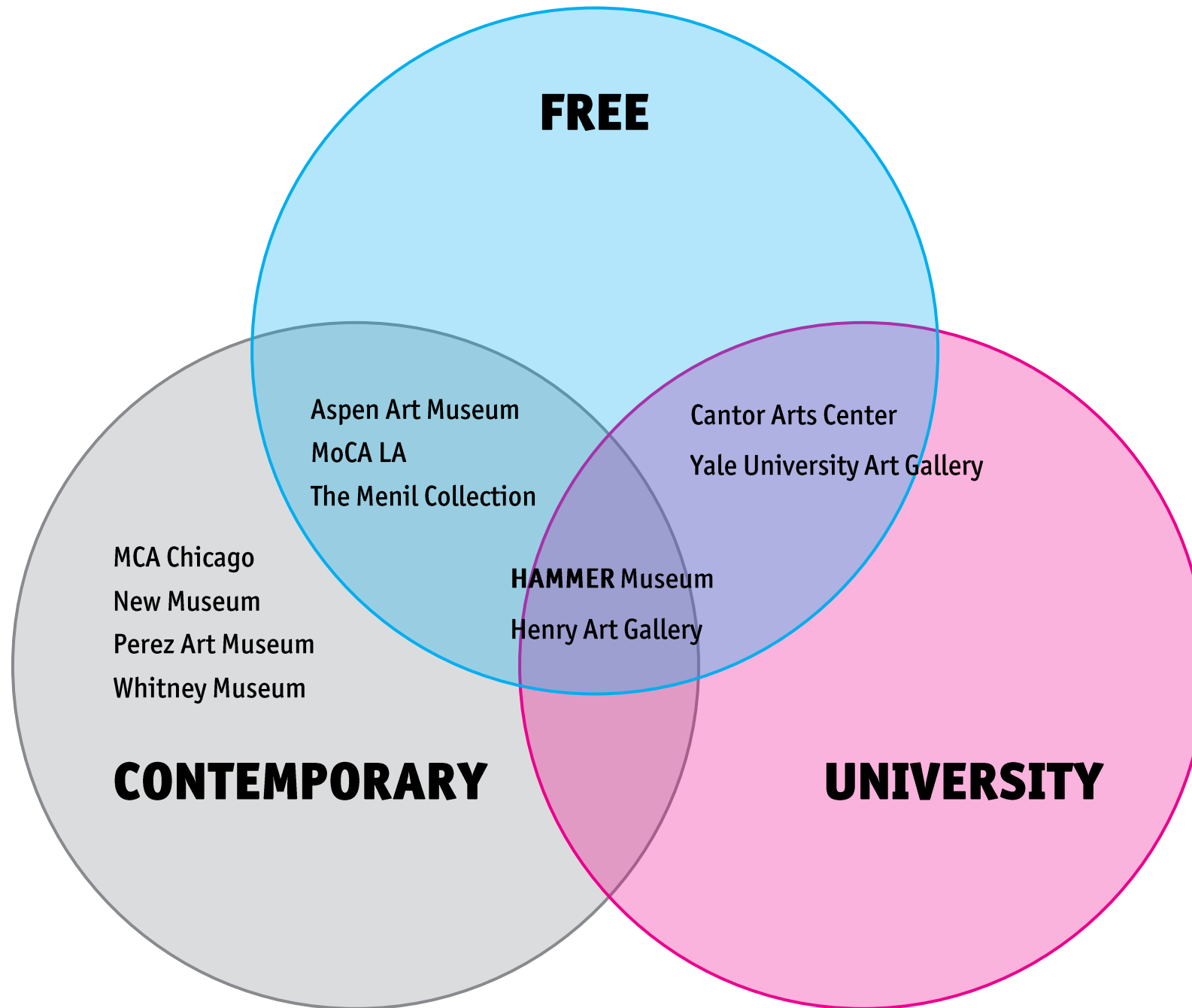


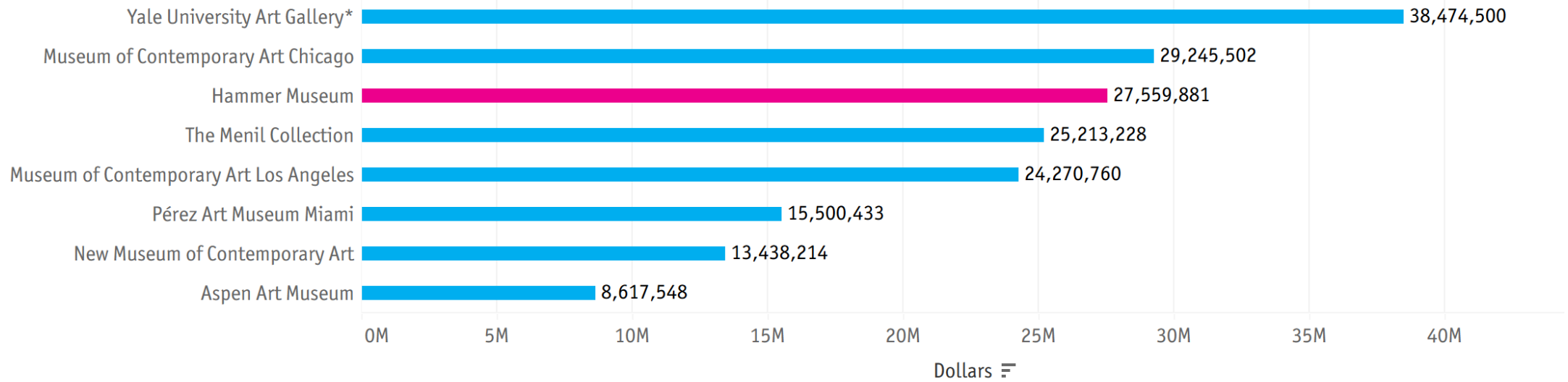


Membership Benefits Comparison

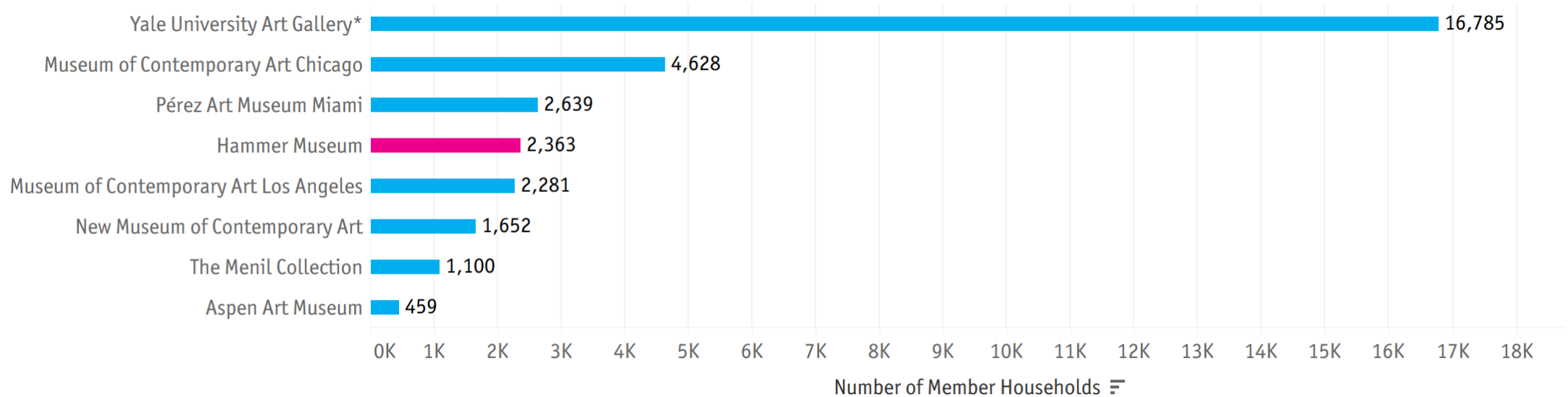
Hammer Museum vs. 10 Similar Museums



Total Operating Budget (FY23)



Total Number of Member Households (FY23)



*Memberships are FREE at Yale University Gallery

**This information is unknown for Cantor Arts Center, Henry Art Gallery, and the Whitney Museum

Lowest Membership Benefits

Membership Benefits	Aspen Art Museum \$90	Cantor Arts Center at Stanford \$100	Hammer Museum \$100	Henry Art Gallery \$100	MoCA LA \$129	The Menil Collection \$150
Member-only exhibition opening parties	●		●		●	●
Member-only exhibition previews	●		●	●	●	●
Curator-led exhibition tours	●					●
Priority ticketing/entry for public programs	●		●		●	
Discounted parking					●	
Discounts for paid events/programs	●		●		●	
Additional member-only events						1
Restaurant discount	10%	10%	10%		10%	
Store discount	10%	10%	10%	20%	10%	10%
Other				Access to Seattle Art Fair		

[Link to see membership benefits for every membership level!](#)

Insights

- At the lowest membership level, Hammer offers more benefits than other free, university-affiliated museums (Cantor, Henry)
- Aspen and Menil offer curator-led tours for the lowest membership level
- Aspen, MoCA LA, and Menil offer member-only exhibition opening parties, while Hammer's opening parties are open to all visitors (although Hammer does have a portion of the opening parties that are only for members)
- Hammer offers more interaction with the Director than any other museum
- Aspen, Cantor, Henry, and Menil have clearly defined Circle membership benefits on their website while Hammer does not

Museum Membership Benefits that the Hammer Does NOT Offer



Seattle Art Fair



Storm King Art Center in Hudson Valley

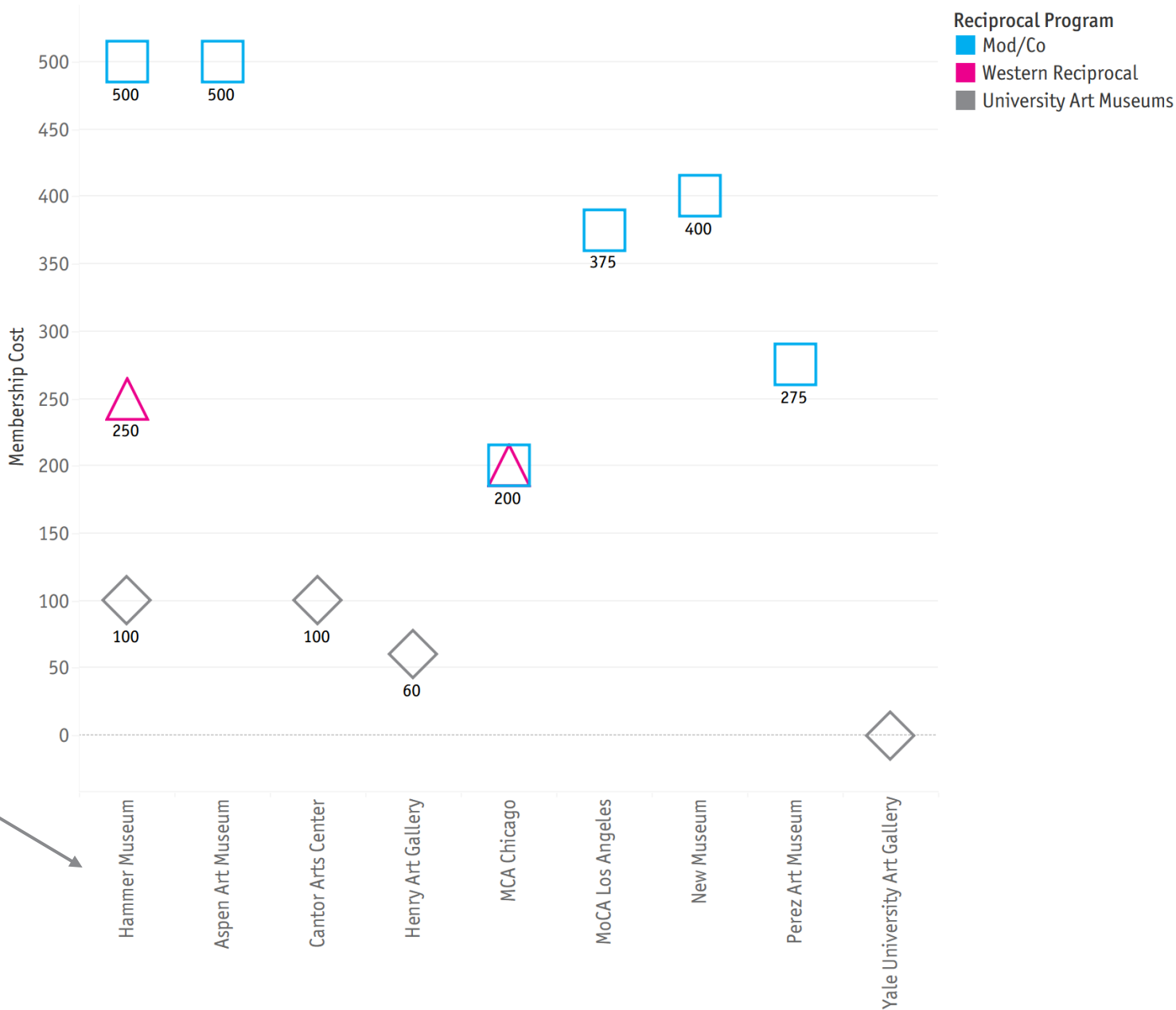
- Art related travel opportunities (Aspen, Henry, Whitney)
 - Aspen: art-centric travel opportunities with the museum director
 - Henry: annual trip to international art fairs
 - Whitney: curator-guided trip to Hudson Valley with multiple stops at art destinations
- Complimentary gift memberships (MCA Chicago, Menil)
- Behind the scenes tour of museum's art storage, conservation spaces, and recently acquired art (Cantor, Henry, Menil)
- University related benefits (Cantor, Henry)
 - Cantor: Discounts on class enrollment for Stanford Continuing Studies courses
 - Henry: Membership in the University of Washington President's Circle
- Auto-renewal option: discount on a 2-year membership (Perez, Whitney)
- "Circle" (\$10,000+) is considered a membership and has clear benefits on the website (Aspen, Cantor, Henry, Menil)

Curator-Led Tours

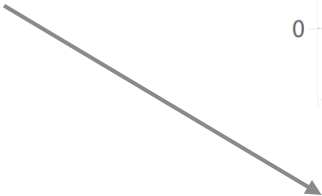
- Hammer Museum
 - **\$250** membership: 4 curator tours/year
- Aspen Art Museum
 - **\$100** membership: Curator and artist-led tours during exhibition opening receptions
 - **\$200** membership: Family-friendly tours with arts educators
 - **\$500** membership: Curator-led tours
- Cantor Arts Center
 - **\$300** membership: 2 Art & Coffee events
 - **\$600** membership: 4 Art & Coffee events
 - **\$1,000** membership: 4 Art & Coffee events and 2 Art & Wine events
- The Menil Collection
 - **\$150** membership: Bi-weekly “Noontime Talks”, one-hour long curator exhibition/collection tours
 - **\$300** membership for young patrons: Cocktails with a Curator series
 - **\$2,500** membership: “Curator’s Choice” series



Membership Cost at which Members Gain Reciprocal Benefits



Hammer tends to offer reciprocal benefits at higher membership costs than other museums





Side-by-Side Membership Comparisons

Henry Art Gallery (free, university affiliated, contemporary)

Household: \$100

- Invitation to Member Exhibition Previews
- 20% discount on Henry publications and merch
- Reciprocal benefits at university art museums

Henry+: \$200

- Invitations to member happy hours
- Reciprocal benefits: NARM and ROAM

Contemporaries: \$500+

- Invitations to artist studios and collector homes
- Invitations to guided exhibition tours
- Early bird registration for programs and events
- Annual invitation to exclusive Collector's Circle event, including behind-the-scenes collection viewings and curator-led tours of exhibitions

Hammer Museum

Participate: \$100

- Invitations to exhibition opening parties
- Invitations to exclusive members-only previews
- Priority ticketing for two at Hammer public programs
- 10% discount at the gift store and Lulu
- Reciprocal benefits at university art museums

Immerse: \$250

- Four annual curator-led exhibition tours
- Reciprocal benefits: Western Reciprocal Program

Impact: \$500

- Invitations for two to all Director's Receptions
- Reciprocal benefits: Mod/Co

Hammer Fellow: \$1,250

- Invitation to an off-site event with Hammer curators
- Reserved seating for two at Hammer public programs
- Eight parking passes (evening or 3-hour)

Henry Art Gallery (free, university affiliated, contemporary)

Collectors Circle: \$2,000+

- **Invitations to behind-the-scenes collection viewings at the Henry**
- **Invitation to annual Director's Holiday Party**
- **Membership in UW's President's Circle**

Director's Circle: \$5,000+

- Invitations to **private artist dinners** & VIP tours
- Salon series invitations in private homes
- Opportunity to arrange a VIP exhibition tour for six with Henry leadership or curators
- **Invitation to exclusive Seattle Art fair events**

Artists Circle: \$10,000+

- Invitation to intimate pre-gala celebration
- **Invitation to an annual trip to international art fairs**
- **Opportunity to arrange a private consultation of your personal artwork collection and storage care**
- **Complimentary Contemporaries membership for a person of your choice**

Hammer Museum

Hammer Patron: \$2,500

- **Studio visit or architectural tour with Hammer curators**
- Four additional parking passes
- 20% discount at the Hammer Store
- **Two additional invitations for all Director's Receptions**
- Opportunity to arrange a VIP exhibition tour for six

Hammer Champion: \$5,000

- Two tickets to K.A.M.P (Kids Art Museum Project)
- Reserved seating for four at Hammer public programs
- **Invitation to two Hammer Circle events**
- Eight additional parking passes

Henry Art Gallery vs. Hammer Museum

- Hammer offers more benefits for the 2 lowest membership level
 - Priority ticketing, discounts for paid programs (MoMA Contenders), curator-led tours
- Henry offers many unique and appealing benefits for higher membership levels
 - Trip to international art fairs, complimentary membership, private consultation for your personal artwork collection, private artist dinners, behind the scenes collection viewings
- Henry Art Gallery has more benefits that involve outside organizations
 - UW's President Circle, invitation to exclusive Seattle Art Fair events
- Hammer offers certain benefits at lower levels, Henry offers others
 - Hammer offers invitations to the Director's receptions and curator-led tours at a lower membership level
 - Henry offers artist studio visits and invitations to Circle events at a lower membership level
- Henry has clearly defined benefits for the Circle membership level (\$10,000+)

Cantor Arts Center (free, university affiliated)

Ambassador: \$100

- Invitation to one exhibition opening celebration
- 10% discount at the museum cafe
- Reciprocal benefits at university art museums

Enthusiast: \$300

- Invitation to all exhibition opening celebrations
- Invitations to two Art + Coffee events, a curator-led morning of art and conversation
- Reserved seating at the annual McMurtry Lecture
- Reciprocal benefits: NARM and ROAM

Benefactor: \$600

- Invitations to four Art + Coffee events
- 15% discount for all Stanford Continuing Studies courses

Hammer Museum

Participate: \$100

- Invitations to exclusive members-only previews
- Priority ticketing for two at Hammer public programs
- 10% discount at the gift store and Lulu
- Reciprocal benefits at university art museums

Immerse: \$250

- Four annual curator-led exhibition tours
- Reciprocal benefits: Western Reciprocal Program

Impact: \$500

- Invitations for two to all Director's Receptions
- Reciprocal benefits: Mod/Co

Cantor Arts Center (free, university affiliated)

Artists Circle: \$1,000

- Invitation to Jazz at the Gates, a lively cocktail party in the Rodin Sculpture Garden
- **Invitations to two Art + Wine events, a curator-led evening of art appreciation at the museums**
- **Invitation to private curator-led viewing of recent museums' acquisition(s)**

Connoisseurs Circle: \$2,500

- Invitation to a special behind-the-scenes event at the Cantor or Anderson

New Founders Circle: \$5,000

- **Invitation to an annual Evening with the Directors**
- Invitation to private visit with artist or collector
- Assistance with VIP access to art fairs, upon request

Hammer Museum

Hammer Fellow: \$1,250

- Invitation to an off-site event with Hammer curators
- Reserved seating for two at Hammer public programs
- Eight parking passes (evening or 3-hour)

Hammer Patron: \$2,500

- Studio visit or architectural tour with Hammer curators
- Four additional parking passes
- 20% discount at the Hammer Store
- **Two additional invitations for all Director's Receptions**
- Opportunity to arrange a VIP exhibition tour for six

Hammer Champion: \$5,000

- Two tickets to K.A.M.P (Kids Art Museum Project)
- Reserved seating for four at Hammer public programs
- Invitation to two Hammer Circle events
- Eight additional parking passes

Cantor Arts Center

(free, university affiliated)

Directors Circle: \$10,000

- **Private tour for up to 10 guests with a museum director or curator**
- Invitation to attend an intimate reception with leading artist in conjunction with the annual McMurtry Lecture
- **Opportunity to reserve the Cantor Arts Center or the Anderson Collection at a cost**

Directors Gold Circle: \$25,000

- Invitation to dinner with museum directors following an exhibition opening
- Complimentary parking for Cantor/Anderson event

Cantor Arts Center vs. Hammer Museum

- Hammer's lowest level offers greater benefits than Cantor Arts Center's lowest level
 - Hammer Participate members have access to member-only previews and priority ticketing for 2 public programs
- **After the lowest level, Cantor and Hammer's benefits are very similar**
- Benefits that Cantor offers that the Hammer does NOT:
 - Curator-led viewing of recent museum acquisitions, opportunity to reserve Cantor Arts Center at a cost, private tour with the museum's Director
- Hammer members have more contact with the museum's Director at lower membership levels
- Cantor has clearly defined benefits for Circle membership levels (\$10,000 and \$25,000)

Summary and Recommendations

Overall, Hammer Museum offers an ample amount of membership benefits per level and can compete with other similar museums.

The Hammer could benefit from implementing the following benefits:

- More curator-led tours
 - Many other museums offer more than 4/year
 - Members have expressed interest for more curator-led tours in the member survey
- Complimentary gift memberships for higher membership levels
- Clearly defined benefits for Hammer Circle members
 - Aspen, Cantor, Henry, Menil, and MCA Chicago have clearly defined Circle membership benefits on their website
 - This could encourage more people to become Circle members