

Make Your Mark at the NCMA



North Carolina
Museum of Art



Make your mark at the North Carolina Museum of Art with a commemorative bench or new tree in the Ann and Jim Goodnight Museum Park—or a theater seat in SECU Auditorium or the newly renovated Joseph M. Bryan, Jr., Theater in the Museum Park! In addition to creating a meaningful place to pause, reflect, and enjoy beautiful surroundings, your naming opportunity can be an inspirational tribute for yourself, your family, or your business. You may also dedicate a seat, bench, or tree in memory of a loved one or in honor of a friend, colleague, or important person in your life.

Naming proceeds support programs at the North Carolina Museum of Art, including our award-winning education programs, concerts, exhibitions, lectures, sustainability initiatives in the Museum Park, and more.

Opportunities include:

- **Name a Bench in the Museum Park**
- **Take a Seat in the Joseph M. Bryan, Jr., Theater in the Museum Park**
- **Take a Seat in SECU Auditorium**
- **Plant a Tree in the Museum Park**

We invite you to make a tax-deductible contribution that allows us to continue our mission to activate the collective power of the arts, nature, and people to foster creativity, curiosity, and connection. Your generosity and support ensures we can continue to fulfill our mission and expand our impact now and for generations to come. Make your mark today!

For more information on Make Your Mark giving opportunities, please email Samantha Jones at sjones@ncartmuseum.org or call (919) 664-6802.



Name a Bench in the Museum Park

Celebrate art, nature, and community in the sprawling 164-acre Ann and Jim Goodnight Museum Park with a personalized bench plaque. Each bench—thoughtfully placed within the Park’s picturesque landscape, including areas like the Wave Garden, recreational trails, and new landscape—offers an opportunity to honor a loved one or commemorate a special occasion.

Support from donors provides critical care and sustainability initiatives for the Park’s remarkable landscape, which includes more than 50 benches located throughout the campus. Donors may select from a list of existing unnamed benches ranging from wooden benches (with and without backs) as well as natural edge/reclaimed-wood benches.

Opportunities range from \$7,500 to \$10,000 to name a bench in the Museum Park. A \$10,000 contribution ensures dedicated upkeep and maintenance for 10 years, or for the functional lifespan of the bench should it require replacement or relocation. A gift of \$7,500 names the bench for its functional lifespan without guaranteed maintenance or upkeep.

Examples include:



How It Works

Bench selection: Available benches are installed throughout the Park. You may select from a map of benches currently eligible for adoption. Bench style and design vary by location.

Plaque inscription: Each plaque may include up to **two lines** of text, with a maximum of **45 characters per line** (including spaces and punctuation). Characters are $\frac{3}{8}$ in. high. Inscriptions may commemorate a person, milestone, or special occasion. If “In honor of” or “In memory of” is included, it will count toward the character limit. The Museum reserves the right to edit text to align with NCMA style standards.

Plaque production: Once your bench and inscription are confirmed, plaque production and installation take **approximately four to five weeks**. This timeline begins once the plaque proof is approved and sent to our vendor.

Naming duration: Benches and plaques are named for 10 years or for the functional lifespan of the bench should it require replacement or relocation, whichever comes first. If a bench or plaque needs to be replaced during this time, it will be done at no additional cost. Replacement and maintenance decisions are made by the Park Conservation team. After the 10-year maintenance period, the donor has the right to renew the naming terms.

Take a Seat in the Joseph M. Bryan, Jr., Theater in the Museum Park

For almost 30 years, the Joseph M. Bryan, Jr., Theater in the Museum Park has welcomed America's finest singer-songwriters and critically acclaimed musical ensembles from around the world, entertaining more than 20,000 visitors each year. After the renovation scheduled to be completed in 2027, the Amphitheater will feature 650 stadium-standard seats for visitors to experience outdoor events and jazz series featuring Grammy award-winning performers, dance concerts, operas, and outdoor film screenings.

Opportunities range from \$2,500 to \$5,000 to name a seat in the Joseph M. Bryan, Jr., Theater in the Museum Park. Seats in the VIP areas located on the first five rows are priced at \$5,000. All other seats are priced at \$2,500. Amphitheater seats receive dedicated upkeep and maintenance for 10 years, or for the functional lifespan of the seat until it requires replacement.

How It Works

Seat selection: Seats are available throughout the Amphitheater. You may select from a map of seats currently eligible for naming. Seat styles are all the same. And pricing varies depending on the location. Naming a seat does not provide priority or ticket access. Tickets must be purchased or reserved, if required.

Plaque inscription: Seats and plaques are named for 10 years or for the functional lifespan of the seat. Custom recognition text will be displayed on a sign placed on the seat. Plaques may include up to three short lines of text. If the inscription includes "In Honor of" or "In Memory of," those phrases count toward the three-line limit. The Museum reserves the right to edit text to align with NCMA style standards.

Plaque production: Once your seat and inscription are confirmed, plaque production and installation take **approximately four to five weeks**. This timeline begins once the plaque proof is approved and sent to our vendor.

Naming duration: Seats and plaques are named for 10 years or for the functional lifespan of the seat should it require replacement. If a seat or plaque needs to be replaced during this time, it will be done at no additional cost. Replacement and maintenance decisions are made by the NCMA Facilities team. After the 10-year maintenance period, the donor has the right to renew the naming terms.



Take a Seat in SECU Auditorium

Celebrate live arts and education with a named seat in the SECU Auditorium, the premier indoor program venue at the North Carolina Museum of Art. A plaque is a meaningful opportunity to honor a loved one or commemorate a special occasion while supporting our wide range of Auditorium events—nearly 150 programs, concerts, professional development opportunities, films, and lectures throughout the year.

A contribution of \$1,500 names a seat in SECU Auditorium, which receives dedicated upkeep and maintenance for 10 years, or for the functional lifespan of the seat until it requires replacement.

How It Works

Seat selection: Seats are available throughout SECU Auditorium. You may select from a map of seats currently eligible for naming. All seat styles are the same. Naming a seat does not provide priority or ticket access. Tickets must be purchased or reserved for programs, if required.

Plaque inscription: Seats and plaques are named for 10 years or for the functional lifespan of the seat. Custom recognition text will be displayed on a plaque placed on the seat. Inscriptions may include up to 66 characters across three lines, with a maximum of 22 characters per line and $\frac{3}{8}$ in. character height. If the inscription includes “In Honor of” or “In Memory of,” those phrases count toward the character limit. The Museum reserves the right to edit text to align with NCMA style standards.

Plaque production: Once your seat and inscription are confirmed, plaque production and installation take **approximately four to five weeks**. This timeline begins once the plaque proof is approved and sent to our vendor.

Naming duration: Seats and plaques are named for 10 years or for the functional lifespan of the seat should it require replacement. If a seat or plaque needs to be replaced during this time, it will be done at no additional cost. Replacement and maintenance decisions are made by the NCMA's Facilities team. After the 10-year maintenance period, the donor has the right to renew the naming terms.



Plant a Tree in the Museum Park

**Honor a loved one. Celebrate a milestone.
Support the environment.**

Be part of a lasting legacy by planting a tree in the Museum Park. Trees provide shade, improve air quality, and create habitat for wildlife, enhancing the Park's beauty and health for generations to come. With a \$1,000 contribution either in honor or memory of a loved one, or to commemorate a special occasion, your tree will stand as a living tribute and contribute to a thriving, sustainable ecosystem.

How it Works

Tree selection: Donors may choose from two to three native tree species recommended by the Park director based on suitability and location. Museum staff will guide you through the options.

Planting season: Trees are typically planted during the optimal growing season (October–March). While the Museum's horticulture team will care for each tree, survival cannot be guaranteed. If a tree does not survive, one replacement will be provided at no cost to the donor, at the Museum's discretion.

Naming and plaques: Trees and plaques are named in perpetuity. If a tree or plaque must be replaced, it will be done at no additional cost. Custom recognition text will be displayed on a 3 × 5 in. sign placed at the base of the tree. The plaque will include the tree's common and scientific names, along with the name of the person or occasion being recognized. All plaque text will be reviewed in accordance with NCMA style standards..

Memorials: The Museum does not organize formal services or permanent memorials at the site.



Frequently Asked Questions

Park Benches

How long will the bench remain in place? What happens if it needs repair or replacement?

Benches and plaques are named for a period of 10 years, or for the functional lifespan of the bench (whichever comes first). If a bench or plaque requires repair or replacement during this period, it will be addressed at no additional cost to the donor. All maintenance and replacement decisions are made by the Park Conservation team. At the end of the 10-year term, donors will have the opportunity to renew the naming.

How does placement work? Can I request a specific location?

Benches available for naming are already installed throughout the Museum Park. After your purchase, you will receive a map showing available benches. You may select your preferred bench from this list. Please note that new benches cannot be installed in requested locations.

Can I personalize or memorialize my bench?

Personalization is limited to the engraved plaque and must follow NCMA naming guidelines. Additional items, including flowers, letters, photographs, or mementos, may not be placed on or around the bench. Any items left will be removed by the Park Conservation team.

Are all benches the same design?

Bench designs vary depending on location. Available options may include wooden benches (with or without backs) and natural edge or reclaimed-wood benches. Selection depends on current availability.

Is the price flexible?

No. Bench pricing (\$7,500 or \$10,000, depending on type) is fixed for this program.

Do bench donors receive additional NCMA benefits?

Bench naming does not include membership or program benefits. To learn more about membership opportunities, please visit: ncartmuseum.org/membership

Museum Park Bench Plaque:

- A plaque will be placed on the back of the bench.
- Up to 90 characters total
- Two lines (45 characters per line)
- 3/8 in. character height

Take a Seat (Auditorium and Amphitheater Seating Program)

What will the plaque look like?

Indoor Seat Plaque:

- A plaque will be placed on the arm of the chair.
- Up to 66 characters total
- Three lines (22 characters per line)
- 3/8 in. character height

How many seats can I name?

There is no limit; you may name as many as you wish.

Can I choose my specific seat?

Seats are named on a first-come, first-served basis. We will do our best to accommodate special requests when possible.

Will I be able to sit in my named seat during programs?

We cannot guarantee access to specific seats during programs, as seating is not assigned.



Frequently Asked Questions

Trees

When will my tree be planted?

Trees are typically planted between October and March, during the optimal growing season.

Can I choose the type of tree?

Yes. Donors may pick from a select list of three native tree species provided by the horticulture team. Options vary based on season and planting location.

Can I choose where my tree is planted?

Tree placement is determined by the Park staff to align with the Museum Park's Vision Plan and seasonal considerations. Trees are often planted in the Park near the Lowe's Pavilion tree grove area, though placement is not guaranteed in any specific location.

Can I attend the tree planting or hold a memorial?

Donors are not able to attend the planting itself. However, you will receive your plaque and may visit the site at a later time.

Can I leave flowers or mementos at my tree?

No. Items such as flowers, photos, or other mementos may not be placed at the tree site. Any items left will be removed by the Park Conservation team.

How long will the tree remain? What if it does not survive?

Trees are living elements and survival cannot be guaranteed. If a tree does not survive after planting, one replacement will be provided at no cost to the donor, at the Museum's discretion.

How likely is it that my tree will not survive?

While the horticulture team takes great care in planting and maintenance, newly planted trees can be vulnerable as they establish roots. In the event of loss, one replacement is included.

Is the tree donation price flexible?

No. The \$1,000 contribution is fixed for this program.

Do tree donors receive additional NCMA benefits?

Tree donations do not include membership or program benefits. To learn more about membership opportunities, please visit: ncartmuseum.org/membership

How are records maintained?

Records of all donations, including tree locations and inscriptions, are maintained by the Advancement Department. The Planning Department incorporates general tree locations into the Museum Park Vision Plan and related maps.

