

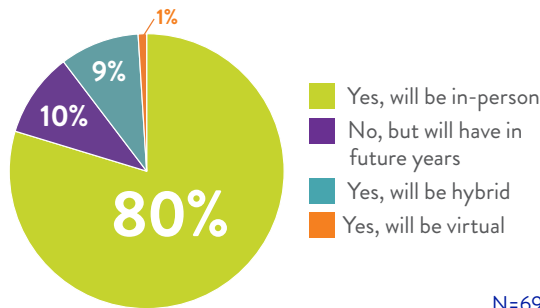
FEBRUARY 1, 2022

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **January 20–28, 2022**. This is the forty-second survey of the series and was designed to help arts leaders benchmark themselves on fundraising galas and naming right initiatives.

FUNDRAISING GALAS

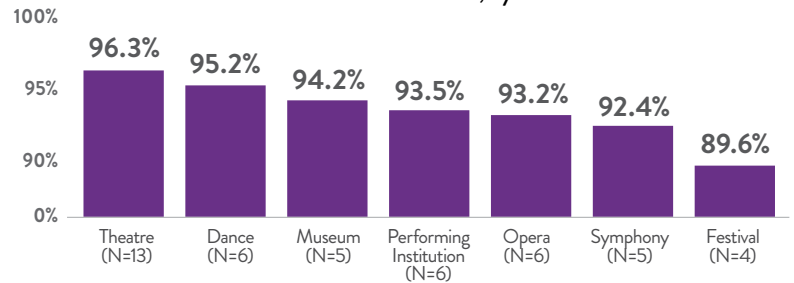
Majority Plan for an In-Person Gala in 2022

Status of Fundraising Galas in 2022



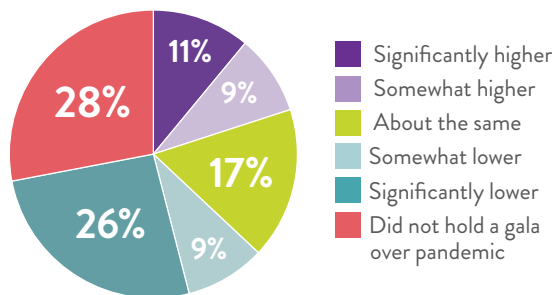
High Return from Fundraising Galas Across Genres

Average % Net Revenue Out of Gross Revenue From Pre-Pandemic Galas, by Genre



Range of Fundraising Levels from Pandemic Galas

Net Return of a Pandemic Gala v. a Pre-Pandemic Gala



Arts Orgs Complete a Majority of the Fundraising Before the Gala Event

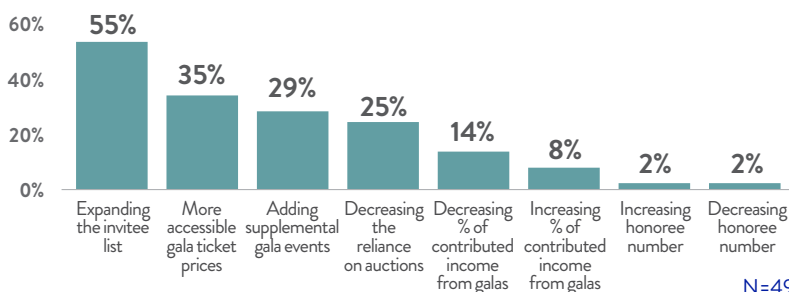
72%

of gala fundraising target achieved in advance of the gala event, pre-pandemic

N=52

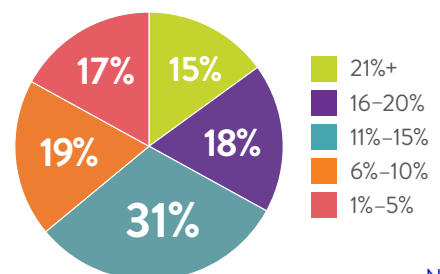
Future Work to Make Galas More Representative and Accessible

Changes Arts Orgs Plan to Make to Fundraising Galas in the Next 1–3 Years



Arts Orgs Have Varied Reliance on Galas for Contributed Income

% of Overall Contributed Income from All Fundraising Galas, Pre-Pandemic



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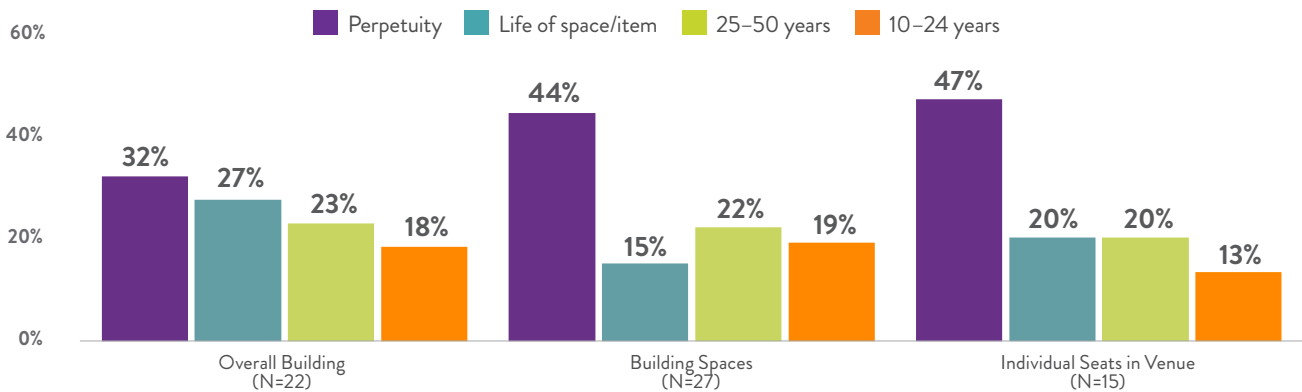
NAMING RIGHT INITIATIVES

Costs to Acquire Naming Rights of Physical Spaces/Items

	Overall Building (N=21)	Building Spaces (N=30)	Individual Seats in Venue (N=17)
Average \$USD (Rounded)	\$11,500,000	\$1,500,000	\$12,000
Range \$USD	\$250K–\$50M	\$25K–\$6M	\$200–\$75K

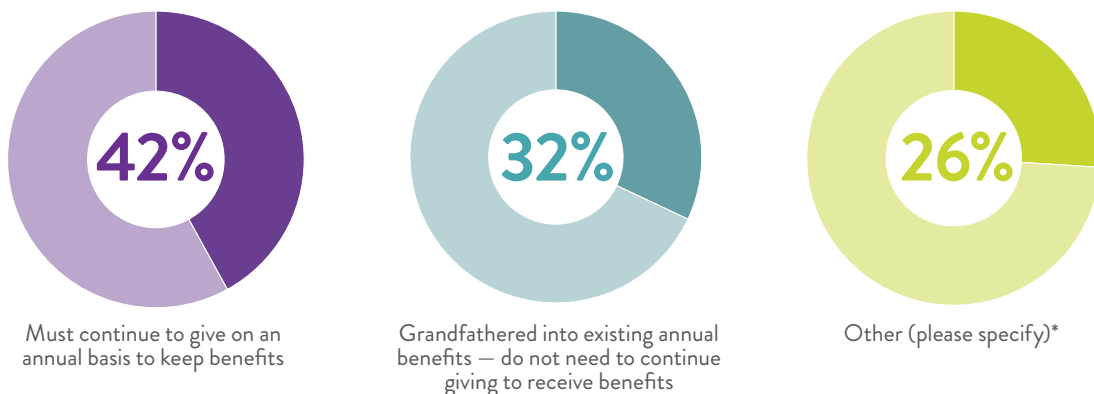
Spaces Within Buildings and Individual Seats More Likely to Be Perpetually Named

Maximum Length of Time for Naming Rights of Physical Spaces/Items, in Years



Variety of Approaches to Benefit Packages for Endowment Donors

Approach to Benefits for One-Time Donations to the Endowment



*Other responses included: “no cookie cutter approach,” “we look at it case by case,” “annual benefits for only X number of years,” or “separate recognition”