

# MO

So much art, one visit isn't enough.  
Join us as a member today.

# SF

Dear XSalutationX,

On May 14, we will unveil the extraordinary scope of the newly expanded SFMOMA, with 1,900 artworks on view—over half of which are new to the museum.

We can't wait to share the expanded and transformed museum, and to serve art lovers, school children, and our community as a whole in innovative and exciting ways.

With **seven levels** of indoor and outdoor gallery space—nearly **three times** the previous exhibition space—housing an internationally recognized and rapidly growing collection of **more than 30,000 artworks**, and nearly **45,000 square feet** of free public space, your new SFMOMA will soon take its place as a vital social and cultural hub for the Bay Area, and as one of the finest museums of modern and contemporary art in the world!

XSalutationX, there is simply no better way to discover the abundance of art and cultural treasures here in our new home than as a member of SFMOMA.

**Please take a few minutes to complete your member acceptance form below, and return it along with your contribution today.** You can also join online at [sfmoma.org/join](http://sfmoma.org/join), or by contacting our Member Services team at 415.357.4135 or [membership@sfmoma.org](mailto:membership@sfmoma.org).

As a member, you not only enjoy unlimited free access to the museum, but you also receive the **maximum amount of savings**. Membership starts at just \$100, and while two adult non-members will pay \$50 to visit the new SFMOMA once, you and a guest(s) will enjoy FREE admission every single time you visit.

You'll also enjoy even more year-round privileges that ensure you will experience the new SFMOMA as few can, including:

- **Priority ticketing** to special exhibitions and programming
- **Members-only preview days** for select major exhibitions
- **10% off** at the Museum Store and **20% off** on members-only sale days
- **Discounted admission** to films, lectures, and other programs
- And **much more!** See more details about our various membership levels and benefits in the enclosed brochure.

*(over, please)*

San Francisco Museum of Modern Art  
151 Third Street, San Francisco, CA 94103  
Tel 415.357.4135 [sfmoma.org/join](http://sfmoma.org/join)

# MA

## I want to be a part of the new SFMOMA!

### Sign me up at the following membership level:

- Ask1, Level 1X       Ask3, Level 3X  
 Ask2, Level 2X       Other \$ \_\_\_\_\_

John Smith  
1325 Fillmore Street  
San Francisco, CA 94117  
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### I want to do more:

Additionally, I'd like to make a gift to **SFMOMA's Expansion Campaign** in the amount of \$\_\_\_\_\_.

**Total amount enclosed \$**\_\_\_\_\_

### Please allocate my additional expansion gift to the:

- General Campaign Support  
 Exhibition Endowment Fund  
 Education Endowment Fund

Join online at [sfmoma.org/join](http://sfmoma.org/join)

Source CodeXXXX Member IDXXXX

Please make checks payable to **SFMOMA**. To pay by credit card, please see reverse.

No matter which level you select, the time to become an SFMOMA member is now. With so much to see and do here, you'll want to use your member benefits to come *back again and again* to explore our expanded collection of modern and contemporary art, plus more "can't miss" additions from top to bottom including:

- Nearly 260 works by nearly 70 postwar and contemporary artists from the world-renowned Doris and Donald Fisher Collection
- More than 3,000 artworks promised to the museum from over 200 donors through the Campaign for Art
- The Pritzker Center for Photography, made possible by the Lisa and John Pritzker Family Fund, the largest gallery, research, and interpretive space devoted to this medium in any U.S. art museum
- The newly renovated Phyllis Wattis Theater with our first ongoing film program, *Modern Cinema*
- A rooftop garden and a breathtaking 5,000 square foot "living wall"—the largest in the Bay Area
- A global culinary experience in new restaurant In Situ led by Corey Lee, chef-owner of the Michelin three-star restaurant, Benu

**Join us as a member of the new SFMOMA today**, and be a part of it all from the very start. Experience each groundbreaking work of art—from Richard Serra's *Sequence* sculpture on the ground floor to contemporary works by Mark Bradford, Jeff Koons, and Charles Ray on Floor 7—at your leisure, as often as you like. And for FREE.

Thank you. I look forward to sharing the new SFMOMA with you in just a few weeks!

With sincere appreciation,



Neal Benezra  
Director, SFMOMA  
Helen and Charles Schwab

P.S. Every visit to the new SFMOMA promises to be a fresh and inspiring experience. One visit isn't enough. So why not join us as a member today and enjoy **free, unlimited admission** to all of it for an entire year? Please be sure to return your member acceptance form along with your contribution in the envelope I've enclosed for you right away. Or join online today at [sfmoma.org/join](http://sfmoma.org/join). Thank you.

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### Choose your method payment:

My check, payable to **SFMOMA**, is enclosed.

Please charge my credit card:

AmEx    Discover    Visa    MasterCard

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date (MM/YY)

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Home Phone

\_\_\_\_\_  
Business Phone

**I have requested a matching gift from my employer.**

My employer is:

\_\_\_\_\_  
**Second name on membership (for all levels except Individual):**

Yes, sign me up for membership emails, so I can stay up to date on **SFMOMA** events and special promotions!

\_\_\_\_\_  
Email