

# MMoCA PRIVATE EVENTS AT MMoCA

MADISON MUSEUM OF CONTEMPORARY ART

The Madison Museum of Contemporary Art combines world-class art and stunning architecture for a venue unlike any other. Located in the heart of downtown Madison, MMoCA's sophisticated spaces are available to host a wide variety of events.

**The Rooftop Sculpture Garden and Lounge** offers clients the opportunity to host private, outdoor events three stories above the busy State Street pedestrian mall. In addition to birds-eye views of Madison's vibrant downtown, the Sculpture Garden is host to colorful plantings and large-scale outdoor sculptures.



**The MMoCA Lobby** boasts black granite floors, a dramatic glass staircase, and panoramic views onto Madison's busy State Street pedestrian mall. The space is a special setting for cocktail receptions or small- to medium-sized seated dinners. It is also automatically saved as the backup location for rooftop sculpture garden receptions.



**The Lecture Hall** features a full range of audio-visual equipment for use during presentations, lectures, panel discussions, and film or video screenings, with AV support. It is located next to the lobby on the museum's first floor.

**Fresco**, the museum's rooftop restaurant, specializes in fresh, seasonal fare, customized catering menus, and a quality selection of alcoholic and nonalcoholic beverages. Fresco also handles event equipment needs, including tables, chairs, linens, and dining ware.

For more information about food and beverage options or for information about renting the fresco dining room, visit their website at [frescomadison.com](http://frescomadison.com).

**For more information about catering:**

Kelly LaValle, Fresco Events Manager  
608.800.1591 / [klavalle@foodfightinc.com](mailto:klavalle@foodfightinc.com)



**For more information about hosting an event at MMoCA:**

Bob Sylvester, Director of Public Operations  
608.257.0158 x 251 / [bob@mmoca.org](mailto:bob@mmoca.org)

MMAoCA Business Council and Langer Society members receive discounted rental rates at MMAoCA as well as an array of other benefits. Donors at higher levels may be eligible for additional discounts or waived rental fees. Membership includes free admission to exhibition openings, film screenings, and other museum events, as well as recognition in MMAoCA’s newsletter and website. For additional information about membership, please visit [mmoca.org/support/membership](http://mmoca.org/support/membership)

**Small-Group** discount of 50% off the rental rate is available Monday-Thursday for groups with fewer than 50 guests with minimal set-up requirements. Additional attendees charged \$10 per person (total attendance, including vendors and organizers) until total reaches standard group rate.

SPACE	CAPACITY	RATES		
		Non-member	Business Council Members, Langer Society	Directors Circle, Business Council Leaders and Nonprofits
<b>Lobby</b>	Up to 200 attendees <i>(standing reception)</i> Up to 70 attendees <i>(seated for dinner)</i>	\$1,250	\$500	\$400
<b>Lecture Hall</b>	Up to 230 attendees	\$1,350	\$600	\$500
<b>Lobby and Lecture Hall Combined</b>	Up to 230 attendees	\$2,000	\$1,000	\$800
<b>Rooftop Sculpture Garden</b>	Up to 200 attendees <i>(standing reception)</i> Up to 70 attendees <i>(seated for dinner)</i>	\$2,000	\$1,250	\$1,000

Additional museum costs include staffing/security fees (\$25/hour, including one hour for set-up and one hour for take-down), custodial fees (\$25/hour, one hour minimum for all events with food/beverage service) and Technical Services fees (MMAoCA hires a stagehand for all Lecture Hall events). Room capacities may vary due to set-up requirements and artwork on display during event.

Private events may take place in the museum during public or non-public hours, depending on the nature, size, and location of the event. All events must conclude by 11 pm. Beyond regular hours of operation, galleries may be kept open for \$75 per hour each, and private, docent-led tours are available for event attendees; thirty-minute tours for groups up to fifteen individuals are \$50.

**Additional Rental Information**

State of Wisconsin sales tax of 5.5% is applied to most events. Tax-exempt organizations must submit a copy of their certificate of exempt status with the signed contract.

Rates listed are for events up to five hours in duration; if more time is required, spaces may be billed on a pro-rated rate in one hour increments depending on the nature of the event.