

**OPPORTUNITIES  
TO INVEST IN  
LANDMARKS**

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THE PUBLIC ART PROGRAM OF THE UNIVERSITY OF TEXAS AT AUSTIN

## OPPORTUNITIES TO INVEST IN LANDMARKS

The University of Texas at Austin has always sought to lead the way in scientific discovery and human thought. With the public art initiative Landmarks, the University will turn an already beautiful campus into a standard-bearer for art as a scholarly discipline, a source of inspiration, and a physical representation of academic excellence. Private support is essential to realize the Landmarks vision.

Landmarks welcomes support in many forms. Donations may fund acquisitions, operations, public outreach, or the ongoing care and maintenance of public art. There are many ways to give:

- Purchase a work of art outright
- Contribute to the acquisitions fund
- Sponsor one or more works of art
- Make a planned gift
- Create a permanent endowment
- Donate a work of art

### Outright purchases

The art world is fast-paced, and opportunities can be unpredictable. Important pieces come on the market quickly, whether through auction or private sale, and interested buyers must act decisively. A group of ready supporters whom Landmarks can call upon when pieces become available will make it possible for the University to bid competitively and attract new opportunities.



**Robert Murray**, Canadian, born 1936. **Chilkat**, 1977. Painted aluminum, 51 x 61 x 81 inches. Lent by The Metropolitan Museum of Art, Purchase, Anonymous Gifts, 1978. 1978.83

### **Acquisitions fund**

For some donors, it makes more sense to contribute to an acquisitions fund than to be called on short notice to support individual purchases. By pooling their resources, these donors help the University compete in the fast-moving art market. The fund also serves a long-term purpose. Because the greatest visual art collections are built over time with care and patience, an accumulated fund will enable the University to make one substantial purchase approximately every three years. This deliberate purchasing strategy ensures that each piece of public art is acquired with the careful thought and planning needed to strengthen the collection in its entirety.

### **Sponsorships**

Corporations or individuals who wish to honor friends or family members may support one or more works of public art and receive acknowledgment for their contributions. Recognition varies with the character of the gift and can include the sponsor's name on exhibit signage, the Landmarks web site, and educational materials. Sponsors may also be recognized in audio tours or mentioned at special events and public lectures.

### **Planned gifts**

Would you like to leave a legacy of public art on UT Austin's main campus? The University's team of gift-planning professionals can help you structure a tax-savvy estate gift to support public art and provide benefits to you and your loved ones.

### **Endowments**

A comprehensive public-art program will change the University forever. Your gift can last forever, too. When you create an endowment to support Landmarks, your gift is invested — never spent — and each year a distribution is made to the program.

### **Donations of public art**

Do you own a work of public art that you would like to donate? Landmarks considers gifts of public art that support its curatorial scope, coincide with the public art master plan, and undergo the established review process. The market value of most donations is tax-deductible.

Your investment in Landmarks supports The University of Texas at Austin in important ways. In addition to serving the University's academic mission, your gift enhances the distinctive design and architecture of the campus by making the open spaces around and within each building more beautiful. Support in any form strengthens the bonds of community through art that delights and challenges the senses as it engages the mind.

*For more information about investing in Landmarks, please contact Sondra Lomax at [lomax@austin.utexas.edu](mailto:lomax@austin.utexas.edu) or 512.471.6468.*

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