

# WHITNEY

# ENTERTAINING POLICIES



Photograph by Ben Garcias

As of September 2020

# ENTERTAINING POLICIES

Entertaining at the Whitney is exclusive to Corporate Members and Individual Leadership Donors and is not available to the general public. All events are subject to the Whitney's Entertaining Policies, the terms and conditions outlined in the Special Event Terms and Conditions and include the following:

- The event should be in character with the first-class standards of the Whitney and conducted in a manner that will not jeopardize the integrity of the Whitney.
- The event host is responsible for Corporate Fees and Rental Fees as well as any costs associated with event production.
- Event guests and production staff are permitted in designated areas only and are subject to any additional requirements the Museum may request, for example, set up timelines and the placement of equipment.
- Event hosts are responsible for arrangements with vendors including catering, equipment rentals, décor, AV, etc. Permitting may be required in select event spaces. A list of preferred vendors can be provided upon request. All vendor deliveries and pick-ups must be scheduled to the loading dock at 555 West Street and the delivery schedule must be approved by the Whitney.
- Exclusive catering is provided by Union Square Hospitality Group. Wine and liquor must be arranged through Union Square Hospitality Group. No propane or butane-powered equipment is permitted at the event. Any preparation or warming of food may only be accomplished with Sterno-heated proofing cabinets.
- All event hosts and vendors must be approved by the Whitney and provide Certificates of Insurance.
- The event must encourage and provide the opportunity for guests to view artwork in the Museum's galleries.
- No artwork is to be displayed within the Museum other than that which is currently on exhibition at the Whitney or otherwise part of the Whitney's permanent collection. No artwork shall be handled or moved by the Host.
- Political and religious ceremonies are not permitted.
- Smoking is not permitted on the Whitney premises, including outside of the Whitney building and on its outdoor terraces.
- The formats, layouts, and contents of all announcements, invitations, guest lists, signage, fact sheets, advertising, promotional or other materials related to the event, including the final typeset copies are subject to the review and approval of the Whitney.
- All material and arrangements concerning event-related public relations and press are also subject to advance approval by the Whitney.
- Any uses or permissions, such as the use of the Museum's name, an image of the Whitney Building, or artworks from the Permanent Collection, are also subject to Licensing and will be addressed on a case-by-case basis by the Museum.

- The host will be responsible for clearing any rights with regard to any individuals or works of art protected by copyright (if any) included in any photographs or other reproductions used by the host and citing captured artwork. The host will be responsible for any costs of artwork clearances, and the Museum assumes no responsibility for any royalties or fees claimed by the artist or their agent. Information on specific artwork clearances is available upon request.
- Renzo Piano Building Workshop (RPBW) is the architect of the building, and should the event host wish to use any renderings, drawings, plans, and other images for which RPBW holds the copyright, such images are available for license via Fondazione Renzo Piano. Contact information will be provided.
- The Andrea and James Gordon Restaurant is managed through Union Square Hospitality Group (USHG) and can be used in conjunction with the rental of Kenneth C. Griffin Hall. Pricing and contact information can be provided upon request.

# CORPORATE ENTERTAINING

Corporate Members receive exclusive privileges to host Corporate Events in the Museum's rental spaces. Corporate Events are subject to general Entertaining Policies as well as the following:

- Corporate Entertaining is subject to standard Corporate Membership requirements and Rental Fees outlined per space(s).
- Multiple event hosting privileges are reserved for the museum's highest levels of Corporate Membership.
- The sale of tickets and any other type of fundraising, including auctions or the sale of products and services, in connection with the event are not permitted on the premises.
- Non-profit organizations are permitted to host events at the Whitney, but organizations are subject to standard Corporate Membership requirements and Rental Fees. Any non-profit organization hosting an event at the Whitney must retain a professional event planner.
- Commercial Filming and Photography is subject to the Whitney's Filming and Photography Policies and the terms and conditions in the Museum's Location Agreement. More information is available at [whitney.org/filming](http://whitney.org/filming).
- Advertising or promotional materials are prohibited outside of or on the exterior of the Whitney building.

## **Corporate Events may include**

- Receptions
- Luncheons and dinners
- Meetings and presentations
- Lectures and panel discussions
- Film screenings
- Product launches
- Fashion presentations
- Non-profit events

# SOCIAL ENTERTAINING

Individual Leadership Donors at the \$100,000 level and above receive exclusive privileges to host Social Events in the Museum's rental spaces.

- Individual Leadership Donors receive one privilege to host a Social Event in select rental spaces within the calendar year of the gift. Select rental spaces include: Susan and John Hess Family Theater and Gallery, Studio Bar and Thomas H. Lee Family Terrace, and the Tom and Diane Tuft Trustee Room.
- Social Events are subject to general Entertaining Policies and standard Rental Fees as outlined per space(s).
- Social entertaining privileges are not transferable to Corporate Events including donor-affiliate companies or non-profit organizations.
- Any Leadership Donor hosting a Social Event must retain a professional event planner. Event hosts are also responsible for arrangements with vendors.
- Event decor and signage is prohibited outside of or on the exterior of the Whitney building.
- All events must comply with the stipulations of the Museum's liquor license, including, without limitation, the following:
  - No outdoor amplified sound will be permitted.
  - All events must end by midnight, with all patrons and guests departed by that time (or such earlier time as may be provided in the Event Agreement).
  - For events of over 250 people, traffic marshals arranged by the host at its expense shall be engaged to discourage double parking on Gansevoort Street.

## **Social Events may include**

- Private dinners and receptions
- Birthdays, retirements, engagements, and anniversaries
- Holiday parties

## **The following events are not permitted**

- Religious ceremonies
- Children's parties
- Fundraising events
- Wedding receptions

# ENTERTAINING SPACES OVERVIEW

Entertaining is available to Corporate Members at the \$5,000 level and above. The event host is responsible for Corporate Membership and Rental Fees as well as any costs associated with event production.

Entertaining Packages for small groups are available upon request as they may be subject to change.

## Floor 1

### **Kenneth C. Griffin Hall**

Square footage: 6,200

Maximum capacity: 550

Corporate Membership level: \$25,000



Photograph by Matthew Carasella Photography



Photograph by Pegasus Productions

## Floor 1

### **Andrea and James Gordon Restaurant**

Square footage: 2,450

Maximum capacity: 90 guests

Corporate Membership level: \$5,000



Photograph by Timothy Schenck, Karin Jobst



Photograph by Timothy Schenck, Karin Jobst

## Floor 3

### **Susan and John Hess Family Theater and Gallery**

Square footage: 4,900

Maximum capacity: 180

Corporate Membership level: \$15,000



Photograph by Matthew Carasella Photography



Photograph by Arnold Brower

## Floor 8

### **Studio Bar and Thomas H. Lee Family Terrace**

Square footage: 2,800

Maximum capacity: 150

Corporate Membership level: \$15,000



Photograph by Matthew Carasella Photography



Photograph by Matthew Carasella Photography

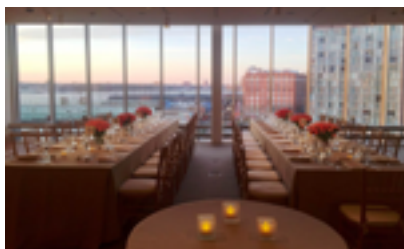
## Floor 8

### **Tom and Diane Tuft Trustee Room**

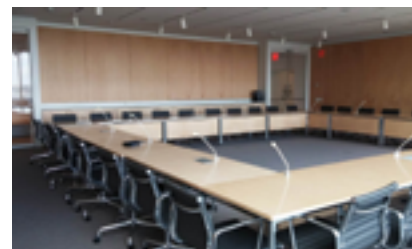
Square footage: 1,200

Maximum capacity: 75

Corporate Membership level: \$5,000



Photograph by Whitney Events



Photograph by Nic Lehoux

# VENDOR LIST

The Whitney's Exclusive Caterer and Preferred Professionals are familiar with the complexities of producing events in the Museum. The Whitney will happily facilitate introductions to our Exclusive Caterer and Preferred Professionals. Permitting may be required in select event spaces. If you would like to work with a vendor outside of our recommended Preferred Professionals list, the Whitney must evaluate and approve your preferred vendor(s) no less than three weeks prior to load-in. All vendors must work in coordination with Museum staff and comply with all requirements. Vendors are required to provide Certificates of Insurance.

## **Exclusive Catering**

### **Union Square Events**

Barbara Roan  
thewhitney@unionsquareevents.com

## **Preferred Professionals**

### **AV, Lighting, and Staging**

KM Productions  
Kevin Mignone  
kevin@km-productions.com

Pegasus Productions  
Liz Kirschner  
liz@pegasusproductions.us

### **Calligraphy**

Plume & Flourish  
Caroline David  
caroline@plumeandflourish.com

### **Event Design and Production**

David Stark Design  
info@davidstarkdesign.com

RAIOLA/Co  
Jonathan Raiola  
info@raiolaco.com

Ron Wendt Design  
info@ronwendtdesign.com

Stonekelly Events  
Marco Olmi  
marco@stonekelly.com

Van Wyck & Van Wyck  
hello@vanwyck.net

### **Florists**

Bastille Flowers and Events  
Emily Pinon  
emily@bastilleny.com

Emily Thompson Flowers  
info@emilythompsonflowers.com

FDK Florals  
info@fdkflorals.com

Julia Testa Designs  
julia@juliatesta.com

Martin Jobes Design  
Naomi Martin  
nkm@martinjobesdesign.com

Michael George  
michaelgeorgeflowers@gmail.com

Ovando  
Sandra de Ovando  
sandra@ovandony.com

### **Permitting**

*Temporary Place of Assembly*  
A. Form Architecture  
Andrew Formichella  
aform@aformny.com

*Street and Sidewalk*  
Winick Productions LLC  
Elliot Winick  
winickproduction@cs.com

### **Photography**

Matthew Carasella Photography  
matthewcarasella@mac.com

### **Rentals**

Dazian Creative Fabric Environments  
Adam Batt  
abatt@dazian.com

Party Rental LTD  
*through Union Square Events*

Taylor Creative Inc.  
Elle Carr  
elle@taylorcreativeinc.com

### **Security Services**

Elite Investigations  
Chuck Garelick  
cgarelick@eliteinvestigation.com

Meyerson Associates Inc.  
Barry Meyerson  
barry@meyersonassociates.com

### **Tenting**

Stamford Tent & Event Services  
Jane Frost  
jfrost@stamfordtent.com

# MORE INFORMATION

Entertaining at the Whitney is a privilege of Corporate Membership. To learn more about Corporate Membership, please contact [corporate\\_partnerships@whitney.org](mailto:corporate_partnerships@whitney.org).

In selecting the Whitney as a venue for special events, you help support the Museum's groundbreaking exhibitions, award-winning education and public programs, and community outreach initiatives. We thank our Corporate Members and Individual Leadership Donors for their generous and continued support.

To learn more about Entertaining opportunities, please contact [whitneyevents@whitney.org](mailto:whitneyevents@whitney.org).