

# MMoCA

MADISON MUSEUM OF CONTEMPORARY ART



WEDDINGS

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## Contact Information

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Photo credit: Front Room Photography; Miriam Bulcher



# WEDDINGS WITH A TOUCH OF ART



Photo credit: Tara Draper

Discover the Madison Museum of Contemporary Art, a downtown architectural masterpiece that offers the perfect setting for your wedding. With its stunning Rooftop Sculpture Garden and breathtaking views of the Capitol and State Street, MMoCA provides an unparalleled backdrop for your ceremony, reception, rehearsal dinner, and everything in-between.

Book with MMoCA for an artful and elevated wedding experience.

## WEDDING PACKAGES

### All MMoCA Wedding Packages include:

- Use of the Rooftop Sculpture Garden, Lobby, and Lecture Hall
  - As weather and event needs dictate
- Security
- Event staffing
- Custodial costs
- Vendor load-in/load-out assistance
- Rehearsal for ceremony
- Flipping ceremony to reception with use of MMoCA furniture
- Two five-foot tables
- Easels

### MMoCA's spaces can accommodate up to:

- 230 guests for a wedding ceremony
- 80-100 guests for a formal, sit-down dinner
- 175 guests for a cocktail-style reception

### Package Upgrades:

Spatial Package: Includes MMoCA Lounge with lounge furniture.

All-inclusive: Includes MMoCA Lounge, and seating up to 100 guests, tables, and linens.

See page 8 for more details.



Photo credit: Miriam Bulcher

Renting space at MMoCA is reserved for members at the Individual membership level and above. Langer Society Donor members receive discounted rates for rentals. More information is available on page 6.

# PRICING



Photo Credit: Christi Elizabeth

## CEREMONY

Standard Package  
\$3,125 *peak season*  
\$2,375 *off season*

Spatial Package  
\$3,735 *peak season*  
\$2,975 *off season*

All-inclusive Package  
\$3,925 *peak season*  
\$3,175 *off season*



Photo Credit: Carly McCray

## RECEPTION—ONLY, BRUNCH, OR REHEARSAL DINNER\*

Standard Package  
\$5,000 *peak season*  
\$4,250 *off season*

Spatial Package  
\$5,600 *peak season*  
\$4,850 *off season*

All-inclusive Package  
\$6,250 *peak season*  
\$5,500 *off season*



Photo Credit: Laura Zastrow Photography

## CEREMONY & RECEPTION\*

Standard Package  
\$6,250 *peak season*  
\$5,500 *off season*

Spatial Package  
\$6,850 *peak season*  
\$6,100 *off season*

All-inclusive Package  
\$7,500 *peak season*  
\$6,750 *off season*

Peak Season: Fridays and Saturdays in May-October

Off Season: Fridays and Saturdays in November-April, plus Sundays-Thursdays in May-October

\*plus 5.5% sales tax

# MUSEUM & EVENT HOURS



Photo credit: Maison Meredith Photography

**Rehearsal dinners** and receptions typically start at 5 PM an hour before the Museum galleries close. When a couple has a **ceremony and reception**, event times typically start at 4 PM. This gives the couple time to have their ceremony in the Sculpture Garden, and the quietest hour before closing for their cocktail hour, and then the rest of the night to celebrate with just their guests. Events must end by 11 PM to allow time to reset the spaces for the next open day.

## GALLERY HOURS

Mondays & Tuesdays	Wednesdays
Closed	12 - 6 PM
Thursdays	Fridays
12 - 9 PM	12 - 6 PM
Saturdays	Sundays
10 AM - 6 PM	12 - 6 PM

**Ceremony-only** events are a 2-hour rental and must begin no earlier than 12 PM on Saturdays, and 2 PM on Fridays and Sundays. Couples include time to take photos before and after the official ceremony starts to capture memories that will be with them forever.



Photo credit: Maison Meredith Photography

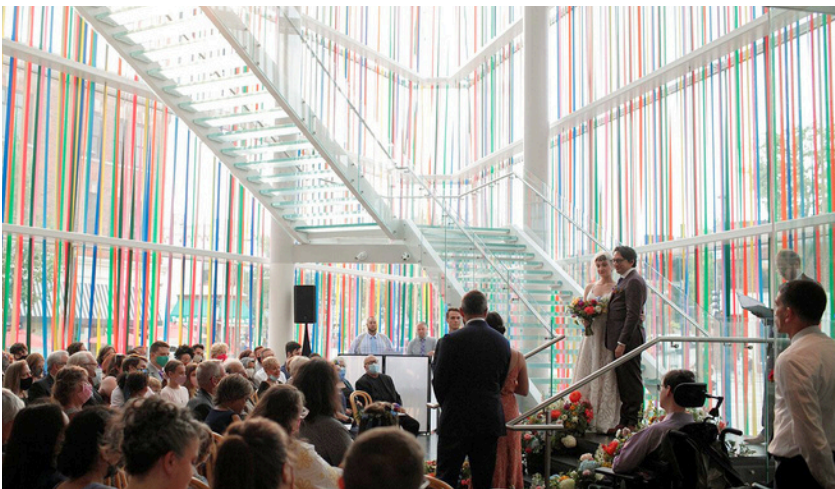


Photo credit: Anda Marie Photography

MMoCA offers a **rehearsal** apart of packages with a ceremony. This scheduled for one hour to allow couples to meet with their wedding party and discuss details, as well as bring in decorations to store overnight. During this time, MMoCA's weddings team will meet with you to answer last minute questions and make a weather call.

Packages without a ceremony will be given time the day before to drop off décor, but an event staff member may not always be available.

For an additional cost, you can have the museum galleries open during your event! The rate is \$75 per an hour per gallery, with an additional \$30 an hour for necessary staff.

## MUSEUM GALLERIES

We invite you to explore these beautiful gallery spaces during your wedding events. While these galleries are not available as a venue space, they provide a stunning visual experience for your guests to enjoy. Let the art enhance your celebration!

### STATE STREET GALLERY

Our State Street Gallery, located off our lobby with a large picture window looking on to State Street, hosts both traveling exhibitions and works from our permanent collection. It is a vibrant space that invites the community to celebrate with you.



Photo credit: Sharon Vanorny Photography



Photo credit: Sharon Vanorny Photography

### MAIN GALLERY

The Main Gallery on the second floor is our largest space. This stunning gallery displays pieces from traveling exhibitions and our permanent collection. With each new exhibit the space changes to further captivate the audience in the artworks displayed.

### IMPRINT GALLERY

For a unique experience, the Imprint Gallery offers an interactive setting with engaging audio/visual pieces. As our smallest gallery, it encourages one-on-one connections, allowing your guests to immerse themselves in the art.



Photo credit: Sharon Vanorny Photography



Photo credit: Shalicia Johnson Arrowstar Photography

### HENRY STREET GALLERY

Located on the lower floor, the Henry Street Gallery is an intimate space, showcasing pieces from our permanent collection. Your guests can enjoy a serene atmosphere filled with captivating art, making it a perfect setting for inspiring conversations and seeing unique pieces revealed from our vault.

# MEMBERSHIP

## Membership and Rental Information

Renting our space is a benefit of MMoCA membership, and you can sign up for a membership when scheduling for your event. Paying for a Langer Society Donor membership or above before the rental invoice will apply a discount starting at 10%. You may gift this membership to a family member or friend.



Photo credit: Sharon Vanorny

The Madison Museum of Contemporary Art is dedicated to offering transformative experiences that educate, reflect, and inspire. Thanks to the generous support of our members, we are able to keep our doors open to all, providing free admission, educational programming, and enriching events for individuals and the community. By signing up for a membership, you are informed of events at MMoCA, obtaining the first news of these unique experiences, including contemporary films, mindful yoga, talks from known artists, and art markets with unique gifts.



Photo credit: Shalicia Johnson Arrowstar Photography

### Membership Levels and Benefits:

- \$50 - Individual or \$30 - Student
- \$75 - Dual or Family
- \$150 - Supporting Membership
- \$250 - Langer Society Donor
- \$500 - Langer Society Patron
- \$1,000+ - Director's Circle

To explore all membership options and their benefits, please visit [www.mmoca.org/membership](http://www.mmoca.org/membership)

### Discounts for Higher Membership Levels:

- Langer Society Donor and Langer Society Patron members receive 10% off the rental price.
- Director's Circle members receive 20% off the rental price.



Photo credit: Shalicia Johnson Arrowstar Photography

# VISUALIZING YOUR DAY

Photo credit: Ueda Photography

Ready to plan your big day at MMoCA?  
To officially schedule your event, you  
will need:

1. Filled out hold form
2. Signed contract
3. Membership form
4. Security deposit
5. Half of invoice within 14 days

**Consultation:** We will discuss layout options for your events, what your ideas are and how we can make them work, and more. We suggest having an event planner or family member assist with the logistics. This is scheduled at least 3 months in advance.

Once you are officially ready to celebrate, here is what to expect leading up to your event:

- Schedule a consultation
- Schedule rehearsal day if applicable (we will reach out 3 months in advance)
- Provide MMoCA with list of vendors and photographer
- Decide if you want galleries open (ask for available exhibitions)
- Provide MMoCA with day-of timeline, including who to expect and when, and floor plan (if renting MMoCA furniture).
- Pay remaining invoice by rental date
- Celebrate!



Photo credit: Olive Branch Events Co

At the end of this packet, you will find FAQs for questions you may not think about, or answers for questions you currently have. Of course, our staff are more than happy to answer questions via email or on the phone.

A list of pre-approved caterers and bartenders are in the FAQs on page 15, along with furniture rentals. Pre-approved caterers must be used- if you are wanting a caterer off this list, a \$500 onboarding fee will incur to expedite the training process to get the new caterers familiar with museum policies and how to work and serve in a space with art on display.

**Payment:** MMoCA will send an invoice a month-and-a-half before your event. You can pay either via check, or ask MMoCA to set up a Square payment. This will need to be paid by your event day.



## ADDITIONAL RENTALS AND COSTS

Juggling all the vendors and planning arrival times can be stressful. To take some of the stress off, MMoCA has furniture available for couples to rent, plus our MMoCA Lounge. These additions allow couples to forego contracting a furniture vendor, saving money in the long run.

Couples who want more of their own style shown in their wedding can contract a furniture vendor for distinctive pieces. Paired with the beautiful art, a wedding can be completely unique.

The MMoCA Lounge is a space available for rent for an additional \$800. This space can be used to warm up during a cool summer night, a private dining room for small parties, a cocktail lounge with use of the bar, etc. The lounge comes furnished, and can optionally be used as a dining area with MMoCA furniture.



Photo credit: Ueda Photography

### Additional fees

Additional fees that a couple may encounter include:

- Visitor Engagement Staff: \$50/staff member/hour
  - VE staff are necessary if a couple wants a gallery open an extra hour, vendor deliveries outside of business hours, or as deemed necessary by MMoCA
- Extra hour for rental: \$100/hour
  - If a couple wants to extend set-up time, or have the event start earlier with the same end time
- Handling equipment from outside vendors: \$50/event staff/hour
  - Event Staff will only handle MMoCA furniture otherwise
- MMoCA Docent: \$75/hour
  - For private tours of current exhibitions
- Technical fees: Varies, typically \$60/hour
  - For hiring a stagehand for lecture hall events
- Custodial fees: \$50/hour
  - For cleanup that is beyond normal wear and tear



Photo credit: Theresa McGuire

<u>White Folding Chairs</u>	◆	<u>\$4.00/chair</u>	100 max
<u>72in Round Tables</u>	◆	<u>\$20.00/table</u>	10 max
132in Round			
<u>White Tablecloths</u>	◆	<u>\$23.00/tablecloth</u>	10 max
<u>8ft Rectangular Tables</u>	◆	<u>\$20.00/table</u>	10 max
90x156in Rectangular			
<u>White Tablecloths</u>	◆	<u>\$23.00/tablecloth</u>	10 max
<u>36in Cocktail Tables</u>	◆	<u>\$20.00/table</u>	10 max
120in Round White			
<u>Tablecloths</u>	◆	<u>\$23.00/table</u>	10 max

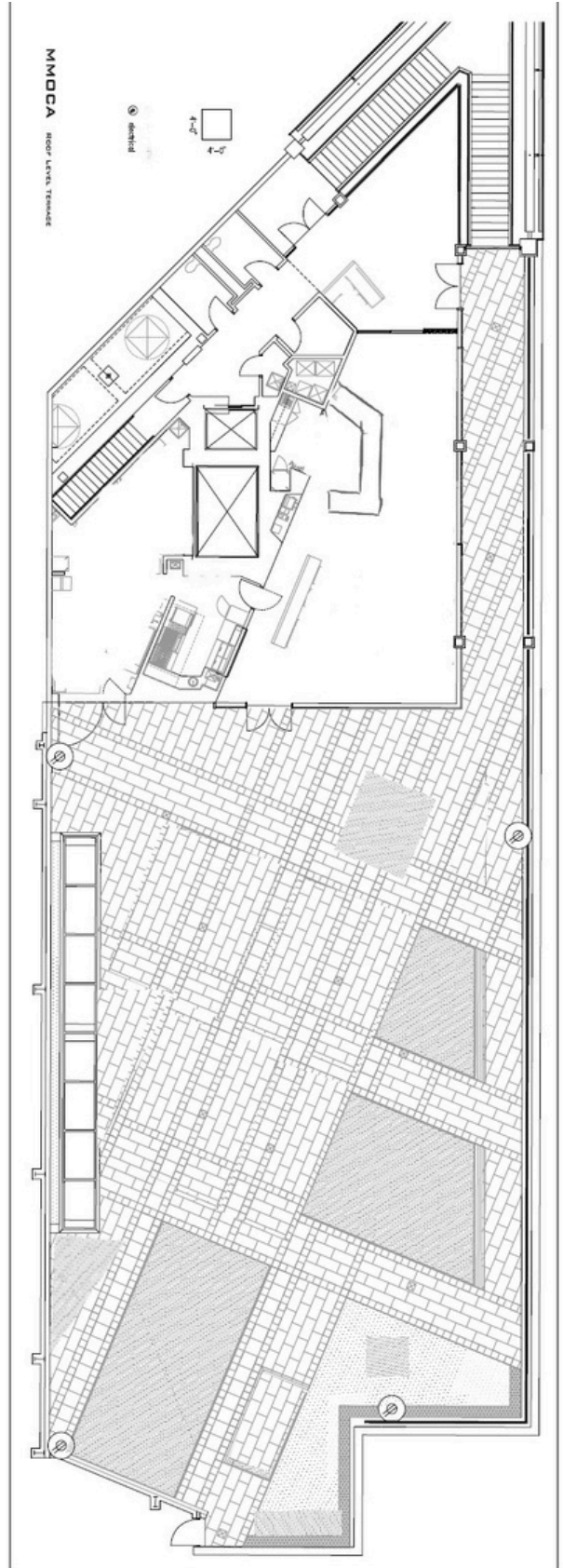
If a couple purchases the standard or spatial package, but decides later to add on additional amenities, pricing for the Lounge and furniture will be invoiced at these initial prices.



Photo credit: Reminisce Photography

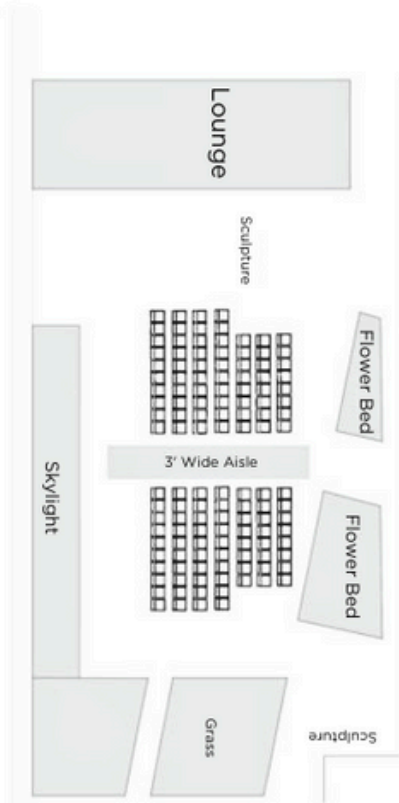
# FLOORPLANS

## Sculpture Garden

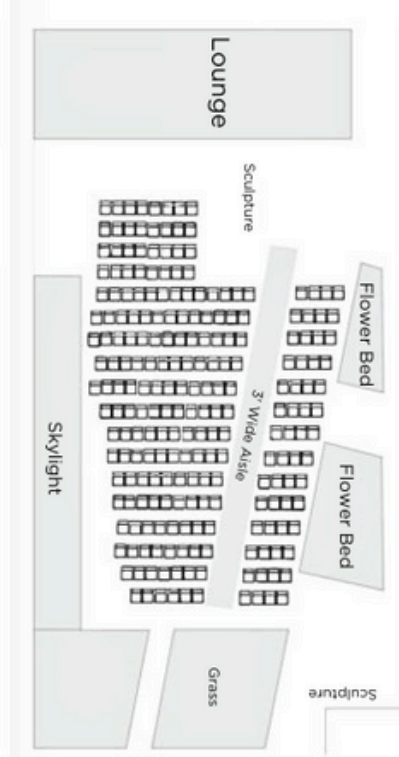


### Sculpture Garden Ceremony Set-up Examples

Facing State Street for 120 Guests

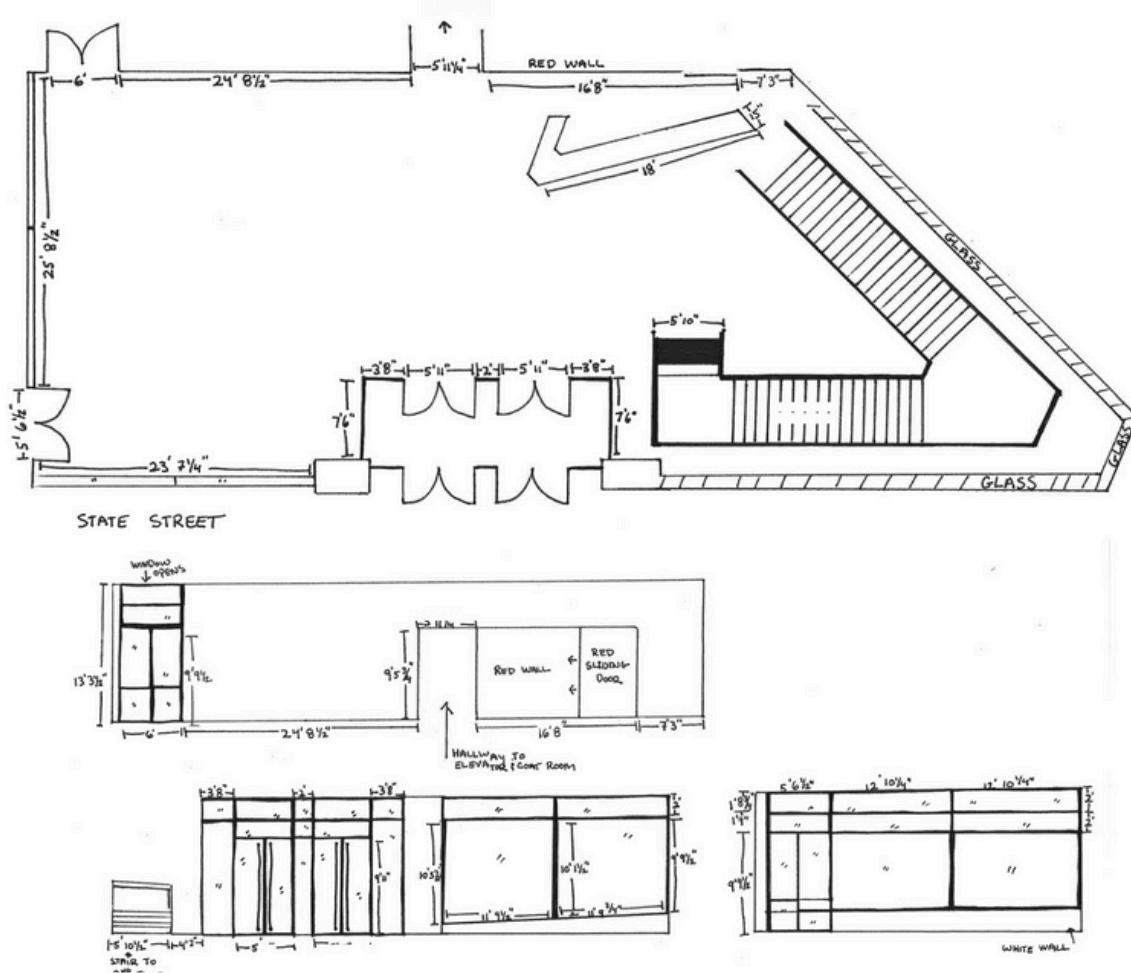


Facing Capitol Building for 230 Guests

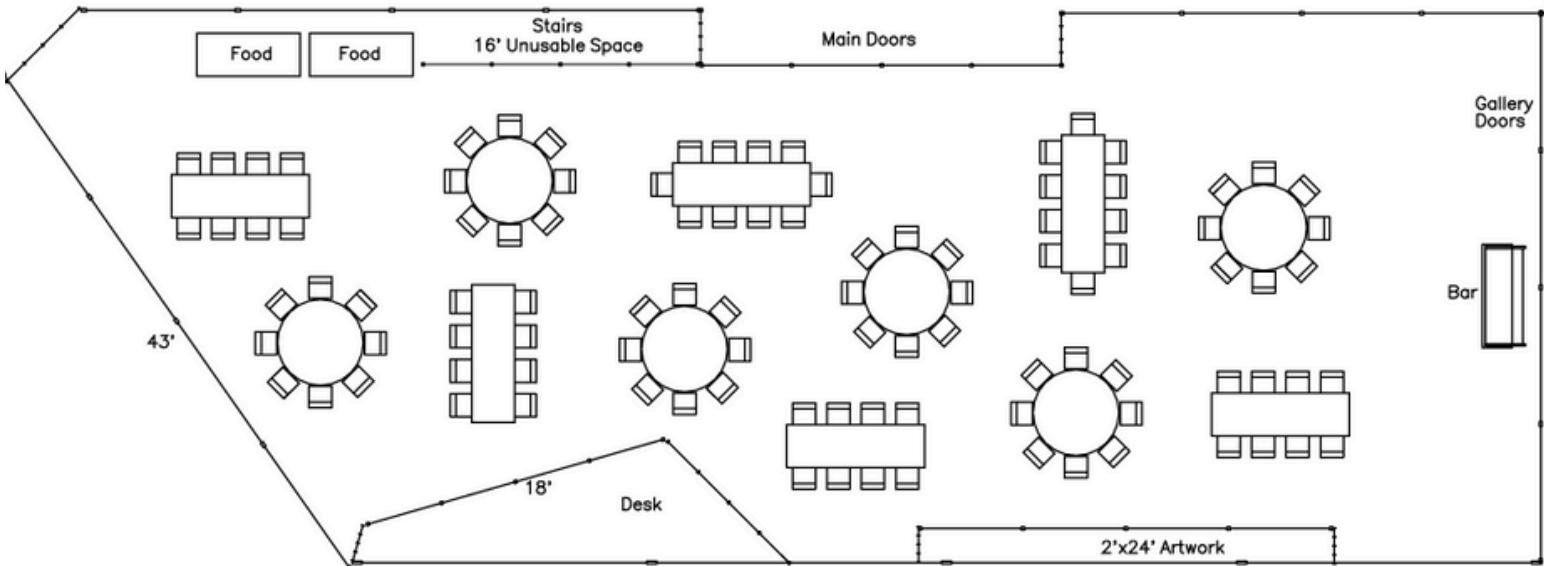


# FLOORPLANS

## Main Lobby



Main Lobby wall and floor dimensions



Example Event setup in Lobby

# FAQS

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## **What hours can my event be?**

Times depend on your event. If a couple is planning only a ceremony, the earliest start time is two hours after MMoCA opens to the public, so Saturday the ceremony must start at 12 PM at the earliest. The ceremony must end at 5 PM at the latest, and will be given an hour to tear down.

For ceremony and reception weddings, the start time will be at 4 PM, and will go until 11 PM at the latest. Couples get two hours to set up, and one hour to tear down. Weddings that need an extra hour will need to pay an additional fee of \$100/hour. Event Staff will begin set-up at the times agreed upon between both parties.

## **What defines a ceremony?**

A ceremony is not only when a couple gets married, but also a time to chat amongst guests, as well as take photos in MMoCA's event spaces, within two hours. When food and drink is involved, the ceremony will be classified as a ceremony and reception. Not every ceremony is the same, so please reach out for additional inquiries.

## **What spaces are available for use in the initial contract? Where can I take photos?**

The Rooftop Sculpture Garden will be the primary location for wedding ceremonies and receptions, with both the Lobby and the Lecture Hall saved as back-up in case of inclement weather. Most weddings have the ceremony in the Rooftop Sculpture Garden, and then a cocktail-hour in the Lobby as the Garden gets flipped to the reception.

No other events and rentals are scheduled during weddings, so there is some flexibility in terms of set-up (e.g., if temperatures plummet after sunset or there is a chance of rain later in the evening, it is possible to host the dinner upstairs in the Rooftop Sculpture Garden and have the band/DJ set up in the Lobby for the post-dinner reception).

With prior approval, the Museum's Education Workshop is available as a staging/dressing area during the day of the event. Couples are advised to store items in the Lecture Hall or kitchen, as the Education Workshop will require museum staff to escort couples through the galleries after they close.

Galleries will be open until 6 PM on weekends, allowing guests to visit before the event start time (admission is free). Professional photos (with a hired photographer) can be taken in the Lobby, staircase, Lecture Hall, and Rooftop Sculpture Garden. Personal-use photography (on a smart phone) without flash can be taken in the galleries.

# FAQS

## **What is the MMoCA Lounge? How would it benefit my wedding?**

The MMoCA Lounge, or Lounge, used to be a restaurant dining room on the third floor. With foregoing plans to make it a restaurant again, MMoCA renovated the space to suit rentals. This space can seat 64 guests for a seated dinner, and up to 80 guests for a cocktail hour. Couples use this space to be a respite from the heat of summer or the energetic party, hold a cocktail hour for a smaller wedding when the Rooftop Sculpture Garden is transitioning from ceremony to reception, etc. The Lounge comes with comfortable furniture and a bar.

## **When is the rain call made?**

“Plan B” set-up should be included in your planning, with logistics determined approximately one month before the event date and finalized the day prior to the wedding (as weather dictates). MMoCA recommends moving the event indoors if there is more than a 30% chance of precipitation. The final rain call is made by the client (or client’s representative, such as the event coordinator/wedding planner). It is not possible to move a ceremony or reception indoors mid-event. We encourage to have a back-up plan and floor plan set-up map prior to your event to provide to your caterers etc. so everyone is prepared if the event is moved to the Lobby.

## **Can I use the Lobby for my wedding ceremony?**

There are a number of things to keep in mind when choosing the MMoCA Lobby as the backup location for a wedding ceremony. The Lobby is the main entrance to the building, and access for Museum guests cannot be restricted during Museum hours. Additionally, there is a greater chance of noise interference, both from street traffic as well as normal Museum operations—the freight elevator, phone calls, and gallery guests. Due to door placement and fire exits in the Lobby, there is only room for seating for approximately 60 guests, with the remainder required to stand. Usually, when a guest sees a wedding taking place in the Lobby, they respect the event and move silently. We do not turn away museum guests from visiting our galleries.



Photo credit: SV Heart Photography

# FAQS

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## **How do I schedule my wedding rehearsal?**

If you would like a rehearsal, please contact the Events Coordinator 3 months before your scheduled event. In most instances, the rehearsal will be on the Friday afternoon before the event. The rehearsal may need to be on the Thursday before, or earlier on Friday afternoon, depending on other events. As MMoCA often books events on Friday evenings, the Sculpture Garden is not available for a rehearsal after 4 PM. Couples have one hour to chat with the wedding party and Events Coordinator, and load in decorations for the wedding.

The Rooftop Sculpture Garden will not be closed to the public during your rehearsal.

## **Why do I have to become a member?**

Hosting a rental is a perk only available for paying Members of MMoCA. Memberships can be given to a friend or family member if the couple does not live in the Madison area. Many couples choose to add the membership to their rental invoice, though couples can become members at any time by filling out a membership form in the Museum Lobby or online at [mmoca.org](http://mmoca.org) under "Support." List "Wedding" as your referral to ensure that your membership is linked properly in the system. Membership must be current at the time of the event.

## **What other fees will I be charged?**

As part of the wedding package, there is one flat fee depending on the type of event. This will include staffing, security, custodial, handling of MMoCA furniture and vendor load-in/load-out assistance. Only members can rent with MMoCA; memberships starts at \$50, but only Langer Society Donor members and higher get discounts on rentals. If extra custodial is needed, or any damage is cause, fees will come out of the \$500 security deposit paid to secure the event. The remaining security deposit will be refunded after the event.

## **What artwork will be on display during my event?**

All artwork throughout the building rotates, sometimes at least every three months. Artwork in rental spaces are not confirmed until at least 3 weeks in advance of the event date, and are unable to be moved, changed, or removed for events. Exhibitions are usually planned at least one year in advance, and some couples want a gallery open for an extra hour during their event. This addition will have extra fees depending on how many galleries and how long they want it open for, but are able to be available for events. The sculptures in the Rooftop Sculpture Garden are on a longer rotation schedule but are subject to change- this will not impact capacity of spaces.

# FAQS

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## **What happens when my wedding is during Museum hours?**

When couples begin set-up, MMoCA closes the Rooftop Sculpture Garden to museum guests. Ceremony and reception weddings take place at 5 PM so that guests can enter the museum while doors are unlocked. Once the ceremony is over, usually at 6 PM, museum guests are out.

## **When is payment due?**

The security deposit will be due after the contract is signed by both parties to secure the event date. Rental and membership fees will be due by the day of the event. An invoice will be sent approximately six weeks prior to the event day. MMoCA accepts checks, and can set up payment through Square to pay via card.

## **Will MMoCA be able to help me plan my schedule?**

Our Event staff only facilitate the connection between clients and MMoCA. Clients are expected to plan their own events, including when caterers and vendors arrive at the museum. MMoCA encourages clients to have an event planner or Point Person onsite the day of the event to support set-up, etc.

Event staff will provide a consultation meeting to go over any questions a client has, how past weddings have been set up, how to schedule vendor arrivals, museum policies, etc. Clients are welcome to bring in a family member and/or event planner and florist to discuss decoration set up, but our event staff will only answer questions, not lead the meeting.

## **What décor can I have at my event?**

Only battery operated candles are allowed in museum spaces, including the Rooftop Sculpture Garden. String lights or paper lanterns are allowed, but must be on free-standing poles, and need to be taken down immediately following the event. Florals are allowed as long as they are intact and not attached to the museum.

Couples are welcome to rent lounge furniture from a furniture vendor to make the space feel more personal, but consult event staff beforehand to know how much the kitchen can store.

MMoCA event staff have lists of vendors that worked weddings in years past, so if a couple is still in the planning process, our staff are happy to share the information.



Photo credit: Anda Marie Photography

# FAQS

## What items are not permitted?

To prevent damage to the artwork on display in the Rooftop Sculpture Garden and Lobby, wedding couples cannot use helium balloons, confetti, rice, sparklers, fireworks, cold sparks, real or synthetic flower petals, bubbles, sequins, or loose glitter as part of their wedding. Couples are also prohibited from using tacks, nails, tape, or glue on the walls, floors, or ceiling. Fire codes prohibit smoking (including e-cigarettes or vaping), open flames, space heaters, or sternos for catering. No candles are permitted in the MMoCA Lobby, Lecture Hall, or Rooftop Sculpture Garden unless they are battery operated.

## What does MMoCA do for the event itself?

As the host, MMoCA prepares for private events by cleaning up the spaces, communicating with all vendors to avoid load-in issues day-of, prepping signage personalized to each event, and organizing staff and security. Couples will need to contract caterers and other vendors since MMoCA is only the venue, but with a list of pre-approved vendors, the search is less stressful.

Event Assistants will be scheduled to set up MMoCA furniture with a unique floorplan provided by the couple. These staff will also flip event spaces from ceremony to reception if couples use MMoCA furniture.

MMoCA can provide complimentary easels, two check-in tables with two chairs each, and extension cords.

## What caterers and vendors have worked with MMoCA in the past?

When it comes to catering, bartending, and furniture, couples must choose a pre-approved group. These vendors know our policies and venue, practicing safety in a space with art.

### Caterers:

- Beef Butter BBQ
- Blue Plate Catering
- Chef Dave
- Cranberry Creek Catering
- Le Personal Chef
- Heritage Tavern
- Public Parking
- Renfro Bar (bartending services)
- Salvatore's
- Tavern Team (bartending services)
- Twisted Radish
- Upstairs Downstairs

### Furniture and misc. vendors:

- Brothers Molloy (set-up/tear-down services)
- Event Essentials (furniture)
- Madison Party Rental (furniture)



Photo credit: Theresa McGuire  
Caterer: Blue Plate Catering

A list of florists, DJ's/bands, and bakeries that are familiar with MMoCA will be available at a later time. If a couple wishes to use a new caterer, please consult the Events team first. Please do not use Bucky's Rentals.



# FAQS

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## **Can I have a drop and go service for food?**

Yes! A Drop-and-Go service is defined as an event where there is no set-up or removal of food/serving ware and the caterer only drops off the food and places it on the table. All food must be in disposable containers and should be ready to serve and not require any food handling (e.g. pre-boxed lunches, sandwiches, pizza, to-go coffee cartons, etc.). The client is then responsible for setting up the food stations, monitoring supplies during the event, and ensuring that the space is cleared at the end of the event. A limited number of Museum tables may be available to present the food. Client must assign someone to handle any catering-related issues that arise during the event.

## **Can I carry in food that my family or I made?**

Due to Public Health of Madison & Dane County Food Safety regulations, potluck or carry-ins are not allowed. All food and beverages must be supplied through an approved caterer. The only exception is for bottled water.

## **Should my caterers know anything?**

Caterers must only have sternos in the kitchen or just outside the kitchen doors in the Sculpture Garden. Clients should have them provide full-service, meaning set-up and tear-down of furniture. All items must be stored indoors after an event. MMoCA will provide tools to clean up (food on floor, mops for spills, etc.)

## **When can deliveries start?**

Deliveries for all vendors can begin two hours before the official start time of the event. This is when event staff will expect arrivals at the loading dock. Adding more time will have an extra fee per hour, up until the museum opens to the public.

Furniture deliveries can start delivering during the week, e.g. Event Essentials delivering tables and chairs on Friday the day before the event. Sometimes they start earlier in the week if a downtown event will make traffic difficult. All items must be stored in the third floor kitchen until event set-up begins. All items, including furniture, AV equipment, decorations, etc. must be stored inside after the event.

Freestanding items, such as tents, string lights, etc. must be installed and de-installed the day of the event. Any items left outside will result in loss of full deposit.

## **When can I drop off and pick up items?**

Couples drop off decoration items during the scheduled rehearsal hour. This is when staff expect to assist loading-in items through the loading dock, such as an archway. Couples must stick to the scheduled time to avoid overlaps with art deliveries.

# FAQs

## Should I send my schedule of events to MMoCA?

Yes. As the venue, MMoCA needs to know what happens and when, who to expect at what time, etc. Facilitating vendors throughout the space with a schedule will provide an efficient experience for all parties as we all work to provide an excellent day for the couple. A sheet will be provided to help guide the couple through creating a timeline for what MMoCA needs to know. Do note that staggering vendors who need the loading dock helps to load-in smoothly.

## What if I lose or damage an item I own at MMoCA?

MMoCA does not assume responsibility for the loss of, or damage to, articles left at the venue prior to, during, or after any events. All flowers, favors, guest book, cake, and gifts must be removed at the conclusion of the event.

## What if I damage an item MMoCA owns or its property?

Client is financially responsible for any damage or loss to MMoCA, the art objects on display in MMoCA, and to MMoCA property, where the loss or damage results from the event or from the conduct of Client, Client's guests, caterers, vendors, or any other participant in the event.

## Where is parking?

MMoCA does not have on-site parking or offer validated parking for guests. Both free and metered parking is available throughout downtown Madison.

MMoCA is located between the Overture Center Garage and the State Street Capitol Garage.

More information about parking is available at <http://www.cityofmadison.com/parking-utility/garages-lots>



Hotels within walking distance include (.25 miles):

- AC Hotel
- Edgewater
- Doubletree Hotel Madison
- Graduate Madison
- Hampton Inn & Suites Madison
- Hilton Madison at Monona Terrace
- Hyatt Place Madison/Downtown
- Madison Concourse Hotel
- Mansion Hill Inn
- Park Hotel





Photo credit: Tara Draper