



Sponsoring
London Art Fair

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ART
FAIR



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London Art Fair: Stylish, Spectacular and Uniquely Welcoming

Established in 1988, London Art Fair launches the art world year in the UK. Presenting museum-quality Modern British and Contemporary Art, the Fair brings together the work of established artists and emerging talent.

One hundred leading galleries are selected each year showing work from the last 100 years. While painting is the main focus of the Fair, it also encompasses sculpture, photography, prints, video and installation art.

Attracting visitors with a genuine passion for art, from serious collectors to those buying their first original work, London Art Fair is stylish, spectacular and uniquely welcoming.

Sponsoring London Art Fair

- Communicate with London Art Fair's visitors – affluent, stylish, opinion-formers.
- Build a mutually beneficial partnership with London Art Fair that addresses tangible business objectives.
- Raise brand awareness and associate your company with the best of the visual arts and one of the strongest art brands.
- With extraordinary art as a backdrop and talking point, it is an ideal event for corporate entertaining, networking and client liaison.
- Leverage value from an extensive marketing and PR campaign that includes national and international press.
- Engage your staff and clients with specially tailored tours and talks at the Fair.



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Marketing Reach

- 350,000 pre-show leaflets
- 20,000 pre-show postcards
- 1,000 press invitations
- 5,000 VIP invitations
- 10,000 Preview Evening invitations
- 20,000 Private View invitations
- 25,000 tickets
- 10,000 Fair Guides
- 29,000 eBulletin subscribers
- 6,600 Facebook
- 4,000 Twitter
- 48-sheet posters
- Underground posters

Press Campaign

- Our PR agency creates a press campaign that covers all major print titles and broadcast channels.

Partnership Opportunities

Our partnerships are flexible and can be tailor-made to your company's requirements. Prices range from £5,000 to £100,000.

- Principal Sponsor
- Associate Sponsor
- Collectors' Lounge (VIP)
- Evening Sponsorship
- Art Projects
- Photo50



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Principal and Associate Sponsorship

Principal Sponsorship offers the greatest package of benefits and closest brand alignment with London Art Fair before, during and after the event. Working with you, our aim is to deliver exceptional value from a high-visibility partnership and SMART business opportunities.

Associate Sponsorship offers similar benefits with a mid-range package.

Both Principal and Associate Sponsorship can also encompass support of one or more of the evening receptions, sponsorship of the Collectors' Lounge or association with the Art Projects or Photo50 sections of the Fair.

Evening Sponsorship

London Art Fair hosts three evening receptions with specific, targeted visitor groups. You would contribute to the guest list and enjoy significant branding and sampling opportunities while your guests enjoy complimentary drinks and a copy of the Fair Guide.

An Evening Sponsorship is ideal for corporate entertaining, networking and client liaison with the opportunity to host a private reception for up to 250 guests if desired.

Preview Evening

Tuesday
6pm–9pm
3250 guests
Focus: Art World,
Collectors, Celebrities

Private View

Wednesday
6pm–9pm
2500 guests
Focus: City, High Net
Worth Individuals

Evening Reception

Thursday
6pm–9pm
2500 guests
Focus: Museum Friends & Patrons



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Collectors' Lounge (VIP)

The Collectors' Lounge is an exclusive space within the Fair which offers VIPs and gallery staff a stylish environment in which to conduct business or just relax with coffee, champagne and delicious food.

Sponsoring the Collectors' Lounge offers a direct route to an elite and influential audience. It is a great opportunity for business development, lead generation and entertaining, with the potential to utilise display space for product exposure or to show a corporate art collection.

Art Projects

Art Projects features international galleries presenting new work from emerging and established artists in solo shows, curated group exhibitions and large-scale sculptures and installations.

By sponsoring Art Projects you have the opportunity to align your brand with exceptional contemporary work.

Photo50

Photo50 is a showcase for contemporary photography and features fifty works selected by a distinguished panel. All the photographs are for sale, with staff on hand to provide information and facilitate sales.

By sponsoring Photo50 you have the opportunity of branding this distinct section of the Fair, hosting events within the exhibition and associating your company with currently one of the most desirable and talked-about mediums.



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Sponsorship Benefits

We will work with you to develop a sponsorship package that fulfils your business objectives and fits your budget. A wide range of benefits are available before, during and after the event including:

Branding

- Logo accreditation on leaflets, invitations, posters, catalogues, website, signage
- Line credit on direct mail, way-finding signage

Promotion

- Advertising and editorial in Fair Guide
- Display space for your corporate collection (if relevant), sampling and data capture
- Inclusion in London Art Fair's eBulletin plus links, splash pages and competitions on the London Art Fair website
- Onsite banners

Data

- Access to visitor data after the show

Press

- Acknowledgement in Press Releases
- Information on your company in Press Packs
- Our PR agency to ask all press to credit the sponsorship
- Our PR agency to liaise with your PR team to ensure an integrated campaign

Staff and Client Entertaining

- Contribute to the guest list for the Fair
- Complimentary and/or VIP invitations
- Private drinks reception for up to 250 people
- Private talks and mini-tours
- Complimentary copies of the Fair Guide

Research

- Report and analysis of the sponsorship

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Past and present sponsors and partners include:

AXA Art and Brownhill Insurance Group
Jack Daniel's Single Barrel
Bloomsbury Auctions
Laurent Perrier
Sophie Macpherson
Robert Mondavi Wines
Audi UK
Maybourne Hotel Group
Ten UK
Saatchi Gallery
Crown Fine Arts
Contemporary Art Society
Art Fund

Media Partners

Aesthetica
Apollo
Art Monthly
artnet
The Art Newspaper
Art of England
artprice
Art Review
Eyemazing
Foto8
Hotshoe
Next Level
Photoworks
Source
The Times

Further Information

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London Art Fair
is organised by

