

# PARTNER PRESENTATION

LONDON ART FAIR, 17-21 JAN 2024



---

**LONDON  
ART FAIR**

“

## WHAT OUR SPONSORS AND VISITORS SAY...

“It was a pleasure to support London Art Fair once again. London Art Fair maintained its strong market position and we were delighted with the number of show visitors and very pleased with the level of interaction our stand presence afforded us, not forgetting the marketing element of the partnership, which gave us strong visibility through the London Art Fair channels.”

**Visit Malta  
Destination Partner LAF 2023**

“I came out of the exhibition feeling inspired.”

“My friends and I love the London Art Fair - this was our third time attending.  
Thanks to the organisers.”

“We learnt a great deal and felt inspired by the exhibitions.”

**Visitor Testimonials**  
LONDON ART FAIR

”



# LONDON ART FAIR 2024

Launching the art world year in 2024, the Fair will welcome **23,000 visitors** and over **100 galleries** presenting Modern and Contemporary works from both established and emerging artists.

London Art Fair will return to the Business Design Centre for its **36<sup>th</sup> edition** from **17-21 January 2023** (16 January Preview Evening).

Founded in 1989, London Art Fair is the platform for discovery, known for connecting the best galleries from around the world with both seasoned and aspiring collectors. The Fair provides a unique opportunity to discover and champion the most outstanding Modern and Contemporary Art.

# LONDON ART FAIR FEATURES

The Fair hosts **three distinct exhibiting sections** for both UK and International galleries:

**Main Fair:** Featuring galleries displaying Modern and Contemporary Art; from established names to today's leading artists.

**Encounters:** Young contemporary galleries presenting curated displays of emerging artists from across the globe. Including: solo shows, group displays and large-scale installations.

**Platform:** Focusing on a chosen theme each year, this section will include galleries presenting well-known, overlooked and emerging artists that align to the theme.

Year on year the Fair maintains its commitment to enable high quality engagement with the art on show, and this includes our highly regarded **Talks Programme**.

In addition, our **annual Photo50 showcase** is a guest curated exhibition showing contemporary photography.

Our **Museum Partner** will also be showcasing key works from their collection



# CORE DEMOGRAPHIC

Every year London Art Fair welcomes an engaged audience with visitors including major collectors and representatives from public and private institutions – museums, galleries and corporate collections – together with well-informed individuals who buy regularly from the Fair.

- 31% of our visitors are '**Affluent Achievers**' - these are Social Grade A; the most affluent people in the UK, with lavish lifestyles, executive wealth and mature money.
- They include Hedge Fund Managers, Entrepreneurs, Company Founders and Directors.
- The average age is 58 with annual incomes that exceed £92,000.
- The average collector spend at the 2023's Fair was £12,101.
- 48% of our visitors are '**Rising Prosperity**' - these are Social Grade A; City sophisticates and career climbers.

In addition, our **VIP Programme** is attended by 3,000 members that include HNWI, CEO, Director FTSE 100, Art Investors, Collectors, Opinion Formers, Influencers and Senior Press.

- 43% male & 57% female attendance. The average dwell time was 3-4 hours.



## SOCIAL & PR REACH

- The show's campaign had an advertising reach of over £2.2 million.
  - Over 30 Media Partners & 150 press visitors in 2023.
- 221 pieces of coverage with key features in The Telegraph, Apollo, Financial Times, Evening Standard, The Guardian, Artnet, Conde Nast, Artsy and more.



160,000  
likes



87,000  
followers



45,000  
followers



75,000  
subscribers

"I've been obsessed with London Art Fair.. featuring panel talks, performances and work exhibited by global galleries from artists including Henry Moore, David Hockney, Bridget Riley, and Paula Rego"

**The Daily Telegraph**

# WHY SUPPORT LONDON ART FAIR?

**1**

Engage and target an affluent art world audience through exclusive exhibiting opportunities or tailored sponsor-led brand activations.

**2**

Align with our VIP Programme, a bespoke programme of events; digital talks and tours - accessing HNWI, art investors/collectors, influencers and opinion formers.

**3**

Support young talent by aligning with one of our key pillars, such as 'Encounters' or 'Platform' and showcase to a theme, leveraging a significant PR and marketing campaign.

# HOW CAN YOU GET INVOLVED?



## EXHIBITING

Limited opportunities to exhibit, which is a great opportunity for exclusive space within the venue and direct brand positioning to visitors. Brands can showcase their art collections or immersive brand experiences with consultation on offer. Strong marketing deliverables include a feature in the digital guide, on the website, social media posts through our channels and more. We can build the exhibiting as part of a sponsor opportunity.

**FROM: TBD**

## VIP PROGRAMME

Align your brand with London Art Fair's VIP Programme, made up of 3,000 visitors; HNWI, art collectors, investors, buyers, C-Suite FTSE 100, society figures, celebrities, senior press and top clients of our exhibiting galleries. A curated programme of events happening within the Fair and across London institutions and art galleries. There is scope to create curated content at the Fair and/or your own venue accessing this affluent top tier audience.

**FROM £10,000 + VAT**





# HOW CAN YOU GET INVOLVED?



## PLATFORM PARTNER

Our annual 'Platform' showcase is an exciting part of the Fair that focuses on a curated theme each year, with previous year's seeing 'textiles', 'folk-art' and 'music' being shown. Around ten galleries take part and there's the opportunity to sponsor this section and also have a prime space to feature within the theme (theme TBD) that also fits with your brand DNA. There's lots of scope for great social and PR opportunities.

**FROM £10,000 + VAT**

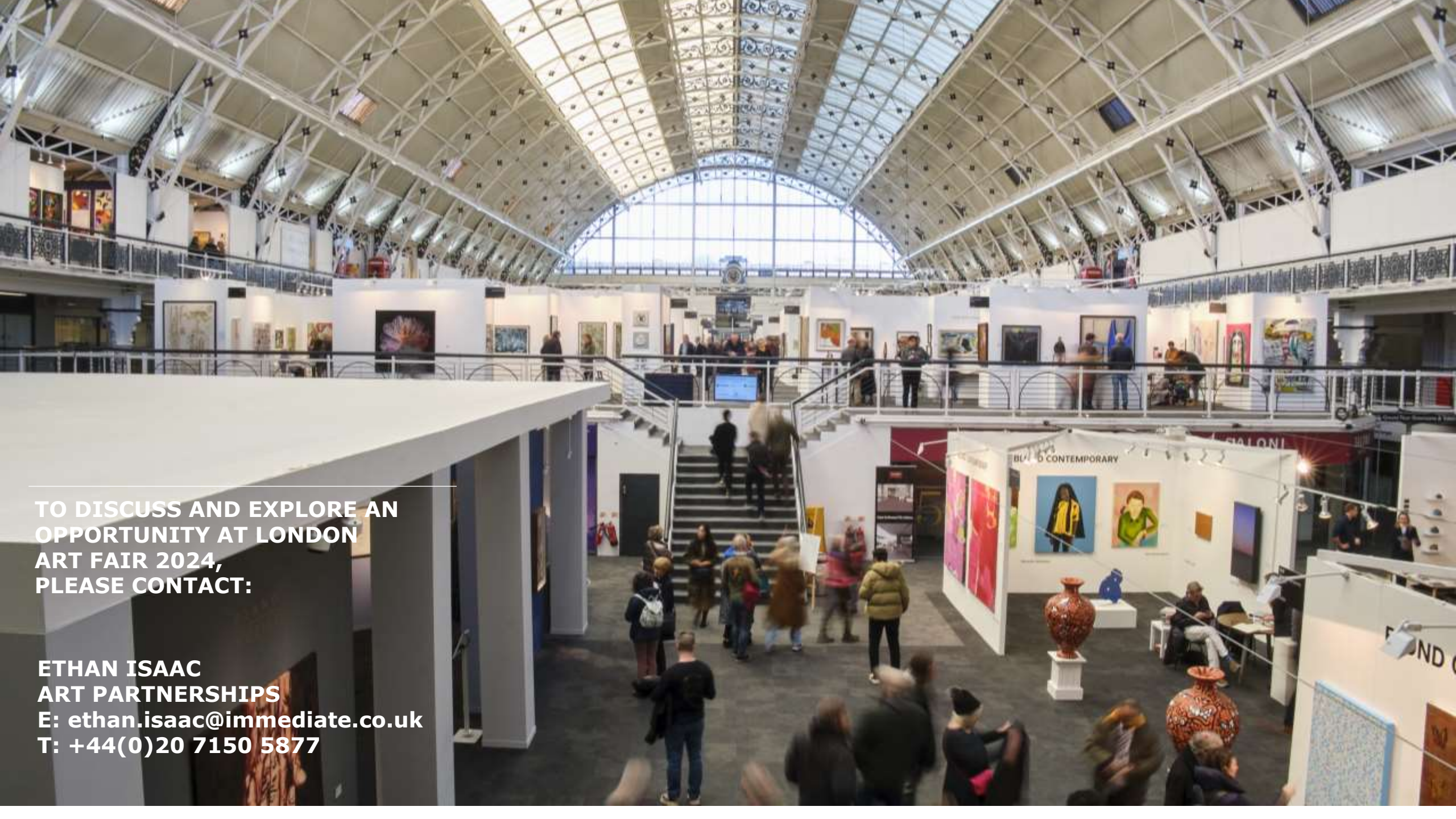


## BESPOKE PARTNERSHIP

Alongside our package opportunities, we can build a partnership to meet your specific needs and objectives as a business. Whether it's increasing brand awareness, launching a new product or entertaining clients in a unique way. There are various ways to support, from a **digital or at event talk**, to supporting our **Photo50 exhibit**, an **indoor or outdoor art commission**, to a **discipline or headline partnership**. Please enquire for further details.

# LONDON ART FAIR 2023 HIGHLIGHTS





**TO DISCUSS AND EXPLORE AN  
OPPORTUNITY AT LONDON  
ART FAIR 2024,  
PLEASE CONTACT:**

**ETHAN ISAAC  
ART PARTNERSHIPS  
E: [ethan.isaac@immediate.co.uk](mailto:ethan.isaac@immediate.co.uk)  
T: +44(0)20 7150 5877**