

THE AFFORDABLE ART FAIR NEW YORK CITY



THE AFFORDABLE ART FAIR (AAF)

- The **Affordable Art Fair (AAF)** is the leading international art fair for contemporary art under \$10,000.
- Launched in 1999 in London, **AAF** is a fine art fair with a global presence with fairs taking place in Amsterdam, Bristol, Brussels, London, Melbourne, Milan, New York, Paris and Singapore. More than 700,000 visitors have purchased over \$200 million worth of art.
- AAF's** on-going mission is to serve a broad market from the first-time and curious visitors to the more seasoned art collectors through maintaining quality exhibitors.
- AAF NYC** will hold its 10th fair in NYC September 30-October 3.



WHY BE A SPONSOR OF AAF?

- Ability to reach 33,000 (mailing list), 24,000 (weblist) and 9,000 fair attendance.
 - Private Preview attendance more than 2,000 visitors.
 - 30% increase in total visitors from 2009.**
 - Visitors proved an ideal demographic, the majority being educated females with nearly 30% earning an income of \$250,000 living in the Tri-State Area.
- Outstanding Marketing & Advertising with logo and brand inclusion in printed and online marketing materials, including brochure.
- Generated 166,359,749 media impressions with 270 million media placements.
- Exposure to International Exhibitors
- Onsite presence with recognition in on-site sponsor/partner signage.



Sponsorship Opportunities

The team at AAF will work with you to tailor a package appropriate to the specific outreach goals of your organization. As a sponsor of **AAF NYC**, for a product donation, possible available benefits may include:

Marketing/Public Relations

- Logo and brand inclusion in printed marketing materials, including brochure
- Recognition in invitations for special events
- Acknowledgement in **AAF NYC** newsletters
- Website link on www.aafnyc.com
- Facebook and Twitter postings
- Complimentary ad in **AAF NYC** 2010 fair guide
- Inclusion in **AAF NYC** 2010 Press Release
- Dedicated sponsorship announcement in an **AAF NYC** e-blast
- Involvement in garnered media opportunities on-site

Onsite Presence

- Product additions to exhibitor, press and/or children's bags
- Recognition in on-site sponsor/partner signage
- Logo & brand inclusion in fair catalogues/guides

Hospitality

- Invitations to the Private Preview
- Allocation of Day Passes
- Unlimited discount coupon admission
- Guided tour of **AAF NYC** for top clients



AAF NYC SPRING 2010 VISITOR DEMOGRAPHICS

DESCRIPTION

- 57% Female
- 51% are 35-54 years of age
- 43 % Married

INCOME

- 48% have an income of \$100,000-400,000 annually
- 13% have an income above \$400,000

EDUCATION

- 89% have an undergraduate college degree
- 49% hold a graduate degree

RESIDENCE

- 93% live within US --75% from tri-state (NY, NJ, CT)
- 48% live in Manhattan with nearly 62% living above 50th St

RECREATION

- 59% go to a Museum weekly-monthly
- 46% are members at a Museum
- 53% go to a gallery weekly-monthly
- 60% dine out weekly
- 48% go to a bar more than once a month

TRAVEL

- 83% took 1-5 US trips
- 50% took 1- 5 European trips in the past 6 months



ADVERTISING & PR

Advertising Placement

- *AM New York*
- Artlog.com
- *ArtNews*
- *Brooklyn Arts Council (e-newsletter)*
- *IN New York Magazine*
- *IN New York: Spotlight on NYC (e-newsletter)*
- *The L Magazine*
- *Metropolis* (Magazine and dedicated eblast)
- *New York Observer* (print & online)
- *The New York Times* (print & online)
- NYC subways
- Regional commuter rails: Metro North, LIRR & NJ transit
- Time Out New York
- *WagMag: Brooklyn Art Guide* (print & online)
- *Where Magazine*
- WNYC (public radio)

Online AAF

- Website: over 50,000 unique visits in 2010 with over 400,000 pageviews
- 20,000 subscribers to AAF newsletter
- Facebook—increase in 700 fans from April-May
- Flickr—images of AAF posted and updated
- Twitter—tweets posted during AAF

PR coverage—over 250 million impressions

Major PR coverage in New York Post, NBC Nightly News, Metro New York, AM New York, Shecky's, Crain's, NY Daily News, Time Out New York, and DailyDesignIdea.com—to name only a few.

In addition, nearly 100 representatives of the press visited AAF including ABC, ACCENT/FORUM Magazines, Modern Painters, Art + Auction, Architectural Digest, CBS, ArtNews, Bloomberg TV, NPR, Martha Stewart, Town & Country, Fast Company, the New York Times—and others.



'GRASSROOTS MARKETING'



AAF NYC works with museums, art organizations, architecture firms, design groups, major companies, consulates, hotels and government agencies to promote the fair.

Invitations to **AAF NYC** were distributed to Trustees, Members and Donors at The Architecture League of NYC, Brooklyn Arts Council, Brooklyn Museum of Art, Cooper Hewitt National Design Museum, Council of Protocol Executives, Grey Art Gallery (NYU), Guggenheim Museum, Independent Curators International, Museum of Arts and Design, New Museum of Contemporary Art, P.S. 1 and the Whitney Museum of American Art. In addition, key personnel at over 250 US institutions and foundations are invited to attend **AAF NYC**.

Consulate General offices sent invitations, include: Argentina, Australia, Belgium, Brazil, Britain, Canada, Chile, China, Columbia, Denmark, Estonia, Germany, India, Italy, Japan, Mexico, Netherlands, Norway, Poland, Portugal, Singapore, Spain, Sweden, South Africa, Turkey, and Venezuela.

Invitations are extended to officials, at the DCA, NEA, NY Senate Offices, Office of the Mayor of New York City, and Borough Presidents.

Corporations share **AAF** information with their employees such as Deutsche Bank, IAC, the Rockwell Group, and others. Invitations are extended to top executives at American Express, Barclay's Capital, BNP Paribas, Chubb Group, DVF studio, First Republic Bank, LVMH, Time Warner, and Related Urban Management.

Over 75 hotel concierge share **AAF** passes to guests such as the W, Standard, St. Regis, Trump, Jumeirah Essex House, and the Ritz Carlton!

SPONSORS/PARTNERS

AAF NYC acquires sponsors and partners to create additional marketing opportunities that are beneficial to our exhibitors. AAF NYC Spring 2010 sponsors and partners included, Travelers Insurance, ACE Hotel, Graham & Brown, Appleton Estate Rum, Artlog, Best Cellars, In + Where New York, Sixpoint Craft Ales, Pureology, and more.



THE L MAGAZINE
PUT IT IN YOUR POCKET

GRAHAM & BROWN



THE AFFORDABLE ART FAIR

7W New York at 34th Street

September 30 – October 3, 2010

Tel + 212 255 2003

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If you are interested in Sponsorship opportunities
please contact Judith or Annie for more information

