

THE AFFORDABLE ART FAIR NEW YORK CITY

SPONSORSHIP OPPORTUNITIES



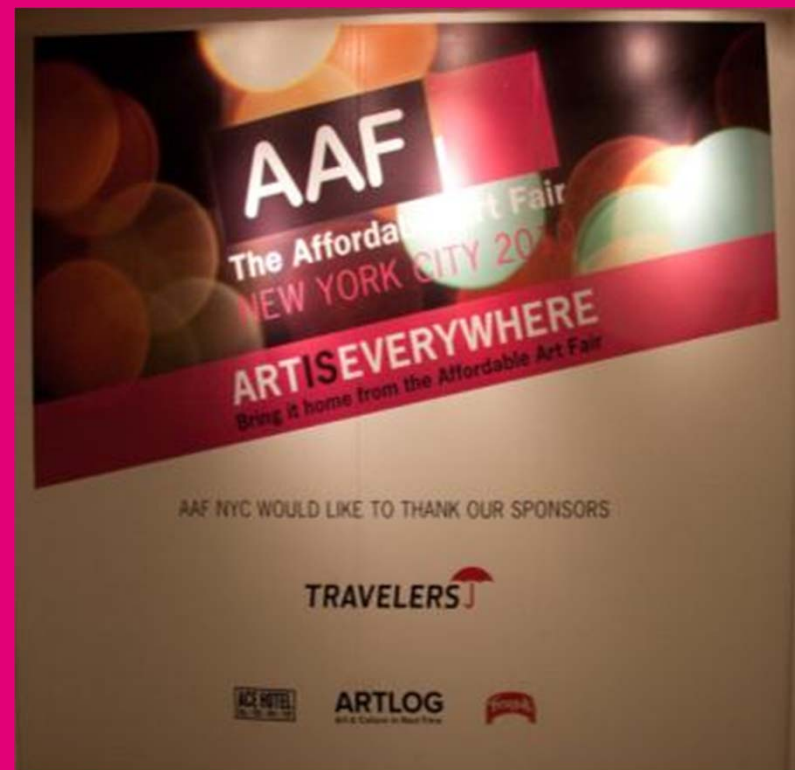
THE AFFORDABLE ART FAIR (AAF)

- 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 11th fair May 5 – 8, 2011.



SPONSORS/PARTNERS

The Affordable Art Fair NYC works with sponsors to create a program that focuses on building opportunities and strategic branding in front of key audiences. AAF NYC is an ideal partner as our attendees and visitors are an ideal marketing audience. We are happy to discuss the benefits of collaborating and to formatting additional strategies to promote your brand through a sponsorship with the fair.



WHY BE PART OF AAF?



- Increase your outreach and meet potential new clients
- Invite current clients to attend the fair and renew their interest in your brand
- Outstanding PR, advertising, & marketing
- AAF's excellent level of exhibitors and partners
- Quality of AAF staff and brand
- AAF programs encourage longer visits to the fair, which means higher brand exposure

Potential Sponsorship Opportunities & Benefits

(listed alphabetically)

Bar Lounge

Beverage Sponsor (alcoholic and non-alcoholic)

Café

Day Pass branded invitations

Framing Station

Free Admission Sponsor

Lead Corporate

Media

Private Preview Party

Recent Graduate Award

Wrapping Station

Young Professionals Reception



Potential benefits may include but are not excluded to,

Inclusion of brand printed marketing materials * Product donation and information inserts available to general audience and potential to be included within gift bags, including exhibitor, mother's day and children kits * Click thru logo exposure on website, social media, and e-newsletters * Dedicated e-blast to AAF subscribers (30,000) * Sponsored ad within fair guide * Brand inclusion onsite through sponsor board * Branded onsite sponsor area (for example, at a sponsored installation or at bar lounge) *

Opportunity to invite clients and employees to fair * Onsite PR opportunities

AAF NYC 2010 RESULTS

Sales

\$1.7 million of art sold per fair

Attendance

Over 2,000 visitors to the Private Preview alone

Nearly 9,000 visitors on average per fair

PR Coverage

200 media placements, resulting in nearly 600 million media impressions

Exhibitors

On average, 35% NY, 25% US & 38% International



AAF NYC 2010 VISITOR DEMOGRAPHICS

DESCRIPTION

- 54% Female
- 44% are 45 and above years of age
- 43 % Single

INCOME

- 10% income above \$400,000
- 20% income of \$399,000 -150,000
- 12% income of \$100,000 – 149,000

EDUCATION

- 40% hold a graduate degree

RESIDENCE

- 66% live within US
- 55% from tri-state (NY, NJ, CT)
- 30% from Manhattan with 41% of those on UES/UWS

HABITS

- 23% go to a Museum once a month
- 48% are members at a Museum
- 22% go to a gallery monthly
- 56% dine out weekly
- 35% go to a bar more than once a month
- 38% took 1-5 US trips & 27% took 1- 5 European trips in the past 6 months

VISITORS & ART

- 47% of visitors go to AAF to **BUY** art
- 58% bought art in the past and 40% did so from a gallery
- 74% would buy art now or in the future



ADVERTISING & PR

Highlights of AAF NYC PR & Ad Placement

am New York
American Style
artdaily.org
Art In America
Art News
Art Net
Artlog.com
CNBC
Crain's
Design Observer
Financial Times
Flavorpill
Gotham
Instyle
Metropolis
Metro NY

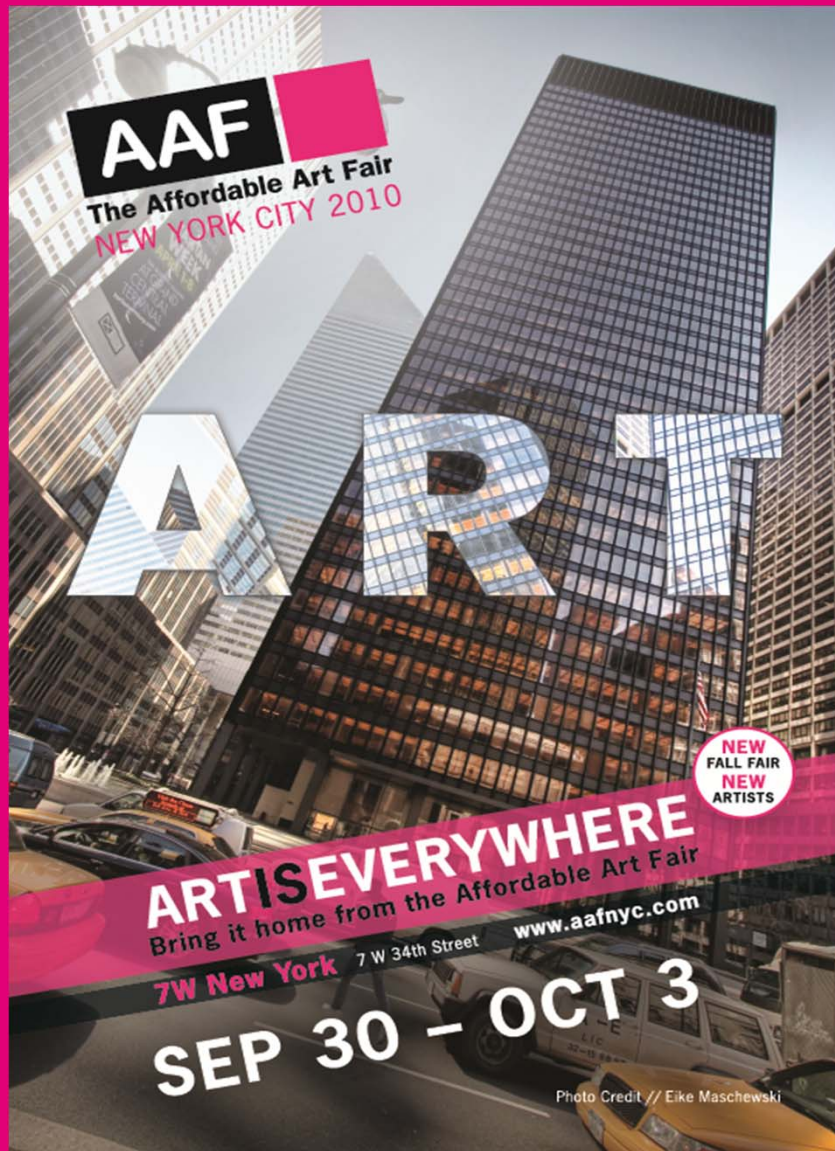
Modern Painter
NBC
New York Magazine
New York Observer
The New York Times
Ok! Magazine
Popular Photography
Realsimple.com
Reuters TV
Stardaily.com
thenest.com
Today Show
Time Our New York
Vanity Fair
Wall Street Journal
WNYC/WQXR

LaForce + Stevens, AAF's contracted PR team, ensures over 600 million impressions for AAF including major PR coverage in New York Post, Daily News, ABC TV, Metro New York, AM New York, Artinfo, Daily Candy, Mutual Art, and Reuters—to name only a few. In addition, over 100 representatives of the press visit AAF throughout the fair.



AAF works with major art and lifestyle publications, blogs, and websites to promote the fair through traditional advertising methods. In addition, we place 100 ads on mass transit in the NY metropolitan area.

'GRASSROOTS MARKETING'



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

Nearly 550 organizations were contacted regarding AAF NYC, including Architecture/Design firms, Dance and Theater groups, Event planners, Financial groups (Banks, Investment firms, Hedge Fund companies), Government agencies (DCA, NEA, Office of the Mayor, State Representatives, and Consulates), and Not-for-Profits (Cultural organizations, Museums, and Private clubs). In addition, more than 75 hotels and high end residences share AAF material with their guests and residents.

INFORMATION

Affordable Art Fair NYC (AAF NYC) Spring 2011 May 5-8, 2011 (Private Preview May 4)

LOCATION

7 W New York
(7 West 34th Street, btwn 5th and 6th Ave, NYC)

SPECIAL EVENTS

Private Preview, Party: Wednesday, May 4, 6-9pm
Free Admission: Thursday, May 5, 6-8pm

HOURS

Thursday, May 5, 11am-8pm; 6-8pm Free Admission
Friday, May 6, 11am-8pm
Saturday, May 7, 11am-8pm
Sunday, May 8, 11am-5pm



For more information contact:

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