

**GLOBAL ART AFFAIRS
FOUNDATION**

**EXHIBITION SPONSORSHIP
VISIBILITY FOR SPECIAL PARTNERS**



GLOBAL ART AFFAIRS FOUNDATION

Since its establishment in 2002, the GlobalArtAffairs Foundation has become an important measure in the organisation of world-wide contemporary art and architecture exhibitions, especially in Venice, Italy.

Documenting the current developments in art and architecture in four beautiful Venetian Palaces as an official part of the Venice Biennale, the Foundation's exhibitions offer extensive resources for a wide range of international visitors, year-round.

Annually we organise at least four major exhibitions in Venice; several books and exhibition catalogues are published each year; comprehensive educational programs are offered continually. Additionally, we award once a year the GAAF Prize.

We invite you to join the GlobalArtAffairs Foundation in a partnership that will meet the exclusive needs of your corporation.

Marina Abramovic, Montenegro
Vito Acconci, USA
AHMM, UK
Carl Andre, USA
Architecture for Humanity, USA
Arthena Foundation, Germany
Asia Art Center, Taiwan
Robert Barry, USA
Berenberg Bank, Germany
Ricardo Bofill, Spain
Christian Boltanski, France
Louise Bourgeois, USA
Caldic Collection, Netherlands
CF MØLLER, Denmark
Degang Wang, China
VALIE EXPORT, Austria
Konrad Fischer Gallery, Germany
Fondazione Morra, Italy
Hamish Fulton, UK
Gallery SCAI the Bathhouse, Japan
Georg Kargl Fine Arts, Austria
Liam Gillick, USA
GMP, Germany
Goodman Gallery, South Africa
Antony Gormley, UK
Government of Kuwait
Government of the Philippines
Dan Graham, USA
Gotthard Graubner, Germany
Peter Halley, USA
Hilti Foundation, Lichtenstein
Kohki Hiranuma Architect, Japan
Tehching Hsieh, Taiwan
Arata Isozaki, Japan
IUAV University, Italy

Japan Foundation, Japan
Joseph Kosuth, USA
Jannis Kounellis, Italy
Kunstlerhaus Bregenz, Austria
La Biennale di Venezia, Italy
Wolfgang Laib, Germany
Lee Ufan, Korea
Lisson Gallery, UK
Ludwig Museum, Germany
Heinz Mack, Germany
Teresa Margolles, Mexico
Joseph Marioni, USA
Tatsuo Miyajima, Japan
Francois Morellet, France
New Museum, USA
Nissan Art Prize, Japan
Hermann Nitsch, Austria
Yoko Ono, USA
Roman Opalka, France
Giuseppe Penone, Italy
Otto Piene, Germany
Arnulf Rainer, Austria
Ulrich Rückriem, Germany
Sammlung Lenz-Schonberg, Austria
Setagaya Art Museum, Japan
Keith Sonnier, USA
E. Souto De Moura, Portugal
Richard Tuttle, USA
University of Houston, USA
University of the Philippines
Ben Vautier, France
Lawrence Weiner, USA
White arkitekter, Sweden
Written Art Foundation, Germany
Kris Yao | Artech, Taiwan

FOUNDATION'S PROFILE & PARTNERS

The GlobalArtAffairs Foundation aims to raise awareness about Time - Space - Existence in contemporary art and architecture. In our exhibitions, we offer artists and architects from 6 continents, an open platform to present their work and thoughts.

Since its establishment in 2002, the GlobalArtAffairs Foundation has organised world-wide more than 25 contemporary art and architecture exhibitions. Since 2011, GAAF has successfully organised eight international exhibitions as an official part of La Biennale di Venezia.

In Venice, Italy, we organise and host exhibitions in Palazzo Bembo, Palazzo Mora, Palazzo Michiel and Palazzo Rossini. Each Palazzo has its particular atmosphere.

In the past years we have cooperated with amongst others the following artists, architects, Foundations, Collections and countries.



NORSK FORM



GLOBAL ART AFFAIRS FOUNDATION

SPONSORSHIP

Sponsorship opportunities are available at various levels. The Foundation will work with you to develop a plan that meets your objectives and budget.

Exhibition sponsors of the GlobalArtAffairs Foundation receive prominent exposure and acknowledgement before, during, and after the run of the exhibition. Benefits depend on the level of sponsorship.

Since 2011, when we started organising exhibitions as an official part of the Venice Biennale, we have partnered with several cultural and government institutions, companies as well as private sponsors.

CORPORATE VISIBILITY

By presenting some of the world's most visited special exhibitions, the GlobalArtAffairs Foundation consistently attracts audiences from around the world, providing corporate sponsors with broad and distinguished recognition and the ability to reach:

- Over **100,000 annual visitors** to each of our Palaces
- Over 500,000 annual visitors to the GlobalArtAffairs website, and related sites of each specific Palace

To help meet the increasing costs of presenting special exhibitions, the Foundation turns to the corporate community for support. In return, corporate sponsors find that **partnering with the GlobalArtAffairs Foundation** can:

- Offer numerous outlets for entertaining as well as marketing, public relations, and business development endeavors around the world
- **Strengthen corporate branding**
- Provide a platform to reach international, governmental, customer, and shareholder constituencies
- Enhance shareholder and customer relations





CORPORATE CREDIT

To ensure prominent recognition of exhibition sponsors, the Foundation develops a credit line to accompany the exhibition title in all materials produced in conjunction with the exhibition. These typically include:

- **Title wall** at the entrance of the exhibition
- **Exhibition catalogue**, when published by the Foundation
- **Invitation to the VIP opening event**
- The Foundation's **online preview** of the exhibition, with a link to the sponsor's website
- **All published materials** that complement related education programs
- The Foundation's **newsletter**, sent to more than 65,000 Friends of the Foundation
- Directional totems on street level + throughout the Palace

To ensure **maximum visibility**, sponsors also receive credit on all press materials, including:

- Press Preview invitation
- Press kit
- Press release
- Schedule of special exhibitions, distributed to 1,400 journalists and editors worldwide



SPECIAL EVENTS

In addition to the opportunity to co-host the exhibition's opening event with GAAF in one of the Foundation's magnificent spaces, corporations can schedule dinners, luncheons, breakfasts, and private VIP tours during the run of the exhibition. Corporations have found these events to be a unique and effective tool for reaching important constituencies, such as customers, clients, and employees, and for launching new products and divisions through a multitude of options including:

- Private events for corporate VIPs
- After-hours viewings of the exhibition followed by a dinner or reception
- Daytime lectures, viewings, and curator-led guided tours that may be combined with breakfast or lunch
- Reservations for lunch or dinner in one of the Grand Canal spaces, as well as the main space in Palazzo Mora; reserved for highest-level members, these entertaining spaces are made available to corporate sponsors for small private gatherings and board meetings

All costs of entertaining are assumed by the corporate sponsor.



PRESS RELATIONS

The Foundation's professional Communications Office is sensitive to the sponsor's needs and specific public-relations goals. In addition to the GAAF's own promotional activities, our staff will work closely with the corporate sponsor's public-relations representatives to develop a strategic marketing plan and coordinated press effort for the exhibition.

Press Kit and Corporate Statement

GAAF produces and distributes a press kit that features sponsorship credits, which can include a corporate statement written by the sponsor and printed on the company letterhead.

Press Preview

GAAF hosts a Press Preview of the exhibition in advance of the public opening date, which representatives of the company are welcome to attend.

Press Release

The Communications Office distributes a press release via e-mail to a list of approximately 1,400 members of the international press. Corporate sponsors may also support additional mailings by the Foundation, of any or all of the above materials, to press lists submitted by the company.



Architect Arata Isozaki with his Chinese Client
Private Brunch on Grand Canal

HOME
ABOUT PALAZZO
ROSSINI
OUR LOCATION
PRIVATE EVENTS
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PALAZZO ROSSINI EXHIBITIONS

From 7 June - 23 November 2014

OPEN DAILY 10.00 - 18.00 HRS. FREE ENTRY CLOSED ON TUESDAY

4013 Campo Manin, 30124 Venezia, Italy

ONLINE PRESENTATION

The GlobalArtAffairs Foundation's website, as well as the related websites of each Palazzo, offers up-to-date information on the Foundation's programs to audiences reaching far beyond the visiting public. Over **500,000 people** visit our website each year.

Corporate sponsors have the opportunity to:

- Receive credit in the online press release and on the page dedicated to the exhibition
- Link the company's website with the Foundation's during the run of an exhibition
- Create a sponsor page on the corporate website to inform clients and customers of the company's partnership with the GlobalArtAffairs Foundation.

Besides www.globalartaffairs.org, the Foundation's overall website, we host the following websites:

- www.palazzobembo.org
- www.palazzomora.org
- www.palazzomichiel.org
- www.palazorossini.org

EXHIBITION CATALOGUE & MERCHANDISE

Sponsors receive a discount on all merchandise and catalogues produced in connection with the exhibition. Many corporations choose to distribute exhibition catalogues as gifts to their customers and clients.

When a catalogue is published by the Foundation, sponsors receive prominent credit within the catalogue:

- On the copyright page
- In the Director's Foreword
- With a sponsor's statement written by the corporation

Exhibition-related merchandise and catalogues may be distributed and sold through these channels:

- In each Palazzo
- At more than thirty retail shops and officially licensed world-wide stores and operations, serving millions of customers each year
- Through our world-wide distributor Cornerhouse
- By online shops
- Through the Foundation's website



EDUCATIONAL EVENTS

Specially designed programs **extend an exhibition's impact**, educating and inspiring a vast and diverse audience. As a sponsor, the company will enjoy positive exposure through education programs at the Palazzi for the general public, families, schools, teachers, and students of all ages and nationalities. Programs include talks by exhibiting artists and / or architects, curator-led tours, workshops, courses, festivals, among other events.



ADDITIONAL SPONSORSHIP BENEFITS

As a sponsor, the company would also receive:

- Free Venice airport pickup with private taxi for special guests of the corporation
- Free exhibition catalogue and optional glass of Prosecco for all employees with one accompanying guest
- Guest passes providing free exhibition catalogue and optional glass of Prosecco for guests of the corporation
- Invitations for company representatives to attend the VIP opening preview
- Opportunity to arrange private tours of the exhibition on a Tuesday, when the Palazzi are closed to the public
- Acknowledgment in all printed listings of the Foundation's corporate contributors
- Possibility of placing up to two corporate promotional items into the exhibition catalogue bag.
- Possibility of handing out a Goodie Bag in the VIP preview opening



GLOBAL ART AFFAIRS FOUNDATION

CONTACT

We hope we have the opportunity to work with you and start a conversation.
We look forward to hearing from you.

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www.globalartaffairs.org
www.personalstructures.org