

Hamptons Fine Art Fair

SPONSORSHIP / ACTIVATION



JULY 9-12, 2026

VIP OPENING PREVIEW - JULY 9

Southampton Fairgrounds | HamptonsFineArtFair.com

Benefit From The Hamptons Fine Art Fair Context

- **Connect** with the Hamptons' most sought-after residents — those wealthy, cultural supporting, hard-to-reach art savvy enthusiasts
- **Prime time** — during the height of the season — and the most publicized and accessible major event that weekend on the East End
- Now the largest, best-attended, most accessible, most participatory cultural event in the Hamptons. Over 12,000 affluent, art loving guests. Over \$200 million of important art on display by 150 select exhibitors, generating a robust \$6 million in art transactions
- **Rare opportunity** to meet privileged guests who can acquire whatever they please
- Meet our guests in an intimate, casual, yet luxurious setting
- Guests have a history of art patronage, with an eager openness to discovering new products and services



- Most guests reside in a **\$2-10 million home/estate**, and are looking to enhance their residences
- Where the excitement, anticipation and drama of an **international fair** connects into the main thoroughfare in the Hamptons
- Producer Rick Friedman and his team are now in their **20th successful year** of producing major cultural events in the Hamptons, including pioneering ArtHamptons
- No other event in the region is attended by as many 'millionaires'
- The largest assemblage of wealth of any event in the region

2025 HFAF Record Results

2 Building expansions, sold out exhibitor space with wait list

Featured the largest tented pavilion structures ever built on the East End

70,000 SQ. FT.



150

Galleries, sponsors and themed curated displays

World-wide in scope - Galleries from
20 States **13** Countries

12 Dramatic sculptures in the Sculpture Park

50 New galleries joined

25 Media partners featuring ads or editorial coverage

Buyers generated
\$6M+
in art purchases

12,000
Eager affluent guests over the 4 days

6,000+ VIPs over the Thursday and Friday VIP-Only days

90 Cultural Institutional Partners

22 Participating Corporate Sponsors

220,000
Website visitors

28,000
Social media followers



The Art Marketplace For All Hamptonites

A Distinctive Hamptons Flavor

More than just a roving commercial show, this fair is embedded into the cultural fabric of this historic arts community featuring a rediscovery of local Hamptons based artists. Most local cultural institutions, charity organizations, foundations, and clubs actively participate in the event. The buildings are named after two legendary Hamptons painters.

- In celebrating America's 250th Birthday, HFAF focuses on Abstract Expressionism, 1950-1960 in what art historians call America's greatest contribution to the art world.
- Select contemporary abstract artists will be featured.
- 4th Annual Hamptons Artists Hall of Fame Induction
- The July 9th VIP Opening Preview (day & night) will celebrate America's 250th Anniversary.



Why So Compelling?

- Featuring **150 select international galleries**, curated artists displays and sponsors, making it the second largest art fair in the northeast region (second to the Armory Show). HFAF is the nations' largest summer international art fair (June, July and August).
- Showcasing important **20th and 21st century art** – both primary and secondary market works, from emerging to substantial investment level art.
- Over **\$200 million** of important art and products on display.
- Art prices for works on paper begin at \$5,000, with a sweet spot of **\$20,000**, and many works in the **6 and 7 figures**
- Presenting the finest art works by **600+ respected artists**, from emerging to the blue chip masters.
- The most compelling and inclusive art buying event of the year in the Hamptons, attracting **12,000+ guests** in 2024, up from 8,500 in 2023, over 50% increase in attendance and participation. Our guests range from newcomers decorating their homes, with substantial budgets, to sophisticated collectors and savvy art investors.
- Exhibit in a friendly, relaxed and accessible **museum-like setting**.
- It is a **dynamic meeting place** where art consultants, interior designers, the art press, and seasoned gallery owners, connect with the East End's most passionate, influential art patrons and culturally-driven enthusiasts – making it the ideal setting for marketers of well-established and new luxury products and services.

Key Benefits of Involvement

- You become synonymous with the famed and elite “**Hamptons brand**,” which connotes wealth, influence, privilege and trend-setting.
- Establish a tight affiliation while gaining valuable mindshare with the fine and decorative art world on the East End. Our guests are well-educated, trend-setting demanding tastemakers who seek quality.
- Meet **12,000+ guests** personally, face-to-face, plus being seen by **200,000 unique visitors** on the popular show website.
- Ability to integrate with **hosted receptions** for leading donors, boards of local art museums, foundations, charities, and other institutions.
- Connect with guests with the **perfect mindset** — when they are relaxed and eager to explore, learn about and acquire new items.
- Benefiting from an aggressive and tightly targeted advertising and PR campaign focused on the East End, with **12 million gross impressions**.



Who Are Our Guests?

Connect with our guests, ranging from 30-40 year old successful, energetic, trendsetters, to the well-monied “silver haired set,” who live within a 1-hour drive of the fair. Strategic, yet spontaneous; intimate yet friendly; private but congenial; curious, but decisive. This unique vibe enables straightforward conversation. Our guests are trend-setting, demanding taste-makers, who seek quality and beautiful things.



Show Hours

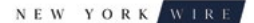
Thursday, July 9, VIP Opening Preview
12-5pm – Afternoon Session
5-9:30pm – Evening Session

Friday, July 10, 11am- 7pm
Saturday, July 11, 11am-7pm
Sunday, July 12, 11am-6pm

Providing Corporate access for the following industry categories:

- Art auction houses
- Luxury automobile brands
- Real estate brokerage firms
- Wealth management and banking
- Haute couture clothing
- Resorts/tourist boards
- Art insurance
- Elegant home decor pieces, vessels, art glass
- Cosmetics and fragrances
- High-end home construction/ architectural services
- ASID interior designer services
- Elegant furnishings and luxury home products
- Jet service
- Yachts
- Fine wine/spirits
- Eyewear
- Designer jewelry, antique jewelry and watches
- Home security services
- Senior luxury living apartments
- Development of high end homes/estates around the world

Creating Awareness Through Advertising and Publicity



Virtually every upscale homeowner in the North and South Fork high-value property zip codes receives a personal invitation via USPS

HamptonsFineArtFair.com

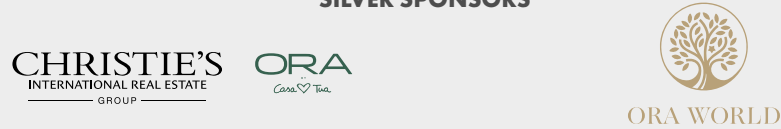


2025 Sponsors Included:

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



VIP OPENING SPONSORS



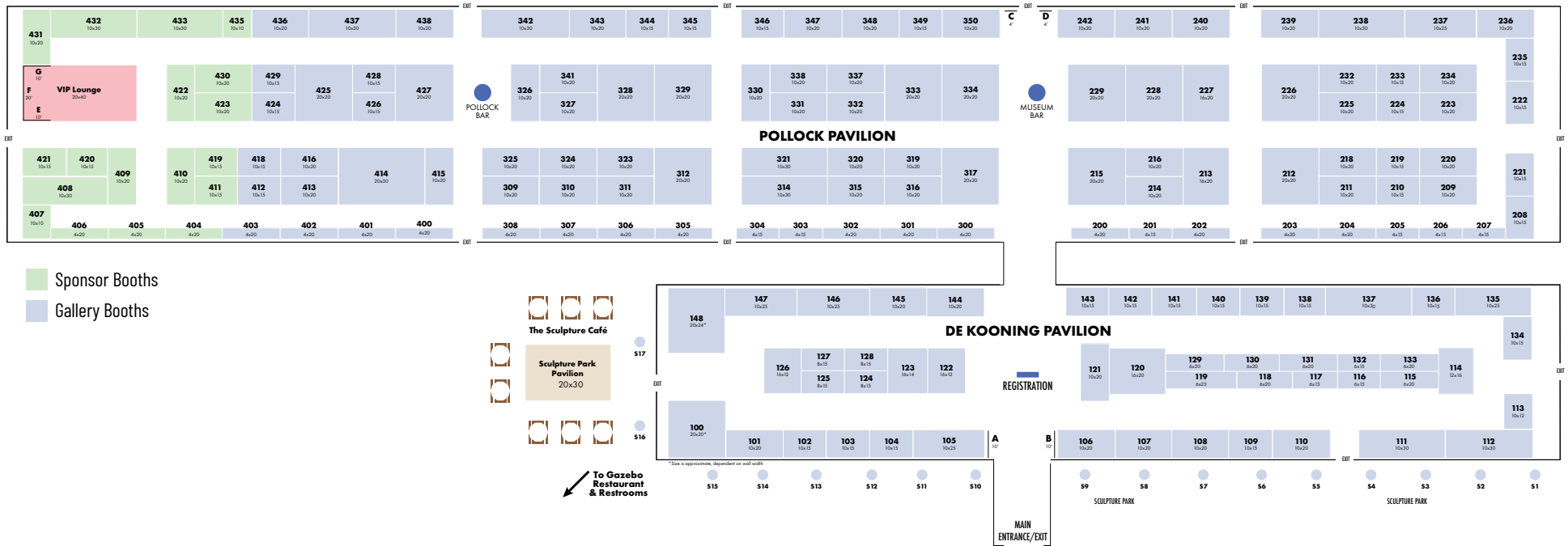
PARTICIPATING SPONSORS



Past Sponsors Include:

- Gold:** UBS, Weill Cornell Medicine, Luxury Bizarre, IRCODE, The Residences of Fisher Island (Related, Douglas Elliman)
- Silver:** Wax Insurance, Hästens, Abushi, Asprey, Genesis Autos, Parthenon Framing
- Bronze:** Davidoff of Geneva, Essential Elegance

2026 Hamptons Fine Art Fair Layout



Criteria for Participation:

- Seeking best-in-class luxury products & services by special invitation
- Inquiries will be reviewed and responded to promptly. Acceptance will be based on several factors including art fair compatibility and appropriateness for our guests, art fair context, prestige of the brand, and relationship with other existing sponsors, those in discussion.

- The Sponsors Wing is located on the south side of the Pollock Pavilion centered around the VIP Lounge.

Please note that HFAF reserves the right to revise gallery sizes, and gallery layout. Requests for specific locations will be considered, but not guaranteed. Final floor design will be June 24, 2026.

Extra walls, painted walls, lights, electricity, WiFi, catering, hung TV screens, and all furnishings can only be added through HFAF Operations Director.

Fair Hours

Set-up: Tues., July 7 12pm-10pm
 Wed., July 8..... 9am-10pm
 Thurs., July 9..... 9am-11am

Breakdown: Sun., July 12..... 6pm-10pm
 Mon., July 13 9am-1pm

Exhibit Hours

Thurs., July 9 – VIP Opening Preview
 Afternoon Session 12pm-5pm
 Evening Session 5pm-9:30pm

Fri., July 10 (General Admission) 11am- 7pm
 Sat., July 11 (General Admission) 11am-7pm
 Sun., July 12 (General Admission) 11am-6pm

2026 SPONSORSHIP LEVEL OPTIONS

PRESENTING SPONSOR

As the Presenting Sponsor, your brand takes center stage as the official event title becomes **The Hamptons Fine Art Fair Presented by [Your Brand]**. This unparalleled opportunity positions your brand at the heart of the art world, creating one of the most impactful and memorable sponsorships offered in The Hamptons.

- As part of the event's name, your logo will now appear in all references to the art fair: Website, show magazine, ads, email invites, posters, signage, collateral materials, tickets, postcard mailing to 35,000 affluent residents, press releases, editorial coverage and more.
- Your logo will appear larger than all others – and largest on the step-and-repeat
- Receive a back cover ad in the **Hamptons Art Collector** Show Magazine
- Receive a 20 x 20 booth space (400 sq. ft.)
- Sponsor a VIP Preview Party (catering extra)
- Your logo appears in social media posts to 28,000 followers
- Prestige and mindshare of being the dominant art fair sponsor among all others
- Category sponsorship exclusivity
- Right to first refusal for the 2027 HFAF
- Receive up to 100 VIP passes

Base rate: \$75,000

See next page for more sponsorship options

HamptonsFineArtFair.com

Hamptons Fine Art Fair

Presented by
 BLUELEDGER FINANCIAL



2026 SPONSORSHIP LEVEL OPTIONS

	Name/Logo Placement <small>Sponsorship level indicated on:</small>		Booth Space Opportunity <small>In Pollock Pavilion Sponsors Section</small>	Show Magazine 4-Color Advertisement	VIP Passes	Day Passes	Postcard Mailing <small>to 35,000 Residents</small>	Category Exclusivity <small>(Excludes real estate category)</small>	Base Rate
	Digital	Print							
PLATINUM <small>(LIMITED TO 3)</small>	Website home page and sponsors page, emails, online ads, PR releases, tickets, social media posts	Printed tickets, local & national advertising, show magazine, step-and-repeat and on-site signage	✓ 10 x 30 <small>Near the popular VIP Lounge</small>	✓ Premium position, Full Page <small>(cover 2, 3, or opposite TOC, first come first served)</small>	✓ (60)	✓ (100)	✓	✓	\$40,000
GOLD	Website home page and sponsors page, emails, online ads, PR releases, tickets, and social media posts	Printed tickets, local & national advertising, show magazine, step-and-repeat and on-site signage	✓ 10 x 20	✓ Full Page , front of book - first 24 pages	✓ (40)	✓ (80)	✓	✓	\$28,000
SILVER	Website sponsors page, emails, online ads, PR releases, tickets, and social media posts	Printed tickets, full page advertising, show magazine, step-and-repeat and on-site signage	✓ 10 x 15	✓ Full Page , back of book - last 24 pages	✓ (20)	✓ (40)	✗	✗	\$17,000
BRONZE	Website sponsors page	Show magazine and on-site signage	✓ 10 x 10 or 4 x 20	✓ Half Page	✓ (10)	✓ (20)	✗	✗	\$7,500
PARTICIPATING	Website sponsors page	Show magazine and on-site signage	✗	✗	✓ (4)	✓ (10)	✗	✗	TBD

FOR MORE DETAILS, CONTACT:

See next page for more sponsorship options

Heather R. Holliday, Executive Producer – HRH@show-hamptons.com, 404-645-0975

Rick Friedman, Executive Director – Rick@show-hamptons.com, 516-991-4042

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Exclusive July 9, VIP Preview Host - for Non-Exhibitor

- Create a one-day buzz in sponsoring July 9
- Your name, indicating your status, appears on VIP tickets
- Appears on HFAF home page, registration page, and sponsors page, as well as invitational emails, PR releases, and appropriate space ads
- Receive up to 30 VIP passes (provides free admission all 4 days)
- Opportunity to host a reception in the VIP Lounge from 20-80 guests. (Variable cost depending on number of guests/menu selection)
- Your logo appears on step-and-repeat
- Your group receives a special private expert-led guided tour of the fair by docent

Base Rates: **A Birthday Party for America's 250th**, 12pm-5pm - \$10,000
The Red, White And Blue Party, 5pm-9:30pm - \$15,000

Advertise in the Hamptons Art Collector HFAF Show Guide and become an "HFAF Art Patron"

Full page: \$2,750

Includes 4 VIP Passes
(ticket value \$800)

Half page: \$1,950

Includes 2 VIP Passes
(ticket value \$400)



Other Sponsorship/Activation Opportunities

- Sponsor the VIP Lounge with naming rights
- Host a private reception in VIP Lounge, Friday-Sunday
- Your own sponsored bar with your name on it, serving your products
- Product giveaways or discounts to our guests
- Sponsor the Friday, July 10 (5-7pm) Young Collectors Reception

Call For Pricing



Digital Marketing Add-ons

Solo Email Blast

To 30,000 HFAF current/past attendees:
\$3,000

Solo Social Media Post to 28,000 followers:
\$1,750

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