

Hamptons Fine Art Fair



JULY 8-11, 2027

VIP OPENING PREVIEW - JULY 8

Southampton Fairgrounds | HamptonsFineArtFair.com

SPONSORSHIP / ACTIVATION

Meet Personally With The Cultural Elite Of The Hamptons

Benefit From The Largest Aggregation Of Wealth In The Hamptons

Now in its 21st year, The Hamptons Fine Art Fair is a major contributor to the well touted Hamptons' branding as an esteemed arts driven community.

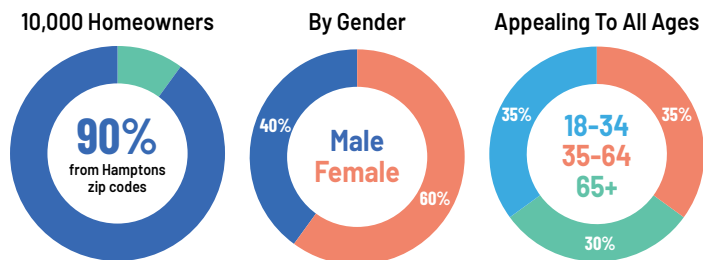
Why So Compelling?

- **Now the largest, best-attended, (11,000+ guests)**, most accessible, most participatory event in The Hamptons, with **150 exhibitors**
- **The single art marketplace for all Hamptonites**—held in the apex of the summer season
- Meet our guests in an intimate, casual yet luxurious setting—a **70,000 sq. ft. spectacular Pavilion complex**—the region's largest
- Attendees have a **history of art patronage**, with an eager openness to discovering new luxury-driven ideas, products and services.
- Where the excitement, anticipation, and drama of an international fair connect into the **main thoroughfare of The Hamptons**
- Over **\$200 million of important art and luxury products** on display. For artworks, prices begin at **\$5,000**, and the sweet spot is **\$20,000**, with many blue chip pieces in the 6 and 7 figures.
- Substantial media exposure—with **25 media partners** featuring ads and editorial coverage.

Who Attends

Connect personally with **the East End's most passionate, influential art patrons** and culturally-driven enthusiasts. Our guests are energetic decisive trendsetters. They seek quality and beautiful things, with the means to acquire what they wish. Most of our guests live within an hour's drive of the fair and reside in **residences valued between \$3 million and \$50 million**. Our elite audience is comprised of many influential C-level executives as well as the "young money" in their 30s and 40s. They have been successful in many NYC related industries such as Wall Street, fashion, media, entertainment, real estate, interior design, and professional sports.

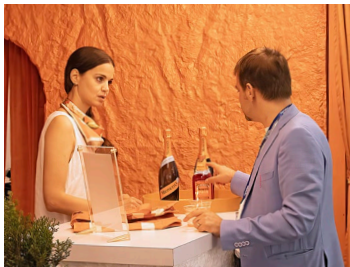
Demographics



Forbes anoints HFAF as "one of the 12 art events in the WORLD worth traveling to and spending money on" ...due to its "relaxed yet sophisticated setting in collector central."

Past Sponsors Include:





Welcome To The Sponsors Village

This featured and well promoted section is located on the south side of the **Pollock Pavilion** and abuts the popular **VIP Lounge**. **The Sponsors Village** comprises a sizable portion (about 20%) of that Pavilion. All guests must meander through the Sponsor Village to get to the VIP Lounge. The center of all special events. The Sponsors Village offers guests the unique opportunity to meet 'best-in-brand' and carefully selected products and services that would appeal to the sophisticated Hamptons art patron.

A section of the The Sponsors Village is devoted to the **Wearable Art Zone**—featuring stunning contemporary fine jewelry, signed estate pieces, and luxury timepieces from around the world.

Benefit From A Home Team Production

HFAF is deeply rooted in the Hamptons as a beloved annual event. Created for and by Hamptonites. Over the past two decades, the HFAF team helped make art collecting 'The New Sport of The Hamptons' with over 175,000 past guests inspired and invigorated by the works displayed. This is the team's 39th national art fair.



Significant Activities In 2027

The boards and top-tier donors from an impressive **160+** museums and cultural institutions will be participating with VIP passes. Generating thousands of passionate art collectors. Participants from the NYC tri-state area and South Florida include The Whitney, The Frick, and MoMA, Boca Raton Museum of Art, The Bass, Brooklyn Museum, Nassau County Museum of Art, The Jewish Museum, Katonah Museum of Art, Guild Hall, The Parrish Art Museum, Lincoln Center Theater, and 150 more.

- **The UBS Opening Night Private Party** for 200 uber-wealthy clients on July 8.
- The chic and fashionable July 8 **Opening Night Preview**—a must on the local social calendar as "the place to see and be seen in the art scene."
- The July 9 **Young Collectors Party** for 150 young members of prestigious NYC museums for networking and inspiration.
- The July 8 **Welcome Reception for NYC-based ASID members** (American Society of Interior Designers).
- Presentation of the **5th Annual Hamptons Artists Hall of Fame** inductees on July 10.
- The **YPO Members Reception** (Young Presidents Organization—NYC/Long Island Chapters) with a special guest appearance by a **USA Olympic Team** on the road to **LA/28** on July 10.

Hamptons Fine Art Fair 2027 Sponsorship Level Options

	Name/Logo Placement Sponsorship level indicated on:		Booth Space	VIP Passes	Day Passes	Postcard Mailing to 35,000 Residents	Category Exclusivity (Excludes real estate category)	Base Rate
	Digital	Print						
PRESENTING	Your name becomes part of the events name, prominent on all digital, print ads and editorial as Hamptons Fine Art Fair presented by xxxx plus a solo email blast to database		✓ 20 x 20 Near the popular VIP Lounge	✓ (100)	✓ (200)	✓ Name on postcard mailing	✓	\$75,000
PLATINUM	Website home page and sponsors page, emails, online ads, press releases, tickets, social media posts	Printed tickets, local & national advertising, step-and-repeat and on-site signage	✓ 10 x 30 Near the popular VIP Lounge	✓ (60)	✓ (100)	✓ Name on postcard mailing	✓	\$35,000
GOLD	Website sponsors page, emails, online ads, tickets, social media posts	Step-and-repeat and on-site signage	✓ 10 x 20	✓ (40)	✓ (80)	✓ Name on postcard mailing	✓	\$25,000
SILVER	Website sponsors page, emails, tickets, and social media posts	Step-and-repeat and on-site signage	✓ 10 x 15	✓ (20)	✓ (40)	✗	✗	\$15,000
BRONZE	Website sponsors page	On-site signage	✓ 10 x 10	✓ (10)	✓ (20)	✗	✗	\$10,000
PARTICIPATING	Website sponsors page	On-site signage	✗	✓ (4)	✓ (10)	✗	✗	TBD

Additional Sponsorship Opportunities (for non-exhibitors)

- **Host and Sponsor the VIP Opening Night Preview:** Thursday, July 8, 5-9:30pm (estimated 1,200 guests).
- **Sponsor the first Hamptons appearance by the US Fencing Team**—Includes a demonstration match and discussion, with Olympiads and Executive Director of the US Fencing program. Two performances on Saturday, July 10.
- **Naming rights** to the popular 1,000 sq. ft. **VIP Lounge**.
- **Host a 1-hour Private Reception** in the VIP Lounge with catering.
- **Provide a product giveaway** for the VIP Opening Day/Night attendees. Approximately 2,500 VIP guests.
- **Sponsor the Young Collectors Party**—150 guests on Friday, July 9, 5-7pm, in the VIP Lounge.
- Opportunity to have the **2 HFAF bars sell your liquor brand**, with exclusivity in your category.
- **Opportunity for a liquor brand to conduct tastings** within their booth display (for an exhibitor).

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Produced by ShowHamptons