

ART NOW

**THE SASKATCHEWAN
FINE ART FAIR**

SEPTEMBER 15-17, 2017 • REGINA

www.ArtNow.ca

SECURE YOUR SPONSORSHIP TODAY

Let's talk about how to connect
your company with our audience.

Contact Kristin Wagman,
Executive Director of SaskGalleries,
at Kristin@SaskGalleries.ca
or call (306) 775-3323.

SASKGALLERIES IS PROUD
TO BE SPONSORED BY:

creative
SASKATCHEWAN

SASK•GALLERIES

because saskatchewan art rocks

www.SASKGALLERIES.ca



PEOPLE WHO BUY ART

SPEND MONEY

ON BEAUTIFUL THINGS



SPONSOR A WORLD-CLASS EVENT

Connect your brand to an affluent audience that values well-made, beautiful things at the second Annual Art Now Fine Art Fair in Regina. Art Now is the premier fine art event of the year that brings art buyers together with top commercial art galleries and artists.

SPONSOR ART NOW

Art Now is the new three-day+ event that showcases and sells the work of established and emerging artists from Saskatchewan and beyond, kicking off with an exclusive opening night reception.

Imagine connecting with an audience that values the exquisitely well-made and appreciates quality.

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A COVETED AUDIENCE

If you are a quality, high-end or luxury brand, art buyers are your ideal audience to expose your company to—they are affluent buyers.

\$100,000

is the starting income for the top art buyers.

GET YOUR NAME OUT
in front of the target audience for the Fine Art Fair. Fine Art Collectors are:

- Well educated
- Homeowners
- High household income
- Influential in their peer groups
- Aged 35-60, male and female
- Travellers
- Willing to spend money on high quality products
- Display their purchases and tell others

63%

Have post-secondary degrees



ART NOW BY THE NUMBERS

3,000+

attendees in 2016

99.7%

said they are likely to attend again

9,312

visitors to ArtNow.ca

15,000

square feet of fine art on display

128,623

social media engagements

3.5

days of exposure to affluent art buyers

STAND-OUT SPONSORSHIP OPPORTUNITIES

Get creative with us. There are creative ways to connect with our art-buying audience in a way that fits your objectives. We are happy to work with you to develop a unique creative sponsorship opportunity. It could look like this:

Guided tours

of Art Now for your customers by a knowledgeable art curator sponsored by you

Sponsor the exclusive opening evening where the top buyers attend

Special product placement

at the location: imagine your brand front and centre – the first thing art buyers see as they enter

Weave art or artistry into your advertising

For example, at one art fair BMW commissioned an artist to paint an exclusive BMW art car. It gained an enormous amount of attention.

Whatever you come up with that works for your brand and Art Now. It's a blank canvas right now.

SPONSORSHIP BENEFITS	PATRON \$20,000	COLLECTOR \$5,000	BUYER \$2,500	SUPPORTER \$1,000	ADMIRER \$500
Customization available to meet your needs	●	●	●		
Title sponsor of entire event includes logo on all media	●				
Opportunity to address delegates at Reception	●				
Naming rights for: session stage OR children's art corner OR lounge		●			
Presentation sponsor at: session stage for guest speaker OR panel discussion			●		
Provide promotional items to attendees	●	●	●	●	●
Artist to visit organization	●				
Artwork on loan for six months	●				
Tickets to Opening Reception	8	8	6	4	2
Display pull up banner at event	●	●	●		
Post event thank you inclusion	●	●	●	●	●
One-year Affiliate membership in SaskGalleries	●	●	●	●	
Company logo on event program and on screen	●	●	●	●	●

HOW WORD GETS OUT

Here is how we got the word out in 2016 and we will have a similar media approach this year. Imagine how much you can leverage your brand with our media buy.

