



With over 60 art fairs spanning more than 15 years, our fine art fairs in New York, Miami, Santa Fe, and San Diego are celebrated as premier destinations for discovering and collecting contemporary and modern art and design. Attracting over 125,000 attendees annually, Redwood Art Group fairs support galleries and artists as they champion their careers and businesses, strengthen the local art market, and inspire art lovers from around the world.

MORE THAN AN ART FAIR—IT'S A TRANSFORMATIVE FINE ART EXPERIENCE



SPONSORSHIP OPPORTUNITIES

PAUL GRUNER FINE ART GALLERY

REDWOODARTGROUP.COM

# OUR FAIRS. ANTICIPATED.



Jason Perez Art

## artexpo NEW YORK

**PIER 36, NEW YORK CITY**  
April 3 - 6, 2025

The largest international gathering of qualified trade buyers, **Artexpo New York** presents over 175 local, national, and international galleries and publishers, along with pioneering independent artists and photographers in the [SOLO] Project, exhibiting thousands of forward-thinking, boundary-pushing works. It's the original art fair where 20,000 attendees come searching for what's new. Be there!

## ART santa fe CONTEMPORARY ART + DESIGN FAIR

**SANTA FE CONVENTION CENTER**  
July 11 - 13, 2025

Featuring presentations by 60 leading international galleries and emerging artists, innovative artist commissions, and dynamic programs, **Art Santa Fe** is the hub of one of the country's most celebrated art scenes. Whether you're hoping to expand your brand, introduce your product, or simply get in front of art lovers, **Art Santa Fe** makes every new connection a gem.

## ART SAN DIEGO CONTEMPORARY ART + DESIGN FAIR

**SAN DIEGO CONVENTION CENTER**  
November 1 - 3, 2024

**Art San Diego** features a dynamic agenda that includes exhibitions by 60 leading international galleries and emerging artists, immersive experiences, curated artist talks, panel discussions, and performances. As the only contemporary art and design fair in San Diego, the fair plays a key role in Southern California's rich array of cultural events. And could play the perfect role in your next brand activation!

# OUR FAIRS. ANTICIPATED.



## **SPECTRUM** miami art fair

**MANA WYNWOOD**  
December 4 - 8, 2024

**Spectrum Miami** is a curated art fair presenting 200+ independent career artists, studios, and younger galleries that are pushing the boundaries in surprising and significant ways. **Spectrum Miami** is one of the leading fairs during Miami Art Week, attracting thousands of attendees, a majority of whom are high-net-worth collectors. Rich with opportunities to market your brand to an audience that's highly literate in the arts and make valuable connections, it's a must-be-there event.



**MANA WYNWOOD**  
December 4 - 8, 2024

**Red Dot Miami** is a curated gallery-only contemporary art fair during Miami Art Week. In addition to showcasing 75 of the top galleries from around the world, **Red Dot Miami** features a provocative agenda that includes site-specific installations, ongoing collaborations with our partners, and specially commissioned events that take place during the fair. The excitement is palpable with exceptional brand visibility.

# OUR AUDIENCE



Median Age: <b>52</b>	Average NW: <b>\$1.5 Million</b>
Male/Female: <b>42/58%</b>	College: <b>+82%</b>
Average HHI: <b>\$207,000</b>	Art Collectors: <b>70%</b>

Redwood’s audience is comprised of well-educated professionals who love to travel and enjoy fine wine and great food. They are typically museum members, “doers” who enjoy luxury items, great design, and giving back to their communities. Attendees include collectors, artists, designers, architects, civic leaders, philanthropists, entrepreneurs, and retirees.

# DIVERSIFIED MARKETING CHANNELS



Redwood Art Group works to ensure each fair is marketed to vast audiences and receives significant media exposure. We take a multi-channel approach to not only marketing our fairs, but to engaging our audience via online and offline channels.

We invest in creating content for each of our properties as well as buying media across channels to drive a significant audience. Each of our fairs generate more than 2 million media impressions.

In addition to our marketing efforts, we also provide our exhibitors, sponsors, and partners with complimentary Passes to the fairs for their professional contacts, industry buyers, clients, and colleagues. The Passes include access to the exclusive Opening Night Receptions as well as to the fairs' public days.

# DIVERSIFIED MARKETING CHANNELS



## EMAIL CAMPAIGNS

With an email subscription list of 160,000+ industry professionals, collectors, artists, and high-end home and business owners, Redwood sends out frequent newsletters and marketing and promotional emails for each fair that includes inspiring features, newsworthy show updates, and more.

## SOCIAL MEDIA

Every Redwood fair is promoted via synchronized social media channels such as Facebook, Instagram, Flickr, LinkedIn, YouTube, and the Redwood blog. Redwood has a combined fan base of over 125,000 on Facebook and 65,000 Instagram followers—and the numbers are ever growing. We continue to develop cutting-edge social media campaigns to keep up with today's demand for up-to-the-minute info and exclusive content.

## ON-SITE AT *ART BUSINESS NEWS*

We leverage *Art Business News*, our proprietary art industry publication, to create engaging content that gets distributed via email and social. Promoting artists and fairs onsite and creating an additional channel for discovery.

## PAID SEARCH

Additionally, we leverage Paid Search on platforms like Google and Bing to promote our fairs. With a priority of reaching people that are actively searching for events, art, and travel, the Paid Search channels compliment the engagement of our owned audience and drive growth in all of our channels.

# REDWOOD BY THE NUMBERS



## E NEWSLETTER

168,000+ opt-in email subscribers



## SOCIAL MEDIA

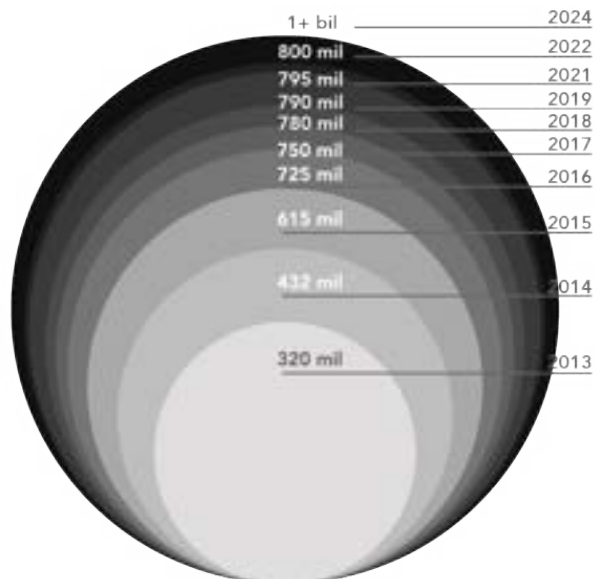
Total Audience - **207K and growing**

Facebook - **115K**

Instagram - **92K**



## MEDIA IMPRESSIONS



# THE OPPORTUNITY



**CATEGORY  
EXCLUSIVITY**

**ON-SITE  
ENTERTAINMENT**

**ON-SITE  
DISPLAY**

**VIDEO -  
COVERAGE OF  
YOUR EVENT  
AND BRAND**

**REDWOOD ONLINE  
PROMOTION - ABN,  
NEWSLETTERS, SOCIAL  
ONLINE PROMOTION  
VIA REDWOOD  
PROPRIETARY ASSETS**

**DIGITAL MEDIA  
PROMOTION -  
MARKETING AD BUYS  
GOOGLE AND PAID  
SOCIAL MARKETING**

**DIGITAL COLLECTOR  
PASSES FOR YOUR  
CLIENTS**

# THE OPPORTUNITY



## **SPONSORSHIP CATEGORIES**

- Wine
- Champagne
- Liquor
- Water
- Food & Beverage
- Real Estate
- Automotive
- Travel
- Luxury Products
- Business/Corporate
- Media
- Logistic
- & More

## **SPONSORSHIP PACKAGES INCLUDE**

- Booth and/or Fair Floor Space
- Signage
- Show Guide
- Social Media
- Public Relations
- Marketing Activation
- Newsletter Sponsorship
- On-site Sponsorship

## **A LA CARTE MEDIA PACKAGES**

- Custom Editorial Packages
- Newsletter Sponsorships
- Social Media Programs, including boosted posts, influencer campaigns, and more

# SPONSORSHIP LEVELS

## **TITLE SPONSOR - \$40,000-\$75,000 (360 brand activation - onsite and digital)**

The Title Sponsor's brand will be prominently included in promotional and marketing activities of the sponsored fair, including print, electronic and broadcast media. The Title Sponsor's name will always appear along with the fair logo in marketing materials.

Title Sponsors are given category exclusivity and designation.

Additionally, the Title Sponsor will receive:

- **Newsletter Promotion:**

Logo, link, and marketing text in Redwood Newsletter(s) with additional opportunity for Sponsor story.

- **Booth Space:** Well-appointed booth with a prime location at the fair. The booth includes furniture, lights, walls, carpeting and signage.

- **Signage:** Prominent logo placement on official fair signage in the registration area, and in other high-traffic areas. Title Sponsor's logo will appear on all fair signage and banners.

- **Brochure Distribution:** On-site distribution of your company's brochures.

- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to the fair's Facebook & Twitter accounts.

- **Website:** Logo, link and marketing text on a specially designed Sponsor Page of the fair's Online Art Fair, plus opportunities for custom editorial in Redwood Newsletters and Art Business News.

- **Public Relations:** Title Sponsor representatives will be included at fair events, the fair-produced B-roll and media interviews (wherever possible).

- **Customized Event Video**  
Post-event highlights video customized for sponsor's use

# SPONSORSHIP LEVELS

## PLATINUM SPONSOR - \$10,000-\$35,000

- **Newsletter Promotion:** Logo, link, and marketing text in Redwood Newsletter(s) with additional opportunity for Sponsor story.
- **Booth Space:** Well-appointed booth with a prime location at the fair. The booth includes furniture, lights, walls, carpeting and signage.
- **Signage:** Prominent logo placement on official fair signage
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to the fair's Facebook & Twitter accounts.
- **Website:** Logo, link and marketing text on a specially designed Sponsor Page of the fair's Online Art Fair.
- **Public Relations:** Sponsor representatives will be included at fair events, the fair-produced B-roll and media interviews (wherever possible).

## GOLD SPONSOR - \$5,000-\$7,500

- **Signage:** Prominent logo placement on official fair signage
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to the fair's Facebook & Twitter accounts.
- **Website:** Logo, link and marketing text on a specially designed Sponsor Page of the fair's Online Art Fair.
- **Public Relations:** Sponsor representatives will be included at fair events, the fair-produced B-roll and media interviews (wherever possible).

# OUR SPONSORS. AMAZING.



We're always adding new luxury brands, sponsors, museum, and community partners to our list of supporters. These relationships not only support the communities where we host our fairs, they also encourage our partners' constituents and members to come to the fair and provide exposure across their platforms.

## **SAMPLE LIST OF PAST AND PRESENT SPONSORS & PARTNERS**

- Land Rover
- Bulleit Frontier Whiskey
- Jadot Wines
- Pommery Champagne
- Absolut Elyx
- Perrier
- Topo Chico
- Red Bull
- Hubbard's Peanuts
- Illy Caffè
- Cadillac
- Acura
- Lyft
- Delta
- United Airlines
- Airbus Corporate Jets
- Hertz
- Cervera Real Estate
- Canvas Condos
- Cirque du Soleil
- LG OLED
- Intercontinental Hotels
- Marriott Hotels
- Radisson RED Hotels
- Frost Science Museum
- Perez Art Museum Miami
- Lowe Art Museum
- The BASS Museum
- McNay Art Museum
- Boca Raton Museum of Art
- Bakehouse Art Complex
- SITE Sante Fe
- New Mexico Museum Foundation
- Mengei International Museum
- Museum of Contemporary Art
- San Diego Film Festival
- Solomon R. Guggenheim Museum
- Brooklyn Art Museum
- New York Film Academy
- New York Foundation for the Arts
- Miami University of Art & Design
- Miami Dade College
- San Diego Union Tribune
- Vanguard Culture
- The Art Newspaper
- Modern Luxury Miami
- Florida Design Magazine
- Miami Living Magazine
- Artsy
- CultureOwl
- Miami Herald
- Miami New Times
- Where Miami
- American Art Collector
- American Fine Art Magazine
- Art Business News
- Fine Art Connoisseur
- Modern Luxury
- Widewalls
- Art Market Magazine
- Blouin ArtInfo
- Art Hive Magazine
- ArtLinx
- ArtNet

# THE BUZZ. THANK YOU.



“ I have always found Artexpo New York to be a great show. New York continues to be a leading city for art, and year after year, galleries and private collectors attend this show. Attendance is busy, the aisles are always filled with people, and it’s wonderful to see art from all over the world. We have always had successful shows, selling year after year. The Redwood Media Group team is professional, organized, and communicative, making them a great partner to navigate through the complexities of the NYC art scene. Whether you are an artist looking to exhibit for the first time, a tenured exhibitor, or a sponsor looking for a perfect venue, I would definitely recommend Artexpo New York!” — J. L., **Sammoun Fine Art, Artexpo New York**

“ All the art was amazing!”  
— **Attendee D.B., Artexpo New York**

“ We’re definitely looking forward to year 3 of partnering with you! Artexpo was great as always this year – and it was great to put our brand with your fair!” — **W.L., My/Mo Mochi, Artexpo New York**

“ Contemporary Art Projects has been coming to Art Santa Fe for many years. This year, the attendance was increased measurably with collectors very interested in the artwork. I always sell at this fair — and it is also a great fair to meet important collectors, with opportunity for future follow up.” —**T.F., Contemporary Art Projects, Art Santa Fe**

“ I had an amazing experience at Art Santa Fe this year. I had an amazing show and I was very happy with how smoothly your team handled everything. I look forward to doing it again!” —**S. R., Sarah Rasul Art, Art Santa Fe**

“ The fair was great! Best ever!” —**A. W., SITE Santa Fe, Art Santa Fe**

“ What a beautiful event Art San Diego was this year! It was one of the best to date. The location was so beautiful, and the art was wonderful. The energy was great, loved the Jadot Bistro and the Palette of Desserts! I only wish I had more time.” — **J.B., Attendee, Art San Diego**

“ Thank you for a wonderful event last weekend. I really want to thank you for Thursday and all the teamwork. Our clients and team felt good about this year’s fair. Thanks for being great partners.” — **C.M., UBS, Art San Diego**

“ Art San Diego and the RMG team: Invested interest. Up close and personal. Honest communication. Integrity and genuine sincerity. On these values, RMG builds the fair’s foundation for artists’, exhibitors’, and partners’ success where everything works effectively and efficiently. What could be better?” — **S.S., Peacewaters Fine Art, Art San Diego**

“ Our favorite fair during Art Basel Week!” — **Attendee, Red Dot Miami**

“ Red Dot 2019 was one of the most successful art fairs that we have ever participated in with sales due to national and international collectors attending the fair. Thank you for including me.” — **T. F., Contemporary Art Projects USA, Red Dot Miami**

“ Thanks so much. It was a first for The Wall of Arts and we were thrilled with the results. It was a great fair and we can’t wait to do it again!” — **J. M., The Wall of Arts Gallery, Red Dot Miami**

“ Great show! All looked amazing!”  
- **Attendee M.L., Red Dot Miami**

# CONTACT US

**At the crux of it all is our mission:** Connecting top artists, gallery owners, and publishers with buyers, collectors, and dealers who love their work. If you are interested in connecting with this sought-after demographic, we can help you gain more exposure and new clients. And if you have a product to launch, we can help you make that happen.

Explore our high-end, curated art fairs: **Artexpo New York, Art San Diego, Art Santa Fe, Red Dot Miami and Spectrum Miami.**

## **Steve Salta**

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