



## ART PAPERS 21ST ANNUAL ART AUCTION SPONSORSHIP OPPORTUNITIES

**SATURDAY, FEBRUARY 22, 2020**

VIP PREVIEW 6-7:30 pm + ART AUCTION & PARTY 7:30-11 pm  
Southern Exchange, 200 Peachtree Street. Downtown Atlanta

The ART PAPERS Art Auction is Atlanta's most anticipated contemporary art event and its largest silent art auction.

**AUCTION WEBSITE**

[www.artpapers.org/events/auction](http://www.artpapers.org/events/auction)

**WATCH VIDEO RECAP**

[www.vimeo.com/213105946](http://www.vimeo.com/213105946)



## WHAT IS THE ART PAPERS AUCTION?

The ART PAPERS AUCTION is Atlanta's biggest contemporary art party and silent auction. It's a high-energy event at which attendees are guaranteed to have a good time.

- Featuring the work of 230+ artists from Atlanta, the US & beyond, this invitation-only event auctions artwork from emerging and established artists working in a variety of media from painting and photography to sculpture, mixed media, and more.
- The 1,000+ attendees represent a fun cross-section of people mixing art and business leaders with artists and young cultural consumers from Metro Atlanta and around the US.
- Guests enjoy: a well-stocked bar; DJs & live music; great restaurants; VIP lounge with open bar and snacks all night; dancing; plus amazing art at a variety of price points.
- The Auction grosses \$300,000 annually with proceeds supporting the programs of Art Papers, including our award-winning international art and culture magazine ART PAPERS, our free public lecture series ART PAPERS LIVE, our student-focused program ART PAPERS LEARN, our Salon Series cultivating patronage of the arts, and our new visually-dynamic website [ARTPAPERS.ORG](http://ARTPAPERS.ORG)

## WHAT HAPPENS AT THE AUCTION?

### VIP PREVIEW: 6-7:30pm

- The VIP Preview is for our sponsors, host committee, and featured artists. The 250 attendees make for an intimate opportunity to engage with the art and your guests before the main event.
- All artwork is available for purchase during the Preview, so VIPs can snag a work before it ever goes to auction.
- The bar is open, hors d'oeuvres are catered, and the music is live – it's a cocktail party amidst amazing art with VIP attendees – business leaders, media players, culture influencers, artists + more.

### ART AUCTION + PARTY: 7:30-11pm

- The doors open to the general public at 7:30pm and the VIP lounge becomes a great spot for drinks, snacks, and conversation all within eyeshot of the festivities.
- All bidding is done via mobile devices so you are welcome to stay and enjoy the party, or you can head out for dinner to entertain your guests, all while keeping an eye on your winning bids.
- If you stay, the party ramps up and the crowd is a remarkable cross-section of this city. The event appeals to serious art collectors and Atlanta's young cultural consumers alike. The spirit is generous and fun, but be prepared for bidding wars.

# WHY SPONSOR THE ART PAPERS AUCTION?

**To Create Brand Exposure, Cultivate Clients + Reward Employees**

The ART PAPERS Auction is definitely not the usual business outing. It has become a signature event in the Atlanta art & design communities, and receives extensive media coverage. It has a broad appeal for both men and women and brings together the business community with the art world. So invite your clients, reward your employees, and make an evening of it.

## BENEFITS FOR SPONSORS:

- As a sponsor you are linking your brand to an internationally respected arts organization with an Atlanta presence and an international reach.
- Sponsorship comes with a marketing exposure of over 20,000 Art Papers supporters, combined with the expansive reach of our media partners and press coverage.
- Use your VIP tickets to reward employees, build camaraderie amongst colleagues, deepen existing client relationships, or form new ones.

## BENEFITS FOR THE ARTS COMMUNITY:

Your sponsorship directly supports artists & the local arts community:

- 150+ artists and writers whose work we commission annually for print and web 230+ artists whose work we exhibit and sell at the Auction generating over \$45,000 in artist commissions.
- 100+ students who participate in our classroom and studio visits with visiting art-world luminaries.
- The many programs of Art Papers serving an audience of 1,500+ annually via our live programming and some 40,000 readers of ART PAPERS magazine worldwide.

## RECENT AUCTION SPONSORS

Atlanta Magazine, CF Real Estate Services, Greenberg Traurig, Intercontinental Exchange, Kilpatrick Townsend, The Kool Source, Morris, Manning & Martin, Primerica, Private Bank of Buckhead, Pure Insurance, Seyfarth Shaw, Shearman & Sterling, Sullivan & Cromwell, Susman Godfrey, Thompson Hine and Tribridge Residential.





## WE HAVE A VARIETY OF SPONSORSHIP LEVELS WITH GREAT BENEFITS.

We'd love to talk with you about designing a package to meet your needs including ways we can give back to your company and employees in a meaningful way.

## LET'S TALK.



## TO BECOME A SPONSOR, CONTACT:

**Saskia Benjamin, Executive Director**

phone 404.588.1837

[director@artpapers.org](mailto:director@artpapers.org)

**ART PAPERS**, an Atlanta-based 501(c)(3) nonprofit organization, is an independent critical voice from the South documenting, examining, and presenting contemporary art and culture in the world today. We support working artists and writers, connect Atlanta and its arts community to the global art world, and explore the ways in which art is both a lens to better understand the world around us and a tool for creating vibrant communities.

# ART PAPERS AUCTION

## SPONSORSHIP BENEFITS

Investment Level	PRESENTING \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
VIP Tickets	18	14	10	6	4
VIP Preview + Auction & Party Open Bar Lounge for VIP Guests					
Sponsor Logo Placement	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Auction Invitation Auction Website Sponsor Wall at Auction Mobile Bidding Platform Event Night Leaderboard					
Social Media Visibility	Solo	Solo	Solo	Group	Group
25,000+ followers @ArtPapers Facebook, Twitter, Instagram					
Yearlong Brand Presence	✓	✓	✓	✓	✓
In print on Donor Page in ART PAPERS magazine and online www.artpapers.org					