



**EXHIBITION SPONSORSHIP
VISIBILITY FOR SPECIAL PARTNERS**



Since its establishment in 2002, the GAA Foundation has become an important measure in the organisation of world-wide contemporary art, design and architecture exhibitions, especially in Venice, Italy.

Documenting the current developments in art and architecture in four beautiful Venetian Palaces as an official part of the Venice Biennale, the Foundation's exhibitions offer extensive resources for a wide range of international visitors, year-round.

Annually we organise at least four major exhibitions in Venice; several books and exhibition catalogues are published each year; comprehensive educational programs are offered continually. Additionally, we award once a year the GAA Foundation Prize.

We invite you to join the GAA Foundation in a partnership that will meet the exclusive needs of your corporation.

Marina Abramovic, MNE
Vito Acconci, USA
ADAN, JPN
Carl Andre, USA
Anna Schwartz Gallery, AUS
Architecture for Humanity,
USA
Emre Arolat, TUR
Arthena Foundation, DEU
Asia Art Center, TWN
Auckland University of
Technology, NZL
Robert Barry, USA
Berenberg Bank, DEU
Xu Bing, CHN
Ricardo Bofill, ESP
Andrey Bokov, RUS
Christian Boltanski, FRA
Louise Bourgeois, USA
Caldic Collection, NLD
Zheng Chongbin, CHN
Creative Europe, EU
Herman De Vries, NLD
ETH Zurich, CHE
European Commission
VALIE EXPORT, AUT
Fentress Architects, USA
Konrad Fischer Gallery, DEU
Fondazione Morra, ITA
Hamish Fulton, GBR
Gallery SCAI the Bathhouse,
JPN
Georg Kargl Fine Arts, AUT
GMP, DEU

Goodman Gallery, ZAF
Antony Gormley, GBR
Government of Ivory Coast
Government of Kuwait
Government of Mongolia
Government of Philippines
Government of Seychelles
Dan Graham, USA
Peter Halley, USA
Hilti Foundation, LIE
Tehching Hsieh, TWN
Zhang Huan, CHN
Hubei Museum of Art China
Arata Isozaki, JPN
IUAV University, ITA
Japan Foundation, JPN
Joseph Kosuth, USA
Jannis Kounellis, ITA
Jaroslaw Kozlowski, POL
Kunstlerhaus Bregenz, AUT
La Biennale di Venezia, ITA
Lee Ufan, KOR
Sammlung Lenz-Schonberg,
AUT
Lisson Gallery, GBR
Ludwig Museum, DEU
Heinz Mack, DEU
Maki and Associates, JPN
Teresa Margolles, MEX
Joseph Marioni, USA
Alessandro Mendini, ITA
Mies Van Der Rohe
Foundation, ESP
Tatsuo Miyajima, JPN

Francois Morellet, FRA
New Museum, USA
Nissan Art Prize, JPN
Hermann Nitsch, AUT
Yoko Ono, USA
Roman Opalka, FRA
Satyendra Pakhalé, NLD
Mike Parr, AUS
Giuseppe Penone, ITA
Peter Eisenman Architects,
USA
Otto Piene, DEU
Arnulf Rainer, AUT
Karim Rachid, USA
Royal Institute of Dutch
Architects, NLD
School of Architecture of
the Chinese University of
Hong Kong, CHN
Denise Scott Brown, USA
Setagaya Art Museum, JPN
Keith Sonnier, USA
E. Souto De Moura, PRT
TU Delft, NLD
Richard Tuttle, USA
Guenther Uecker, DEU
University of Houston, USA
University of Sydney, AUS
Ben Vautier, FRA
Lawrence Weiner, USA
Zhu Wenyi, School of
Architecture Tsinghua
University, CHN
WOHA, SGP
Written Art Foundation, DEU



FOUNDATION'S PROFILE & PARTNERS

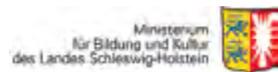
The GAA Foundation aims to raise awareness about Time-Space-Existence in contemporary art and architecture. In our exhibitions, we offer artists and architects from 6 continents an open platform to present their work and thoughts.

Since 2002, the GAA Foundation has organised worldwide more than 35 contemporary art and architecture exhibitions whereby the last 12 exhibitions have been an official part of La Biennale di Venezia.

In Venice, Italy, we organise exhibitions which are hosted by the European Cultural Centre in Palazzo Bembo, Palazzo Mora, Palazzo Michiel and Palazzo Rossini. Each Palazzo has its particular exhibition conditions and atmosphere.

Since 2016, Palazzo Michiel is dedicated to design, since the GAA Foundation believed design deserves a bigger platform in Venice. In 2017, the exhibition VENICE DESIGN will be organised for the second time.

In the past years we have cooperated with amongst others the following artists, designers, architects, Foundations, Collections and countries.



SPONSORSHIP

Sponsorship opportunities are available at various levels. The Foundation will work with you to develop a plan that meets your objectives and budget.

Exhibition sponsors of the GAA Foundation receive prominent exposure and acknowledgement before, during, and after the run of the exhibition. Benefits depend on the level of sponsorship.

Since 2011, when we started organising exhibitions as an official part of the Venice Biennale, we have partnered with several cultural and government institutions, companies as well as private sponsors.



CORPORATE VISIBILITY

By presenting some of the world's most visited special exhibitions, the GAA Foundation consistently attracts audiences from around the world, providing corporate sponsors with broad and distinguished recognition and the ability to reach:

- Over 200,000 annual visitors to each of our Palaces
- Over 500,000 annual visitors to the GAA Foundation's website, and related sites of each specific Palace

To help meet the increasing costs of presenting special exhibitions, the Foundation turns to the corporate community for support. In return, each corporate sponsor will find that partnering with the GAA Foundation can:

- Offer numerous outlets for entertaining as well as marketing, public relations, and business development endeavors around the world
- Strengthen corporate branding
- Provide a platform to reach international, governmental, customer, and shareholder constituencies
- Enhance shareholder and customer relations



CORPORATE CREDIT

To ensure prominent recognition of exhibition sponsors, the Foundation develops a credit line to accompany the exhibition title in all materials produced in conjunction with the exhibition. These typically include:

- **Title wall** at the entrance of the exhibition
- **Exhibition catalogue**, published by the Foundation
- **Invitation to the VIP opening event**
- The Foundation's **online preview** of the exhibition, with a link to the sponsor's website
- **All published materials** that complement related education programs
- The Foundation's **newsletter**, sent to more than 65,000 Friends of the Foundation
- Directional totems on street level + throughout the Palace

To ensure **maximum visibility**, sponsors also receive credit on all press materials, including:

- Preview invitation
- Press kit
- Press release
- Schedule of special exhibitions, distributed to 3,000 journalists and editors worldwide



SPECIAL EVENTS

In addition to the opportunity to co-host the exhibition's opening event with GAAF in one of the Foundation's magnificent spaces, corporations can schedule dinners, luncheons, breakfasts, and private VIP tours during the run of the exhibition. Corporations have found these events to be a unique and effective tool for reaching important constituencies, such as customers, clients, and employees, and for launching new products and divisions through a multitude of options including:

- Private events for corporate VIPs
- After-hours viewings of the exhibition followed by a dinner or reception
- Daytime lectures, viewings, and curator-led guided tours that may be combined with breakfast or lunch
- Reservations for lunch or dinner in one of the Grand Canal spaces, as well as the main space in Palazzo Mora; reserved for highest-level members, these entertaining spaces are made available to corporate sponsors for small private gatherings and board meetings
- If timely possible, transfers to and from the airport with the private taxi boat of our Foundation

All costs of entertaining are assumed by the corporate sponsor.



PRESS RELATIONS

The Foundation's professional Communications Office is sensitive to the sponsor's needs and specific public-relations goals. In addition to the GAA Foundation's own promotional activities, our staff will work closely with the corporate sponsor's public-relations representatives to develop a strategic marketing plan and coordinated press effort for the exhibition.

Press Kit and Corporate Statement

GAA Foundation produces and distributes a press kit that features sponsorship credits, which can include a corporate statement written by the sponsor and printed on the company letterhead.

Press Preview

GAA Foundation hosts a Press Preview of the exhibition in advance of the public opening date, which representatives of the company are welcome to attend.

Press Release

The Communications Office distributes a press release via e-mail to a list of approximately 3,000 members of the international press. Corporate sponsors may also support additional mailings by the Foundation, of any or all of the above materials, to press lists submitted by the company.



ONLINE PRESENTATION

The GAA Foundation’s website, as well as the related websites of each Palazzo, offers up-to-date information on the Foundation’s programs to audiences reaching far beyond the visiting public. Over 500,000 people visit our website each year.

Corporate sponsors have the opportunity to:

- Receive credit in the online press release and on the page dedicated to the exhibition
- Link the company’s website with the Foundation’s during the run of an exhibition
- Create a sponsor page on the corporate website to inform clients and customers of the company’s partnership with the GAA Foundation

Besides www.globalartaffairs.org, the Foundation’s overall website, we host the following websites:

- www.palazzobembo.org
- www.palazzomora.org
- www.palazzomichiel.org
- www.palazzorossini.org



EXHIBITION CATALOGUE & MERCHANDISE

Sponsors receive a discount on all merchandise and catalogues produced in connection with the exhibition. Many corporations choose to distribute exhibition catalogues as gifts to their customers and clients.

When a catalogue is published by the Foundation, sponsors receive prominent credit within the catalogue:

- On the copyright page
- In the Director’s Foreword
- With a sponsor’s statement written by the corporation

Exhibition-related merchandise and catalogues may be distributed and sold through these channels:

- In each Palazzo
- At more than thirty retail shops and officially licensed world-wide stores and operations, serving millions of customers each year
- Through our world-wide distributor Cornerhouse
- By online shops
- Through the Foundation’s website



EDUCATIONAL EVENTS

Specially designed programs extend an exhibition's impact, educating and inspiring a vast and diverse audience. As a sponsor, the company will enjoy positive exposure through education programs at the Palazzi for the general public, families, schools, teachers, and students of all ages and nationalities. Programs include talks by exhibiting artists and/or architects, curator-led tours, workshops, courses, festivals, among other events.



ADDITIONAL SPONSORSHIP BENEFITS

As a sponsor, the company would also receive:

- Free Venice airport pickup with private taxi for special guests of the corporation
- Free exhibition catalogue and optional glass of Prosecco for all employees with one accompanying guest
- Guest passes providing free exhibition catalogue and optional glass of Prosecco for guests of the corporation
- Invitations for company representatives to attend the VIP opening preview
- Opportunity to arrange private tours of the exhibition on a Tuesday, when the Palazzi are closed to the public
- Acknowledgment in all printed listings of the Foundation's corporate contributors
- Possibility of placing up to two corporate promotional items into the exhibition catalogue bag.
- Possibility of handing out a Goodie Bag in the VIP preview opening



CONTACT

We hope we have the opportunity to work with you and start a conversation.
We look forward to hearing from you.

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www.personalstructures.org