

SPONSOR KIT 2022

Art Thessaloniki
International Contemporary Art Fair

03.-06.11.2022



ART
THESSALONIKI

3____
6.11
2022

INTERNATIONAL
EXHIBITION
& CONGRESS CENTER
TIF HELEXPO



TIF
HELEXPO



About

ART THESSALONIKI is an **annual international art fair** dedicated to contemporary art located in **Greece's second largest city** Thessaloniki. It has been held within the last quarter of the year since 2016 and was founded by Pantelis Tsatsis (Art Director) in cooperation with TIF - HELEXPO.

The **TIF - HELEXPO** Exhibition Centre has been active since 1926. It has been customary for the country's prime minister to set out his government's policies for each coming year in a speech at TIF - HELEXPO, therefore the event has **political significance** in addition to its **cultural and commercial importance**.

ART THESSALONIKI builds on this importance by offering a platform for museums, galleries and artists, accompanied by performances, live music and artist talks. It is a **meeting point** for art collectors, art advisors, celebrities, politicians and general art enthusiasts.

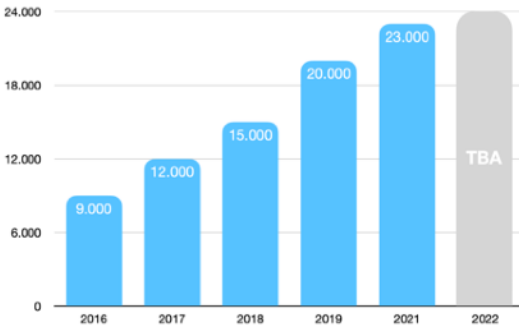
- Website** art-thessaloniki.helexpo.gr/en
- Instagram** [instagram.com/artthessaloniki](https://www.instagram.com/artthessaloniki)
- Facebook** [facebook.com/ArtThessalonikiFair](https://www.facebook.com/ArtThessalonikiFair)
- YouTube** [tinyurl.com/Art-Thessaloniki](https://www.youtube.com/Art-Thessaloniki)

Inquiries artthessaloniki@greecemarketing.com



Fair Statistics

Visitor Numbers



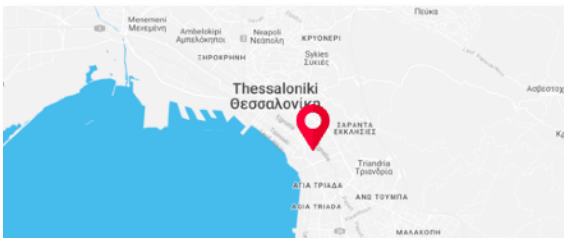
* Due to the corona pandemic, the fair could not take place in 2020.

Entrance Fee

General Admission: €7

Students and Children: €3

Journalists: Free



Location

TIF - HELEXPO
(Pavilions 8-9-10)
154 Egnatias Street
546 36 Thessaloniki
Greece

Visitor Demographic

Balanced male and female audience mainly interested in art, culture and lifestyle.

From Europe, Asia, Africa and USA (24 countries).

54%

Collect fine art

67%

Travel inter-
nationally

92%

College graduates

59%

Have an income of €60.000+

96%

Will return next year

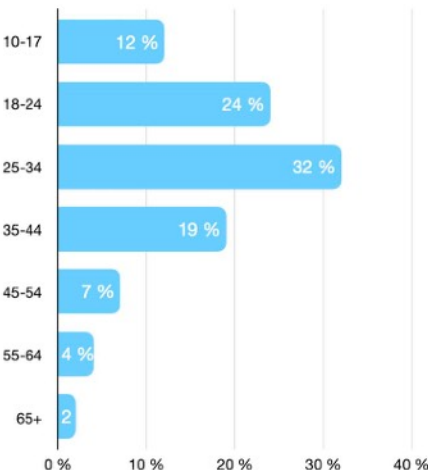
Surveys with visitors aged 25 and above.

Age **10-17** are mostly high school students.

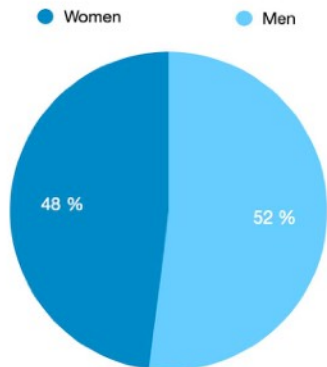
Age **18-24** are mostly university students.

Age **25 and above** are mostly art collectors, art advisors, significant artists, celebrities, politicians and general art enthusiasts.

Age Range



Gender



Honored Artists



2022

Emilia & Ilja Kabakov (*1945 | *1933)



George
Zongolopoulos
(1901-2004)



2018

Takis Vassilakis
(1925-2019)



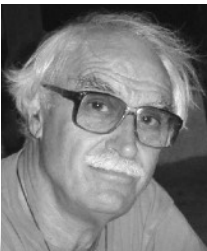
2019

Billy Zane (*1966)



2021

Yiannis Fokas
(*1951)

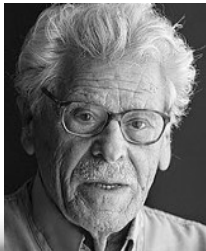


2016

Thodoros
Papadimitriou
(1931-2018)



Nikos Sachinis
(1924-1989)



2017

Costas Tsoclis
(*1930)



Wolf Vostell
(1932-1998)

Sponsorships

1. "Art Thessaloniki presented by"

Presenter of the art fair and patron of the VIP Lounge.



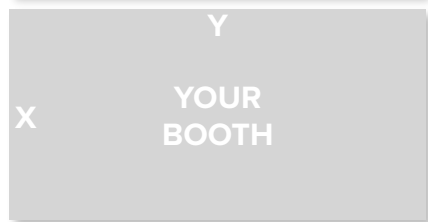
2. Advertising on Exhibition Halls

Your logo on the facade of our exhibition halls.



3. Booth Presentation

Present your company on your own booth. Booth sizes can be proportionally adjusted as desired.



4. City Advertising

Your logo on ad banners and posters around the city i.e.: public bus, street lights, museums.



5. Sponsor Wall

Your Logo on our on stage sponsor wall. Photo access for all fair members and visitors incl. celebrities and politicians.



Sponsorships

6. Media Partners

Your company mentioned in press releases and the Sponsor Wall visible on TV.



7. Press Conferences

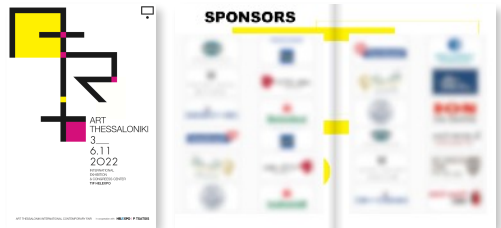
Press Conferences in front of Sponsor Wall.

8. Printed Flyers

Your logo on 50.000 printed flyers.

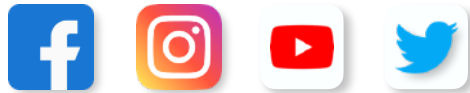
9. Catalog Entry

Your logo & address or full custom page in the beginning of our catalog. Online & 25.000 prints.



10. Social Media

Social Media Call Outs



11. Newsletter

Your logo in our newsletter.



12. Website

Your logo on our website (1 fair year)



Sponsorships

	Presenting Sponsor	Booth Sponsor	Official Sponsor	Stage Sponsor	Participating Sponsor	Contributor
1. "Art Thessaloniki presented by"						
2. Advertising on Exhibition Halls						
3. Booth Presentation						
4. City Advertising						
5. Sponsor Wall						
6. Media Partners						
7. Press Conferences						
8. Printed Flyers	Large	Medium	Medium	Medium	Small	Small
9. Catalog Entry	Logo on front cover + full double page (inner front cover & 1st page) + logo on back cover	Full double page	Full page	Full page	Full page	Quarter page
	On Thank You Page	On Thank You Page	On Thank You Page	On Thank You Page	On Thank You Page	On Thank You Page
10. Social Media	25	15	10	10	5	-
11. Newsletter						
12. Website						
+ VIP Tickets for VIP Lounge	100	50	25	15	10	5

Thank you!

To get in touch, please kindly email us with your inquiry at

arthessaloniki@greecemarketing.com

