

*28th Edition*

# PHOTO LA

*Jan 30- Feb 2, 2020*

*Barker Hangar - Santa Monica, CA*

## Sponsorship Opportunity

# PHOTOLA

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A mecca for art and culture for eons, Los Angeles has long been home to tastemakers in the fields of fashion, music, art, and design. A destination for collectors, curators, and art enthusiasts alike, the thriving metropolis houses a gamut of galleries, world-class museums, and premier universities.



In a word, there's no better place to hold Photo L.A.'s 28th photographic art exposition. The longest-running photo/art fair on the West Coast, Photo L.A. returns, yet again, to showcase emerging and established artists from around the globe.



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### **Scope of Work**

A unique platform that showcases 19th and 20th century vintage masterpieces alongside contemporary photography, video, and multimedia installations, Photo L.A. blends a wide array of art for the ultimate juxtaposition of mediums.

### **The Crowd**

There's a reason why Photo L.A. has made its mark as one of the top photography fairs in the world. Hosting 65-75 prestigious galleries in one place draws yearly crowds of over 10,000 attendees that include collectors, curators, gallerists, and a host of art-lovers.

### **The Backstory**

By the numbers, over 500 galleries, private dealers, and publishers have participated in the fair since inception in 1992. Featuring more than 250 lectures, panels, and seminars, Photo L.A. has cultivated a multitude of influential artists, bringing them into the public eye.

### **The Locale**

Photo L.A. recently received a new home in the historic Barker Hangar. The airplane hangar's soaring ceilings, arched steel trusses, and voluminous 35,000 square foot event space will host a roster of 65-75 local and international galleries and dealers, collectives, leading non-profits, art schools, and photo book publishers.

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## The Audience

Collectors, curators, artists, and students comprise the 10,000 patrons that attend Photo L.A. annually. Attracting a vibrant, affluent crowd that's ripe for engagement, the fair affords brand visibility to established clientele as well as an influx of international collectors. A short Uber Black Car away from downtown Hollywood, Photo L.A. attracts entertainment industry elite and programming is bolstered by celebrity guest hosts from the arts, film, and television spheres.

## Marketing Reach

A pioneer in the fine arts arena, Photo L.A. has long garnered the attention of the global arts community as well as additional markets of artists, designers, students, and the general public. Sponsors and media partners gain unparalleled exposure via a dynamic, multi-tier marketing platform that includes promotions, e-newsletters, and social networking initiatives.

## Sponsorship Opportunities

Photo L.A. has the capacity to customize specific events tied to your marketing needs, including early press previews, press conferences, and swag bags. We also offer an intimate gathering space for patrons amidst our *Point of View* collectors exhibition, making the fair a destination for luxury brands looking to garner exposure.



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## Opening Night

Bringing together players in the international art world, patrons, celebs, and movers and shakers in the L.A. scene, opening night is not to be missed. Sponsoring the evening spotlights your service or product via personalized event branding. Everything from email, print announcements, and VIP invites, to website copy on the Sponsors page linking back to your company website.



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**Elle Fanning and Photographer Douglas Kirkland at Photo L.A. Opening Night.**

# PHOTOLA

Please contact us with any inquiries or for more information.

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