



## PARTNERSHIP OPPORTUNITIES VOLTA NY & VOLTA Basel



# VOLTA NY VOLTA 8



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# VOLTA NY

# VOLTA 8

## FEEDBACK

“I drew the VOLTA beat in covering the fairs this year, and breathed a sigh of relief. VOLTA New York is the most habitable of the satellites orbiting around the raging Armory Show sun. The vibe at the fair was positive on the first day of action yesterday, with plenty of hustle and bustle. VOLTA is a great place to discover new art.”

ARTINFO.com



“It proved once again to be the perfect compliment to the ever-growing, ever-vast Armory Show. VOLTA NY’s commitment to an artist-driven, solo booth show allows artists to not only create intricate installations but interact directly with art patrons and collectors.”

Whitewall Magazine



“VOLTA was a great experience for us, such a successful week. Beside a lot of new contacts we almost sold out our booth, with collectors from New York, Brazil and Berlin being impressed with our booth and our artist SBD.”

Uros Legen, Galerija P74, Ljubljana (Returning exhibitor)

“We were overwhelmed with the response at this year’s VOLTA New York. There was a constant river of top collectors and curators filling the booth and a return to the enthusiasm and energy of pre-crisis days. Time and time again, people spoke of the refreshing atmosphere at VOLTA which has established itself as one of the most consistent and high-quality of the New York art fairs.”

Hamish Morrison, Hamish Morrison Galerie, Berlin (Returning exhibitor)



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## INTRODUCTION

VOLTA debuted in Basel in 2005 immediate acclaim as an important and complementary contemporary art event. In 2008, VOLTA opens his door in New York, running concurrently with the Armory Show, sharing shuttles, VIP Program and panels.

VOLTA is a platform for presenting the vision of contemporary art galleries of global repute whose artists represent new and relevant positions for curators and collectors alike. Conceived to bridge the gap between Basel's pre-existing fairs, VOLTA showcases galleries – whether young or mature – that choose as their mandate to work with the most exciting emerging artists.



## AUDIENCE PROFILE

- 50% female/ 50% male , average age 42.
- Purchase art ranging three to six figure works, with the vast majority of sales in the four to five figure range.
- One out of seven VIP visitors report an annual income in excess of \$500,000 with an average net worth of 2.5 million.
- Art collectors in attendance are highly educated and involved in philanthropic giving.
- Attend art shows on a regular basis, are well traveled and culturally astute.



# VOLTANY

# VOLTA 8

## VOLTANY SHOW INFORMATION

March 8 – 11, 2012  
7W West btw. 5th and 6h Ave,  
New York

PREVIEW: Thursday March, 8<sup>th</sup> 2012 *by invitation only*

GUEST OF HONOR	11 a.m. - 1 p.m.
VIP/PROFESSIONAL/PRESS	1 p.m. - 7 p.m.

### GENERAL ADMISSION HOURS

Thursday	March 8	11 a.m. – 7 p.m.
Friday	March 9	11 a.m. – 7 p.m.
Saturday	March 10	11 a.m. – 7 p.m.
Sunday	March 11	11 a.m. – 7 p.m.



## VOLTA8 SHOW INFORMATION

June 11 – 16, 2012  
Dreisplizhalle, Gate 13  
Basel

PREVIEW: Monday June, 11 2012 *by invitation only*

GUEST OF HONOR	10 a.m. - 2 p.m.
VIP/PROFESSIONAL/PRESS	2 p.m. - 6 p.m.

### GENERAL ADMISSION HOURS

Tuesday	June 12	10 a.m. – 6 p.m.
Wednesday	June 13	10 a.m. – 6 p.m.
Thursday	June 14	10 a.m. – 6 p.m.
Friday	June 15	10 a.m. – 6 p.m.
Saturday	June 16	10 a.m. – 6 p.m.



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PARTNERSHIP LEVELS	Official Partner €100K	Leader €25-40K	Ambassadors €15-20K	Associates €10-14K	Friends €4-8K
<b>EXCLUSIVITY</b>	X				
<b>CLIENT HOSTING</b>					
PRIVATE DINNER for 25 - 40 guests, onsite or at a major collector's home	X				
PREVIEW BRUNCH for 50 VIP guest: Bespoke menu, introduction to and mingling with collectors, dealers and curatorial advisors.	X				
ARTIST STUDIO VISIT hosted by the artist	X				
Exclusive and Private <b>ONSITE COCKTAIL RECEPTION</b>	X	X			
VOLTA OPENING/ CLOSING PARTY: in conjunction with VOLTA and the other partners. 500 invitations for VIP and also for Sponsor guest. Live musical entertainment.	X	X	X	X	X
Private <b>CURATOR-LED TOURS</b> of Show.	5	2	1	1	1
<b>BRANDING</b>					
VIP LOUNGE: lounge area, customised bar, hostesses, company branding throughout, video screen projections and specialised art installation	X				
Inclusion in full <b>ADVERTISING CAMPAIGN.</b>	X				
Inclusion on general Show <b>E-BLASTS</b> sent to a total of 325,000.	X				
Inclusion on 10 000 <b>PREVIEW INVITATIONS.</b>	X				
Inclusion on 2,000 <b>COMPLIMENTARY PASSES.</b>	X				
Inclusion in 10,000 onsite <b>SHOW GUIDES / FLOOR PLANS.</b>	X	X			
Inclusion on 15,000 mailed SAVE THE DATE CARDS / INFORMATION FLYERS	X	X			
Inclusion on Show <b>WEBSITE</b> with link to the partner's home page (150,000 page views)	X	X	X	X	X
Inclusion in VOLTA <b>PRESS RELEASES.</b>	X	X	X	X	X
Inclusion in <b>ONSITE</b> Sponsor <b>SIGNAGE.</b>	X	X	X		
DEDICTAED E-BLAST to 10,000 VIPs announcing the partnership.	X				
Full page, in the Limited Edition Show Catalogues.	X				
<b>TICKETS</b>					
VIP CARDS for distribution.	50	25	10		
INVITATIONS to the Guest of Honor Opening for distribution.	100	50	20	10	5
Daily PASS for distribution	200	100	40		
Complimentary Limited Edition VOLTA <b>CATALOGUES</b> for distribution.	50	25	10	5	

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Partnership can be focused on branding, interactive experiences or a combination of several components. There are endless possibilities for a creative partnership with VOLTA, depending on your priorities.

- VIP LOUNGE:** Entire VIP floor, including lounge area, customized bar, hostesses, company branding throughout, video screen projections and specialized art installation.
- VIP TREATMENT:** xx VIP cards, xx catalogues, xx tickets to Museum Party, Basel, xx bespoke gift bags. Personalized curator led tours of VOLTA for company guests.
- PREVIEW VIP BRUNCH:** xx VIPs/Guests: Introduction to and mingling with collectors, dealers and curatorial advisors.
- TRANSPORTATION:** Shuttles for VIP guests to/from VOLTA and Art Basel with company branding.
- OPENING/ CLOSING NIGHT PARTY:** In conjunction with VOLTA friends. Live musical entertainment
- ADVERTISING:** Company brand/logo will have a presence on the advertising, promotional materials, online, floor plan, admission tickets, press releases, flyers, full-page advert in catalogue and written introduction.
- PROMOTIONAL:** Promotional material of partner companies will be displayed exclusively in dedicated spaces, Additional giveaways/offers can be distributed at the main fair
- OPEN FORUM:** Additional lounges for panel discussions throughout the fair, branded with company logo.
- EXTRA AWARD:** Specialized award to be granted to VOLTA Artist(s) for his/her contribution at the fair. Award includes monetary prize, travel and accommodation costs.

# VOLTA NY

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## IMPRESSIONS OF VOLTA



# VOLTA NY

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## SELECTION OF PARTNERSHIPS

**MoMA**

**Jumeirah**  
ESSEX HOUSE

**ARTLOG**

re-title.com  


TUCKER ROBBINS  


**ACE HOTEL**  
SEA // PDX // NYC // PSP

**e-flux**

Art in America  
INTERNATIONAL REVIEW

rivista  
segno  
International  
Contemporary  
Art Magazine

**AXA**  
ART

**ARTFORUM**

 **Lufthansa**  
Private Jet

Calvin Klein

frieze <sup>d/e</sup>

**VONTOBEL**  
Private Banking  
Investment Banking  
Asset Management

## **CONTACT INFORMATION**

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