

Sotheby's
INTERNATIONAL REALTY

Sotheby's International Realty

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Art Basel Miami Beach

December 3 – 7, 2025

Miami Beach Convention Center

Sponsorship
Opportunities



About Art Basel Miami Beach

Sotheby's International Realty will make its debut as Show Sponsor of Art Basel Miami Beach, the preeminent art show, celebrating the convergence of fine art, digital art, and design.

As a Show Sponsor, Sotheby's International Realty will showcase a curated selection of the world's finest homes in the Collectors Lounge, an area exclusively reserved for Art Basel Miami Beach's VIP guests.

2024 HIGHLIGHTS

- The show attracted 75,000 visitors from over 98 countries throughout the five-show day period.
- Ultra-high-net-worth VIPS ranging from professional athletes, celebrities, prominent collectors, and more.
- Some notable attendees included Queen Rania Al Abdullah, Queen of Jordan, Academy Award winning actor, philanthropist and collector, Leonardo DiCaprio, Actress Natalie Portman, Actor and Collector Jared Leto, Entrepreneur and Founder of Reddit, Alexis Ohanian, and many more.
- Other partners of the show, alongside Sotheby's International Realty included Global Lead Partner UBS, the Hong Kong Tourism Board, NetJets, Lufthansa, Ruinart, Chubb, BMW, Perrier, Microsoft, Ray-Ban, Samsung, AirBnB, and many more.

2024 Press Statements

“Art Basel Miami Beach 2024 concluded just days ago, leaving the art world buzzing with record-breaking sales, innovative presentations and dynamic cultural dialogue. Marking the first edition under new director Bridget Finn, this year’s fair cemented its position as the premier art event in the Americas, drawing over 75,000 attendees from across the globe—including top collectors, curators and representatives from over 230 leading museums and institutions.”

NEL-OLIVIA WAGA, FORBES

“Art Basel Miami Beach 2024 reconfirms itself as a meeting point between tradition and innovation, an immersive experience that brings us into the knowledge of markets and authors less institutionalized in the contemporary system.”

MARIA CHIARA VALACCHI, ELLE DECOR

“The centerpiece of Miami Art Week is the great gallery fair Art Basel Miami Beach, but more than just an art fair, it is a cultural experience that combines creativity, innovation and an exclusive lifestyle. The event has established itself as an international benchmark, attracting collectors, artists, gallery owners and art lovers from all over the world.”

LESLIE SANTANA, GQ

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SPONSORSHIP OPPORTUNITIES



Sponsorship Opportunities

This opportunity allows the Sotheby's International Realty network to engage with high-net-worth VIPs in the branded Collectors lounge, offering a coveted networking opportunity with existing and new audiences at large in a more intimate setting. Attendees can generate exposure at the most important annual gathering of the art world in the Americas, as well as international audiences. Pricing and benefits may be tailored to accommodate bespoke needs, subject to Art Basel and Sotheby's International Realty approval.

Deadline to participate in sponsorship is Friday, August 29, 2025.

LEVELS

Platinum & Gold sponsorships available only at the company-level.

Sponsorship opportunities are available on a first-come, first-serve basis.

PLATINUM SPONSOR \$55K

GOLD SPONSOR \$25K

NEW DEVELOPMENT SPONSOR \$10K

AGENT SPONSOR \$5K



Platinum Sponsor

PRICE: \$55,000

One sponsorship available at this level.

ON-SITE EVENT HOST OPPORTUNITY

- Sponsor will have opportunity to host event located in the Sotheby's International Realty lounge during show week
- All event costs will be paid for by Platinum Sponsor in addition to sponsorship fee
- Event details will require Art Basel Miami Beach approval

HOSPITALITY WELCOME DESK

Opportunity to staff Sotheby's International Realty branded desk in NEW location - North Lobby area

CULTIVATION EVENT OPPORTUNITY

- Sponsor will have opportunity to host VIP Cultivation Events (at least 3 months notice)
- Upon confirmation of the benefit, Sponsor shall provide the venue and operational support including food and beverage for the event, to be confirmed with Art Basel U.S. Corp.
- Art Basel U.S. Corp is responsible for the event content, planning and guest list.
- Sponsor has the right to select branding, inclusion in remarks, and opportunity to invite Sponsor clients and agents for networking.

ON-SITE NETWORKING OPPORTUNITIES

Take advantage of exclusive networking opportunities available for your business colleagues, agents, partners, recruits, and clients.

The brand will have a staffing calendar, providing each sponsor with a dedicated set of total hours, scheduled for specific shifts throughout the event period.

ADDITIONAL EXPOSURE

This sponsorship will include a full page advertisement in Art Basel Magazine. Must confirm sponsorship ahead of print advertisement deadline to receive benefit.

Deadline to participate in sponsorship is Friday, August 29, 2025.

TICKET ALLOTMENT

• 10 First Choice Cards

Access to First Choice opening, access to Collectors Lounge, unlimited entry, valid for two people

• 80 Preview VIP Cards

Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people

• 40 One-Day VIP Cards

Access on one day during public show days, access to collectors lounge, valid for two people

PRIVATE TOURS

Sponsor shall receive one private group tour of the show from the show's official Tour Provider during public days of the show only.*

**Tour timing is subject to availability and allows for up to 12 (twelve) guests per tour.*

Gold Sponsor

PRICE: \$25,000

Limited capacity of sponsors available at this level.

CULTIVATION EVENT OPPORTUNITY

- Sponsor will have opportunity to host VIP Cultivation Events (at least 3 months notice)
- Upon confirmation of the benefit, Sponsor shall provide the venue and operational support including food and beverage for the event, to be confirmed with Art Basel U.S. Corp.
- Art Basel U.S. Corp is responsible for the event content, planning and guest list.
- Sponsor has the right to select branding, inclusion in remarks, and opportunity to invite Sponsor clients and agents for networking.

ON-SITE NETWORKING OPPORTUNITIES

Take advantage of exclusive networking opportunities available for your business colleagues, agents, partners, recruits, and clients.

The brand will have a staffing calendar, providing each sponsor with a dedicated set of total hours, scheduled for specific shifts throughout the event period.

ADDITIONAL EXPOSURE

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Deadline to participate in sponsorship is Friday, August 29, 2025.

TICKET ALLOTMENT

• 5 First Choice Cards

Access to First Choice opening, access to Collectors Lounge, unlimited entry, valid for two people

• 50 Preview VIP Cards

Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people

• 25 One-Day VIP Cards

Access on one day during public show days, access to collectors lounge, valid for two people

PRIVATE TOURS

Sponsor shall receive one private group tour of the show from the show's official Tour Provider during public days of the show only.*

**Tour timing is subject to availability and allows for up to 12 (twelve) guests per tour.*

New Development Sponsor

PRICE: \$10,000

Limited capacity of sponsors available at this level.

ON-SITE NETWORKING OPPORTUNITIES

Art Basel Miami Beach draws over 75,000 ultra high-net-worth individuals from around the world—offering an unparalleled platform to showcase new development projects.

As a sponsor, your developers will gain exclusive access to top agents, industry leaders, and UHNW audiences throughout the five-day event.

Encourage your developers to make Sotheby's International Realty's 2025 Art Basel partnership a cornerstone of their marketing strategy.

ADDITIONAL EXPOSURE

This sponsorship will include a full page advertisement in Art Basel Magazine. Must confirm sponsorship ahead of print advertisement deadline to receive benefit.

Deadline to participate in sponsorship is Friday, August 29, 2025.

TICKET ALLOTMENT

- **3 First Choice Card**

Access to First Choice opening, access to Collectors Lounge, unlimited entry, valid for two people

- **20 Preview VIP Cards**

Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people

- **10 One-Day VIP Cards**

Access on one day during public show days, access to collectors lounge, valid for two people

PRIVATE TOURS

Sponsor shall receive one private group tour of the show from the show's official Tour Provider during public days of the show only.*

**Tour timing is subject to availability and allows for up to 12 (twelve) guests per tour.*

Agent Sponsor

PRICE: \$5,000

Limited capacity of sponsors available at this level.

This sponsorship opportunity is available for an individual agent or agent team.

Take advantage of exclusive networking opportunities available for your business.

The brand will have a staffing calendar, providing each sponsor with a dedicated set of total hours, scheduled for specific shifts throughout the event period.

This sponsorship will include a full page advertisement in Art Basel Magazine. Must confirm sponsorship ahead of print advertisement deadline to receive benefit.

Deadline to participate in sponsorship is Friday, August 29, 2025.

TICKET ALLOTMENT

- **6 Preview VIP Cards**

Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people

- **4 One-Day VIP Card**

Access on one day during public show days, access to collectors lounge, valid for two people

PRIVATE TOURS

Sponsor shall receive one private group tour of the show from the show's official Tour Provider during public days of the show only.*

**Tour timing is subject to availability and allows for up to 12 (twelve) guests per tour.*

Ticket & Tour Package

PRICE: \$3,000

TICKET ALLOTMENT

- **6 Preview VIP Cards**

Access to preview opening, access to Collectors lounge, unlimited entry, valid for two people

PRIVATE TOURS

Sponsor shall receive one private group tour of the show from the show's official Tour Provider during public days of the show only.*

**Tour timing is subject to availability and allows for up to 12 (twelve) guests per tour.*

How to Participate

Sponsorship opportunities are available on a first-come, first-serve basis. Please fill out the following form to show your interest.



[CLICK HERE](#)
OR SCAN ABOVE

For questions about sponsorship opportunities, please contact
Laura.DeMartis@sothebysrealty.com

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ADVERTISING
OPPORTUNITIES



Art Basel Magazine

Art Basel Magazine is the show's official publication, and the ideal forum to advertise to an elite audience of the world's most sought-after demographic. The magazine provides unparalleled reach to an audience of art collectors, enthusiasts, influencers and industry VIP's through hyper-targeted distribution during the fair.

PRICE: 2 Page Spread \$5,800 | Full Page \$2,900 | Half Page \$1,500

- Limited space available
- Property subject to brand approval
- Distribution: 30,000 Print Circulation
- Digital Edition: Amplified digital distribution in Aspen, Chicago, Los Angeles, and Miami
- Bonus e-newsletter banners linking to digital version of insert
- Print copies of advertisement will also be available in exclusive Sotheby's International Realty VIP Lounge during Art Basel Miami Beach

SPACE RESERVATIONS: September 19, 2025

MATERIALS DUE: September 24, 2025

AVAILABLE: December 2025



[CLICK HERE](#)
OR SCAN THE CODE
TO PLACE AN AD



Art | Basel
Miami Beach

DECEMBER 2024

MIAMI'S
MAVEN

MEET ART BASEL MIAMI
BEACH'S NEW DIRECTOR,
BRIDGET FINN

GENERATION NEXT

THE ARTISTS, CURATORS &
COLLECTORS TO KNOW NOW



WHERE TO DINE
DURING ART WEEK

Stay Updated

Please visit [Access](#) for detailed information and updates on Art Basel Miami Beach 2025.



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Sotheby's

INTERNATIONAL REALTY

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