

Sotheby's
INTERNATIONAL REALTY

Sotheby's International Realty

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Art Basel Miami Beach

December 2 – 6, 2026

Miami Beach Convention Center

Sponsorship
Opportunities



About Art Basel Miami Beach

Sotheby's International Realty will participate for the 4th consecutive year as Show Sponsor of Art Basel Miami Beach, the preeminent art show, celebrating the convergence of fine art, digital art, and design.

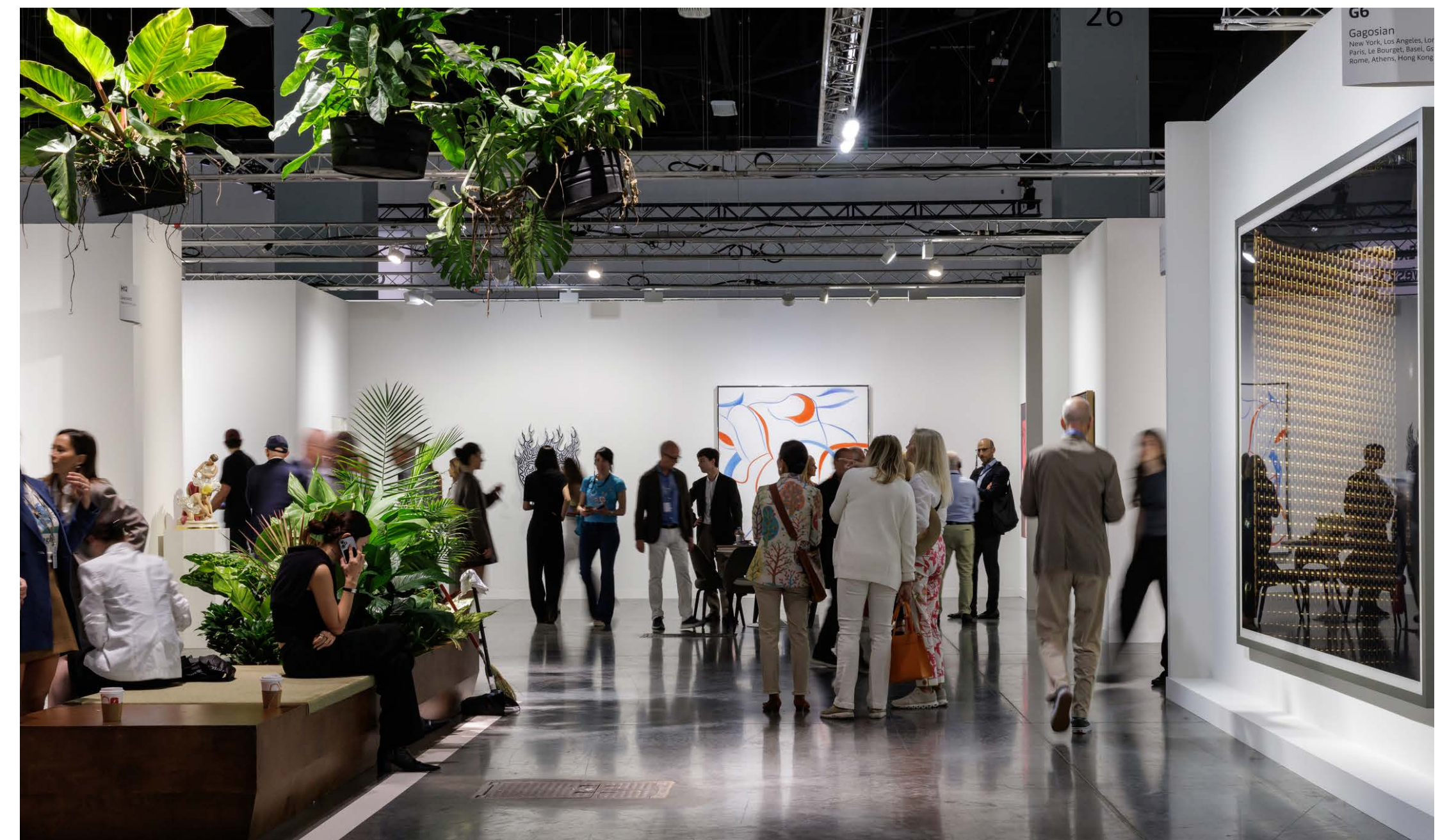
As a Show Sponsor, Sotheby's International Realty will showcase a curated selection of the world's finest homes in the Collectors Lounge, an area exclusively reserved for Art Basel Miami Beach's VIP guests.

2025 HIGHLIGHTS

- Art Basel Miami Beach 2025 welcomed 80,000+ attendees, a 7% year-over-year increase, across five days in December at the Miami Beach Convention Center.
- The fair featured 283 galleries from 43 countries and territories, including 48 first-time exhibitors—the highest level of new participation since 2008.
- Attendance included leading private collectors and representatives from 240+ major cultural institutions across the Americas, Europe, Asia, Africa, and the Middle East.
- Sales activity was reported across Modern, postwar, contemporary, and emerging categories, with placements into major public and private collections.

2025 Press & Audience Profile

- 54% of VIP attendees were first-time participants, supporting continued audience growth within Art Basel's invitation-only collector community.
- Notable attendees included Queen Rania of Jordan, Leonardo DiCaprio, Rihanna, A\$AP Rocky, Swizz Beatz, Usher, and Karli Kloss.
- Over 1,000 international and national journalists attended the fair, a 3% increase from 2024. Coverage included leading art, business, and global news outlets.
- Digital performance during show week generated 39.8M social impressions and 600K+ engagements across Art Basel platforms.



01

SPONSORSHIP
OPPORTUNITIES



Sponsorship Opportunities

This partnership provides access to Art Basel Miami Beach’s invitation-only VIP audience within the Sotheby’s International Realty Collectors Lounge. Sponsors engage with existing clients, prospects, and agents in a controlled, high-value setting during the fair.

Participation offers visibility during the most significant art gathering in the Americas, with reach across international collector and cultural audiences. Sponsorship structure and benefits may be tailored, subject to Art Basel and Sotheby’s International Realty approval.

Sponsorship participation deadline: Friday, August 28, 2026

LEVELS

Platinum and Gold sponsorships are available at the company level only.

Opportunities are limited and confirmed on a first-come basis.

PLATINUM SPONSOR \$60K

GOLD SPONSOR \$25K

NEW DEVELOPMENT SPONSOR \$10K

AGENT SPONSOR \$5K



Gold Sponsor

PRICE: \$25,000
Limited availability

ON-SITE OPPORTUNITIES

- Participation in VIP cultivation events (advance notice required)
- Scheduled on-site networking access during the fair

ADDITIONAL EXPOSURE

- Full-page advertisement in *Art Basel Magazine* (subject to print deadline)

Sponsorship participation deadline: Friday, August 28, 2026

TICKET ALLOTMENT

All include Collectors Lounge access

- **5 First Choice Cards**
- **40 Preview VIP Cards**
- **20 One-Day VIP Cards**

PRIVATE EXPERIENCE

One private group tour for up to 12 guests during public show days
(subject to availability)

New Development Sponsor

PRICE: \$10,000
Limited availability

ON-SITE OPPORTUNITIES

- Networking access to agents, industry leaders, and international UHNW audiences throughout the fair

ADDITIONAL EXPOSURE

- Full-page advertisement in *Art Basel Magazine* (subject to print deadline)

Sponsorship participation deadline: Friday, August 28, 2026

TICKET ALLOTMENT

All include Collectors Lounge access

- **3 First Choice Card**
- **15 Preview VIP Cards**
- **10 One-Day VIP Cards**

PRIVATE EXPERIENCE

One private group tour for up to 12 guests during public show days
(subject to availability)

Agent Sponsor

PRICE: \$5,000
Limited availability

ON-SITE ACCESS

- Scheduled on-site networking opportunities during the fair

ADDITIONAL EXPOSURE

- Full-page advertisement in *Art Basel Magazine* (subject to print deadline)

Sponsorship participation deadline: Friday, August 28, 2026

TICKET ALLOTMENT

All include Collectors Lounge access

- **6 Preview VIP Cards**
- **4 One-Day VIP Card**

PRIVATE EXPERIENCE

One private group tour for up to 12 guests during public show days
(subject to availability)

Ticket & Tour Package

PRICE: \$3,000

TICKET ALLOTMENT

All include Collectors Lounge access

- 2 Preview VIP Cards
- 2 One-Day VIP Card

PRIVATE EXPERIENCE

One private group tour for up to 12 guests during public show days
(subject to availability)

How to Participate

Sponsorship opportunities are limited and confirmed on a first-come basis.
To express interest, complete the form linked below.



[CLICK HERE](#)
OR SCAN ABOVE

For questions regarding participation, contact:
sirevents@sothebysrealty.com

02

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 \$2,950 | Half Page \$1,550

- 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 18, 2026

MATERIALS DUE: September 23, 2026

AVAILABLE: December 2026



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

Art | Basel Miami Beach

DECEMBER 2025



A NEW TRADITION BEGINS

THE ART BASEL AWARDS
HONOR THE VISIONARIES
SHAPING THE FUTURE OF
ART & CULTURE

THE NEW VANGUARD

HIBA SCHAHBAZ, REFIK ANADOL,
SARAH ARISON & MORE



AN INSIDER'S GUIDE TO MIAMI

PURE BRILLIANCE:
The Art Basel Gold Award
crafted by Jacques Herzog and
Glassworks Matteo Gonet

Stay Updated

Please visit [Access](#) for detailed information and updates on Art Basel Miami Beach 2026.



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