THE SAN FRANCISCO
FALL SHOW
ART | ANTIQUES | DESIGN

October 12-15, 2023
1 fabulous gala
4 thrilling days
40 pounds of caviar
50 world class exhibitors
10,000 visitors
50,000 square feet

40 years and counting ...
For 40 years, The San Francisco Fall Show has been considered one of the most preeminent decorative art and antiques shows in the world and the longest-running on the West Coast.
OPENING NIGHT GALA

Called “one of the most anticipated happenings of the year” by Architectural Digest, the Gala is attended by nearly 2,000 people and offers everything a great party should: fabulous people, sumptuous food, lively music, and great art and antiques in a breathtaking setting.

The Gala will benefit the Fine Arts Museums of San Francisco (FAMSF)
THE SHOW

• The Show is chaired by San Francisco designer Suzanne Tucker (left, seen here with 2022 Honorary Show Chair Emma Manners, the Duchess of Rutland)

• A robust four days, the Show hosts a breadth of events:
  - a renowned lecture series
  - book signings
  - private luncheons
  - cocktail hour talks
  - guided show tours
  - and more...
La Dolce Vita

The 2023 San Francisco Fall Show will celebrate La Dolce Vita – the quintessentially Italian approach to the “good life”. Let’s indulge in the pure pleasure of appreciating & collecting art, antiques & design.

From Botticelli to Bertoia, from Fellini to Fornasetti, from Schiaparelli to Sottsass, La Dolce Vita is all about poetic beauty, breathtaking art, groundbreaking design, exuberant colors and refined materials. Andiamo!
DEMOGRAPHICS

Age:
- 18 - 39: 12%
- 40 - 65: 57%
- 65 +: 31%

Education:
- College: 82%
- Graduate: 45%
- PhD: 7%

Property owners: 82%
- Own multiple properties: 45%

Household income:
- Over $500k: 24%
- $300 - $499k: 26%
- $100 - $300k: 38%

San Francisco residents: 47%

Art & Antiques collectors: 83%
- Collecting for over 10 years: 84%
- Typically purchase at over $5k: 48%

Members of cultural institutions: 81%
(museums, opera, ballet, etc.)

* Results based on a 2022 survey of attendees
EXHIBITORS

The top international art and antiques dealers are invited to exhibit and sell pieces from around the globe and through the centuries.
SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – $150,000

RECOGNITION

• Category exclusivity at the Show
• Logo on sponsor signage at Show entrance
• Presenting Sponsor title listed alongside Show name
  (ex: The San Francisco Fall Show Presented by [sponsor logo])
• Logo placement on print materials, including:
  - Advertisements in local and national publications
  - 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  - Gala invitations sent to 3,500 households
  (printing deadline: May 15, 2023)
  - Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
  - Floorplan & event schedule distributed to all Show attendees
• Presenting Sponsor listing on digital materials, including:
  - Website homepage
  - E-blasts to over 9,500 subscribers
  - Eventbrite ticketing page
  - Slideshow that plays prior to each lecture
• Presenting Sponsor signage at Show entrance
• Opportunity to host a private event at the Show with rental fees waived
• Name inclusion in press release distributed to top-tier newspapers, magazines, and online media, including:
  - New York Times
  - LA Times
  - San Francisco Chronicle
  - Town & Country
  - C Magazine
  - Architectural Digest
  - ArtNews
  - Travel + Leisure
  - Nob Hill Gazette
  - and other publications
  • Dedicated email to Show attendees
  • Advertorial content on the Show’s blog
  • Thanked in a minimum of three social media posts
  • Invitations to exclusive patron pre-party
  • Acknowledgment at the start of all lectures
    (lecture sponsors are also acknowledged)
  • Logo, company description, and hyperlink on sponsor page of the Show website
  • Opportunity to distribute collateral at the Show

BENEFITS

• Dedicated private lounge on the Show floor for use by your guests and clients throughout the run of the four day Show and Opening Night Gala
• First double-page spread in 4,000 Show catalogues
• 20 tickets to the Opening Night Gala for the earliest entry at 5pm
• 50 Show tickets
• 9 tickets to the Chairman’s Luncheon for top donors
• 36 lecture tickets (must be redeemed in advance)
SPONSORSHIP OPPORTUNITIES

Lead Sponsor – $75,000

RECOGNITION

- Category exclusivity at the Show
- Logo on Sponsor signage at Show entrance
- Logo placement on print materials, including:
  - Advertisements in local and national publications
  - 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  - Gala invitations sent to 3,500 households
  (printing deadline: May 15, 2023)
  - Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
- Lead Sponsor listing on digital materials, including:
  - E-blasts to over 9,500 subscribers
  - Eventbrite ticketing page
  - Slideshow that plays prior to each lecture
- Lead Sponsor signage at Show entrance
- Opportunity to host a private event at the Show with rental fees waived
- Name inclusion in press release distributed to top-tier newspapers, magazines, and online media
- Advertorial content on the Show’s blog
- Thanked in a minimum of three social media posts
- Invitation to exclusive patron pre-party
- Acknowledgment at the start of all 6 lectures (lecture sponsors are also acknowledged)
- Logo, company description and hyperlink on sponsor page of the Show website
- Opportunity to distribute collateral at the Show

BENEFITS

- Outside back cover advertisement in 4,000 Show catalogues
- 10 tickets to the Opening Night Gala for the earliest entry at 5pm
- 30 Show tickets
- 24 lecture tickets (must be redeemed in advance)
- 4 tickets to the Chairman’s Luncheon for top donors
SPONSORSHIP OPPORTUNITIES

Premier Sponsor – $50,000

RECOGNITION

• Logo placement on print materials, including:
  - 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  - Gala invitations sent to 3,500 households
    (printing deadline: May 15, 2023)
  - Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
• Premier Sponsor recognition in:
  - E-blasts to over 9,500 subscribers
  - Eventbrite ticketing page
  - Slideshow that plays prior to each lecture
• Opportunity to host a private event at the Show with rental fees waived
• Name inclusion in press release distributed to top-tier newspapers, magazines, and online media
• Thanked in a minimum of two social media posts
• Invitation to exclusive patron pre-party
• Acknowledgment at the start of all lectures
  (lecture sponsors are also acknowledged)
• Logo on Sponsor Signage at Show entrance
• Logo, company description, and hyperlink on sponsor page of the Show website
• Opportunity to distribute collateral at the Show

BENEFITS

• Inside advertisement in Show catalogue
• 8 tickets to the Opening Night Gala for the earliest entry at 5pm
• 25 Show tickets
• 12 lecture tickets (must be redeemed in advance)
• 2 tickets to the Chairman’s Luncheon for top donors at the Show
SPONSORSHIP OPPORTUNITIES

**Major Sponsor – $25,000**

**RECOGNITION**

- Special recognition in:
  - 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  - Gala invitations sent to 3,500 households *(printing deadline: May 15, 2023)*
  - Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
  - Slideshow that plays prior to each lecture
- Opportunity to host a private event at the Show with rental fees waived
- Name inclusion in press release distributed to top-tier newspapers, magazines, and online media
- Thanked in a minimum of one social media post
- Invitation to exclusive patron pre-party
- Acknowledgment at the start of all 6 lectures *(lecture sponsors are also acknowledged)*
- Logo on Sponsor Signage at Show entrance
- Logo, company description, and hyperlink on sponsor page of the Show website
- Opportunity to distribute collateral at the Show

**BENEFITS**

- Premium position advertisement in Show catalogue
- 4 tickets to the Opening Night Gala for the earliest entry at 5pm
- 10 Show tickets
- 6 lecture tickets *(must be redeemed in advance)*
SPONSORSHIP OPPORTUNITIES

YOUNG COLLECTORS SPONSOR
$10,000

RECOGNITION
• Logo placement on Pre-Gala Young Collectors event
• Opportunity for welcome remarks at Pre-Gala Young Collectors event
• Logo placement on Gala invitation (printing deadline: May 15, 2023) and in Show Catalogue
• Logo on sponsor signage at Show
• Name on the Fall Show website
• Promotion on Fall Show social media

BENEFITS
• Tickets to the Pre-Gala Young Collectors event
• 4 tickets to the Opening Night Gala earliest entry at 5pm
• 4 tickets to the Opening Night Gala general entry at 7pm
• 25 tickets for four-day Fall Show
OTHER SPONSORSHIP OPPORTUNITIES

$5,000 – $20,000

Authors’ Alcove
$15,000
Following each lecture, the participants sign their recent books at the Author Alcove.

Design Council Sponsor
$20,000
Make a big impression on this invitation-only group of designers, artisans, and architects. Included is the Design Council Preview on the evening of October 10.

Chairman’s Lunch
$22,500
Hosted by the Show Chair Suzanne Tucker for the Honorary Show Co-Chairs and special guests.

Fall Show Lounge and Bar
$15,000
Located in the center of the Festival Pavilion, this is the perfect place to make a mark on all attendees who will pass by and enjoy a culinary treat and delicious beverage.

Grand Entry Hall Sponsor
$12,500
The Grand Entry Hall welcomes all guests attending the Show. This space also features our beautiful Designer Vignettes.

Individual Lecture Sponsor
$5,000
The most prestigious program at the Show, with two lectures a day presenting the most prominent names in the world of art, antiques, design, and architecture.

Lecture Series Sponsor
$25,000
Sponsor the entire lecture series with fascinating individuals and panels twice daily.

Opening Night Gala Candy Bar
$5,000
Make a sweet impression on our Gala guests before they leave the fabulous party.

Show Guide and Floorplan
$7,500
A map and guide to the Fall Show that guests will reference during their visit and tours.

Sponsor a private event
$5,000
Host your own event during the Fall Show.

Sunday at the Show
$15,000
The final day of the Show will feature many fun aspects and lectures.

PLEASE NOTE: We have numerous in-kind and media sponsorship opportunities
The Show Catalogue is a beautifully designed 250-page book, printed on high-quality paper. It is a coveted item that many people keep and collect each year.
PRESS

The Fall Show is covered in national and international press throughout the fall season. Sponsors at the Presenting level and above are featured in all press releases.
Show ads run in over 40 national and local publications and websites, as well as customized advertising throughout San Francisco. The Fall Show’s marketing and advertising campaign is tailored to reach a targeted audience of art and antiques collectors and enthusiasts.

Publications include:

- Antiques e3 Fine Art Magazine
- American Art Collector
- American Fine Art Magazine
- Apollo
- Art e3 Antiques magazine
- The Art Newspaper
- C magazine
- California Home + Design
- California Homes
- Capture magazine
- Chairish
- Flower magazine
- Galerie magazine
- Gentry magazine
- Gold Collective
- Grail magazine
- InCollect.com
- Interiors California
- Luxe Interiors + Design
- The Magazine ANTIQUES
- Marin Magazine
- Milieu
- Nob Hill Gazette
- Red Carpet | Bay Area
- San Francisco Arts Monthly
- San Francisco magazine
- SF Gate (San Francisco Chronicle)
- Silver Magazine
- Western Art e3 Architecture
- 7x7
2023 SHOW DATES

October 12-15, 2023
Opening Night Gala: October 11, 2023
The Opening Night Gala will benefit the Fine Arts Museums of San Francisco, comprising the de Young Museum and the Legion of Honor.

We would be happy to review sponsorship options and customize a benefits package on request. Please contact:

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