

Sponsorship and partnerships

June 16-20, 2022

In-person event: Athens and Hydra | Online event

Join Us
at Art for Tomorrow this June



Welcome



Achilles Tsaltas

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Foundation



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Foundation

The Art for Tomorrow Talks in association with the New York Times will take place in Athens and Hydra (Greece) this June 16-20, and is organised by The Democracy & Culture Foundation. We would be honoured if you would join us.

As the world undergoes unprecedented change – from the pandemic and its fallout, to deepening social and economic inequalities – people are searching for meaning. By grappling with these issues, the arts can help define that meaning, frame it and inspire change.

The Art for Tomorrow Talks aim to analyze that impact, exploring the effect the arts can and do have on society. What are some specific instances in which the arts have ignited a movement or a policy shift? What is the interplay between politics and culture, and how has it evolved? Does the rise of technology provide new canvases and audiences for artists and performers, or does it risk threatening the integrity of their work? How can art play a role in raising awareness of the climate crisis and galvanizing citizens? In short, how can culture and the creative economy promote democratic values?

In association with The New York Times, the Art for Tomorrow Talks will convene practitioners, experts and activists to look closely at these issues, exploring the social impact of art. In addition, speakers and delegates will explore Athens' eclectic artistic landscape, venturing into the city's museums, galleries, performance spaces and artist studios to see the arts in action.

The event is scheduled immediately following the private openings of Art Basel and Documenta, so that delegates can take advantage of world-class content and cultural experiences in Athens. They can then move to the artsy island of Hydra, and the opening of Jeff Koons' project at the DESTE Foundation's Slaughterhouse, shows at Dimitrios Antonitsis' "Hydra Schools Project" and visits to collectors' homes.

Join us in Greece as a partner or sponsor, and align your organisation with an influential audience.

Best,
Achilles Tsaltas
President
The Democracy & Culture Foundation

Join us in Athens for the 2022 Art for Tomorrow Talks



This June 16-20, we will convene influential figures in the art world in Athens to explore the impact that art has on society and, as the world goes through unprecedented change, how the arts can frame and inspire change.

Attendees will enjoy a series of curated talks on the arts led by senior New York Times journalists and featuring prominent experts from the art world including galleries, museums and technology.

The program will be interspersed with an exciting series of performance shorts focusing on the arts

and culture, plus an exciting range of exclusive cultural experiences.

We also offer the chance for sponsors to run dedicated events including breakfasts, sponsored panels and symposiums, product placement and much more.

Join us in the exciting city of Athens for an in-person event (plus live streaming to an online audience) and place your brand in front of engaged delegates.

The conference program

As the world undergoes unprecedented change – from the pandemic and its fallout, to deepening social and economic inequalities – people are searching for meaning. By grappling with these issues, the arts can help define that meaning, frame it and inspire change.

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Topics include

- **Who Really Owns Art?**
- **The Athens Effect**
- **Intersection of Democracy and the Arts**
- **Art and Sustainability: Friends or Foes?**
- **The NFT Revolution**
- **Arts and the Ethics of Tech**
- **Back to Basics – A Return to Craftsmanship**

2022 Highlights



Exclusive tours and events

Attendees will gain access to a special program of exclusive tours to museums, galleries, artist studios, exhibitions and more. Enjoy the burgeoning Athenian cultural scene on a curated selection of tours to show the best the city has to offer.

Gallery visits in small groups with options including:

Metaxourgeio (The Breeder Gallery, Bernier Gallery, Lapas Studio and street art tour)

Kolonaki (Zoumboulakis, Gagocian, Kalfayan, Tseliou, carpet shop, coffee at Da Capo)

Pireaus Galleries (Carwan, Intermission, Rodeo, Blue Cycle, an artist studio, lunch at Paleo)

Cultural experiences include:

- Artist studios
- Coins Exhibition
- Goulandris Foundation
- Pace Exhibition
- Sustainable Fashion Show
- Monastiraki flea market
- Exarcheia and other city walks
- Public Art at Niarchos (by NEON)
- Pedion tou Areos
- Cycladic Museum (Marlene Dumas exhibition) and National Gallery
- Benaki Pireos
- Dance performance at Herodion

Why partner with us?

Join us at the 2022 Art for Tomorrow Talks as the event moves to Athens from previous locations in Doha and Berlin. You will meet an influential audience including renowned experts from museums, galleries, art fairs, film and more, artists, business leaders from global institutions, writers and young leaders.

Our sponsors have clearly aligned their engagement and commitment to work with our event's global participants and stakeholders on addressing the challenges facing the arts today.

Your company will be able to drive significant ROI and lead-generating opportunities.

Promote your brand to a highly engaged audience.

Become a sponsor and:

Align your brand with business leaders, experts and influencers through brand integration and high-profile activations

Share your expertise with our in-person and online audiences

Network with a curated audience of stakeholders working in the sphere of arts and culture and beyond

Benefit from exciting marketing and PR opportunities

Tailor a package to suit your specific needs

Host breakfast briefings, lunch symposiums, workshops and roundtable discussions

You can find out more about our current partners, funders and sponsors [here](#).

If you are interested in working with us, [contact us here](#).



Previous attendees

The Art for Tomorrow Talks bring leaders and decision-makers within the arts.

Previous attendees have included:

- Museum directors
- Gallerists
- Art Fair Leaders
- Artists
- Art dealers
- Collectors
- Curators
- Auction House Executives
- Investors and Financial Institutions
- Advisers to the art world (finance/legal)
- Cultural establishments
- Government ministers and politicians
- And many more.

Our speakers and attendees are an international group, coming from the UK, the US and Canada, the rest of Europe, Asia, Africa, and beyond.



Packages and bespoke opportunities

We offer a range of sponsorship packages and opportunities, designed to help meet your specific business needs. See below for some of our core packages, but we are always happy to explore a bespoke solution with you.

Position your brand as a thought leader

Associate with the Democracy & Culture Foundation's main events:

Athens Democracy Forum
Art for Tomorrow Talks

Create and share content with a public address:

VIP Symposiums, sponsored panels
as well as opportunities to host
content-driven breakfasts and lunches

Engage with leading minds

Network with the most influential
government and business leaders,
public policy experts and academics

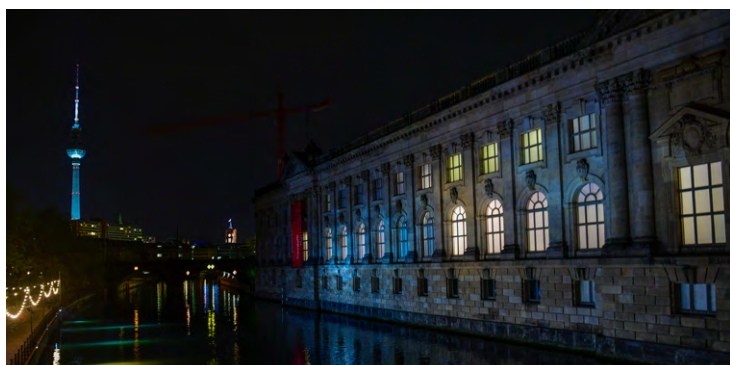
Ongoing engagement via global media access

A multi month media amplification in the New
York Times International edition and on DCF's
marketing platforms and social media channels

Partnership options

include a number of brand building and audience recruitment possibilities such as:

- Special editorial led symposiums
- Customized breakfast, lunch and dinner sessions
- Showcase lounges and brand showcases
- Sponsored panels
- Sponsored workshops
- Product placement



Sponsorship categories include:

Headline

- Opportunity to host a sponsored panel/exhibition/showcase lounge/symposium
- Opportunity to host a sponsored breakfast/lunch/cocktail reception
- One 1/2 page 4 color ad in the AFT special report published in the New York Times international edition
- 10 tickets to the in-person event in Athens, unlimited tickets to the virtual event
- Sponsor logo on all event branding and marketing, including some ads in the NYT international edition

Silver

- One 1/6 page 4 color ad in the AFT special report published in the New York Times international edition
- 2 tickets to the in-person event in Athens, unlimited tickets to the virtual event
- Sponsor logo on all event branding and marketing, including some ads in the NYT international edition

Gold

- Opportunity to host a sponsored breakfast/lunch/cocktail reception
- One 1/4 page 4 color ad in the AFT special report published in the New York Times international edition
- 5 tickets to the in-person event in Athens, unlimited tickets to the virtual event
- Sponsor logo on all event branding and marketing, including some ads in the NYT international edition

Bronze

- 1 ticket to the in-person event in Athens, unlimited tickets to the virtual event
- Sponsor logo on all event branding and marketing, including some ads in the NYT international edition



Please contact us

to find out more about our packages and bespoke options, and how we can tailor them to suit your specific needs.

Current and previous sponsors and partners

Partners

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The New York Times

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RICHARD MILLE



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ORGANISED BY



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