



Sponsorship and partnerships

Can the arts be a way out?

April 26-30, 2023 | Florence and Solomeo, Italy

Founding Partner



Join Us
this April at Art for Tomorrow



Welcome



Achilles Tsaltas

President,
The Democracy & Culture
Foundation

I am delighted to announce that the **Art for Tomorrow** conference, organised every year by **The Democracy & Culture Foundation**, will take place in Florence and Solomeo, Italy from 26-30 April 2023.

In an era when society and democracy, are buffeted by war, disinformation, gaping inequalities and the climate catastrophe, the world needs creative ideas.

Can the arts be a way out?

Culture feeds us in a way that facts can't. It moves, challenges and inspires us, and can force us to rethink our assumptions. The Art for Tomorrow conference looks at this interplay between the arts and society, examining culture's social and economic impact. The 2023 edition will use the stunning backdrops of Florence and Solomeo to explore the link between beauty and creativity, questions about cultural heritage, and art's unique capacity to elicit change.

How and where have the arts ignited a movement or a policy shift? What is the interaction 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?

Art for Tomorrow will convene practitioners, experts and activists to look closely at these issues, exploring the social impact of art. In addition, speakers and delegates are invited to explore Florence's artistic landscape, venturing into museums, galleries, performance spaces and artist studios to see the arts in action.

After the conference delegates are invited to the medieval village of Solomeo for further talks and experiences, including a conversation with Brunello Cucinelli about his unique approach to both business and culture.

Join us as a partner or sponsor of Art for Tomorrow 2023, and align your organisation with our influential audience.

Best,

Achilles Tsaltas

President

The Democracy & Culture Foundation

Join us in Florence for Art for Tomorrow 2023



This April 26-30, we will convene influential figures from the art world in Florence to explore the impact that art has on society and, as the world goes through unprecedented change, how the arts can frame and inspire transformative action.

The conference program

Attendees enjoy a series of curated talks on the arts led by senior New York Times journalists and featuring prominent practitioners, experts and activists from the art world including leaders from galleries, museums and technology. The program is interspersed with an exciting series of in-situ exhibitions and performance shorts, plus a range of cultural experiences such as exclusive tours to museums, galleries, artist studios and exhibitions.

We offer the chance for sponsors to run dedicated events during Art for Tomorrow, including breakfasts, sponsored panels and symposiums, offering product placement and much more at this

in-person event (plus live streaming to an online audience) where your brand will be placed in front of high-level, engaged delegates.

Previous speakers:

H. E. Sheikha Al Mayassa Bint Hamad Al Thani
Daniel Birnbaum
Michael Govan
Elif Shafak
Bjørnstjerne Christiansen
Dimitris Daskalopoulos
Olafur Eliasson
India Mahdavi
Tristram Hunt
KAWS
Jeff Koons
Hans Ulrich Obrist
Thaddaeus Ropac
Victoria Siddall
Ai Weiwei
David Zwirner

Can the arts be a way out?

Our editorial director and advisory board have conceived an exciting array of topics to generate debate and action.

Topics will include:

- **Gender and Art: Crises, Quotas and Correctives**
- **Role of the Museum: Mirror or Megaphone?**
- **When Arts Education Becomes a Luxury**
- **Public Art and the Climate crisis**
- **What's in a Name? Linking Culture and Value**
- **Protest Art and the Art of Protest**
- **The Impact of Cancelling Russia**
- **Animations and the Power of Storytelling**
- **Humanistic Capitalism**
- **Protecting Cultural Heritage**



Why partner with us?

Join us at Art for Tomorrow 2023 as the event moves to Florence from previous locations in Athens, Doha and Berlin. Mingle with an influential audience including artists, film-makers, writers, renowned experts from museums, galleries, art fairs, global business leaders and young leaders.

Our sponsors will have the opportunity to work with our event's global participants and stakeholders to explore the social impact of art and address the challenges facing the arts today. Partnering with us brings significant brand building and lead-generating opportunities.

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

Find out more about Art for Tomorrow 2022, which took place in Athens, [here](#).

Packages and bespoke opportunities

We offer a range of sponsorship packages and opportunities, designed to help meet your specific 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:

Art for Tomorrow
Athens Democracy Forum

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 leaders, artists, activists and decision-makers within the arts

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 bespoke branded lunch or dinner at Art for Tomorrow Florence in the St. Regis Hotel Florence, Palazzo Strozzi or another venue of your choice
- As part of the above event a co-curated panel/speaking opportunity which will also be recorded and available to watch online
- One quarter page, 4 colour, advert in Art for Tomorrow special report in the New York Times international edition
- Reach the entire audience through bold branding in recognition of your support with your logo on all event marketing including New York Times promotional ads, printed agenda, all on site signage, website, e-newsletters and select social media posts
- Verbal recognition of your support at the start of plenary sessions and in Thank you speeches
- DCF team to assist with brokering priority bilateral meetings with our high-profile speakers and audience including key players in the international art world: leaders, executives and curators from the museum and gallery world, auction houses and art fairs as well as artists, performers and art collectors
- Seat on the top table and front row during Art for Tomorrow seated sessions
- 10 full access delegate tickets for the event

Silver

- Opportunity to host a co-curated breakfast briefing for ~30 delegates at Art for Tomorrow Florence
- Reach the entire audience through bold branding in recognition of your support with your logo on all event marketing including New York Times promotional ads, printed agenda, all on site signage, website, e-newsletters and select social media posts
- Seat on the sponsors' tables
- 4 full access delegate tickets

Gold

- Opportunity to host a co-curated cocktail or workshop for ~60 people at Art for Tomorrow Florence
- Reach the entire audience through bold branding in recognition of your support with your logo on all event marketing including New York Times promotional ads, printed agenda, all on site signage, website, e-newsletters and select social media posts
- Verbal recognition of your support at the start of plenary sessions and in Thank you speeches
- Assistance in arranging bilateral meetings with our high-profile speakers and audience including key players in the international art world: leaders, executives and curators from the museum and gallery world, auction houses and art fairs as well as artists and art collectors
- Seat on the sponsors' tables during Art for Tomorrow seated sessions
- 6 full access delegate tickets

Bronze

- Reach the entire audience through bold branding in recognition of your support with your logo on all event marketing including New York Times promotional ads, printed agenda, all on site signage, website, e-newsletters and select social media posts
- Seat on the sponsors' tables
- 2 full access delegate tickets

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

Organised by



Founding Partner



Sponsors





**Align your company
with an influential
audience at
Art for Tomorrow**



Organised by



Contact us

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