



GLOBAL FINE ART AWARDS

Partnership Opportunities

GFAA Program Overview

The culmination of year-long research, deliberation to identify and recognize the best curated fine art and design exhibitions in the world results in the voting and revelation of finalists and winners of the Fine Art Awards – in 2015, the GFAA nominating committee selected 68 nominees in 19 countries, 5 continents and 42 cities.

The GFAA research and nominating committees reviewed over 1,000 exhibitions and installations in more than 200 museums and galleries, and many public art installations -from which the GFAA judges selected 28 finalists and 8 Winners plus 2 Honorable Mentions for the 2015 program.

The final award, “Youniversal,” is determined by public voting, which all nominees are eligible to win. Thousands of votes were cast last year during the voting period, from October 15 through November 1.

Nominees and guests, patrons and sponsors celebrated the 2015 awards program at a black-tie event and ceremony at the historic Freedom Tower at Miami Dade College, Co-Hosted by Miami Dade College President Dr. Eduardo J. Padron and Judy Holm, GFAA President and CEO.

GFAA judges Peter Trippi, Dean Phelus, Gina Costa and Dr. Barbara Aust-Wegemund selected winners in the following eight award categories:

Contemporary and Post-War	Public Art
Impressionist and Modern	Design
Renaissance, Baroque, Old Masters and Dynasties	Photography
Ancient Art	Fringe

GFAA Sponsorship Opportunities

The GFAA program offers companies extensive exposure to the most elite art market patrons and ultra high net worth individuals and their advisors.

Each sponsorship is customized to maximize the partner's unique goals.

Sponsorship Level	Level	Ceremony Tickets	Host Pre-event	PR editorial	Print editorial	Social Media	Adv
Title Sponsor (2-year contract)	\$250,000	20+	yes	yes	yes	3 months	4+ pages
Lead Sponsor	\$100,000	20+	yes	5 x	3 x	3 months	3 pages
GFAA Individual Award Sponsor	\$50,000	20	yes	5 x	2 x	2 months	2 pages
Product/Service Category Exclusive	\$25,000	20	---	2 x	1 x	1 month	2 pages
VIP Table Sponsor	\$25,000	20	---	3 x	1 x	2 weeks	1 page
Corporate Sponsor – Lifetime Member of Founder's Circle	\$10,000+	10	---	2-5 x	1 x	1 week	1 page
Patron and Host Committee	\$5,000	10	---	1 x	1 x	1 day	¼ page

GFAA Lead Sponsorship Value (\$100,000 contribution* = \$252,000 value)

** All other levels have comparable value ratios*

\$100,000 Lead Sponsor Benefits :	Value
20 Gala Event Tickets; with premium seating	\$20,000
Finalist Announcement Event – PR value	\$50,000
5 Press release editorial placements	\$100,000
3 GFAA Magazine editorial features (delivered to Family Office Elite Magazine list of 30,000 Ultra High Net Worth individuals and advisors; GFAA Mailing and Social lists 35,000)	\$21,000
Back cover of GFAA Magazine/Gala Program and 2 full page advertisements	\$21,000
3 months of Social Media coverage	\$15,000
Listing and logo on GFAA website; inclusion in event coverage press releases and photos	\$25,000
TOTAL Value	\$252,000

GFAA Sponsorship Benefits

The GFAA marketing, website and social media increase partners' exposure, and provide a platform to feature and promote the best exhibitions from around the globe.

Revenue from increased brand awareness: **25 million people** already support the GFAA nominees.

Visibility in the art world: over **170 million people** visited the top 100 museums last year; more than 20 of these museums are GFAA nominees.

Solid GFAA PR results:

- 2014, distributed 5 international press releases to **4,000+ media outlets**, which garnered **25% full reads**, more than **1,300 media pick-ups**, and over **500 million impressions** in the US and Europe.
- 2015, issued 4 press releases (and an additional 2 by Miami Dade College) to **4,000+ media outlets**, garnering **25% full reads**, more than **750 media pick-ups**, and over **400 million impressions**.

Extensive Targeted Reach:

- VIP mailing list of over **3,000 high net worth individuals**.
- **85,000 Digital channel followers** and fans – GFAA website, Facebook, twitter, LinkedIn, Instagram and Pinterest.

GFAA Sponsorship Benefits

Strong International Media Partnerships:

- **Fine Art Connoisseur magazine** has covered the GFAA for past two years with **5 editorial stories** in both print and online versions to their **29,000+ distribution** of international art collectors.
- Continued support in 2016 with full page coverage in March issue, and editor in chief Peter Trippi on GFAA Advisory Board

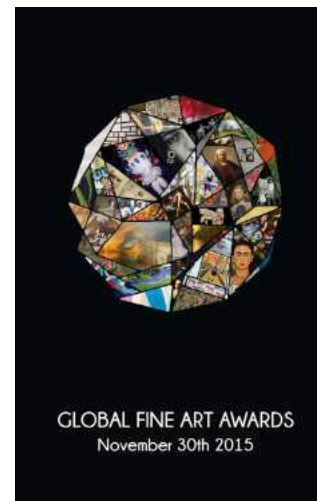
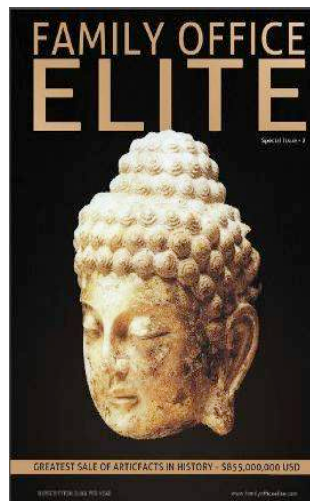


GFAA Sponsorship Benefits

Strong International Media Partnerships:

- **Family Office Elite Magazine** created and distributed a 70-page GFAA special edition to the **30,000+ online subscribers** of ultra high net worth clients and advisors across Europe, US and Asia. The magazine is also distributed at leading wealth conferences around the world including:

Private Bankers Association of China, OPAL Finance Family Office Events, Investment Trends Summit, Canadian Family Office & Private Wealth Forum, Prestel and Partner Family Office Events, Canadian Family Office & Wealth Forum, European Family Office Winter, European Alternative Investing Summit, Family Office & Wealth Forum – West Symposium, Institutional Investors' Congress Investment Education Symposium, Family Office Winter Forum, Emerging Managers Summit, European Family Office & Private Wealth, Family Office & Private Wealth Forum, Public Funds East India Family Office Expo, Mobile Healthcare Expo, Middle Eastern Family Office Symposium Alternative Investing Summit, Mines and Money Conference, Private Banking Asia Conference, Luxury Property Showcase conference Shanghai, Mining Investing Asia Conference



GFAA Program – 2015 Accomplishments and Results

Extensive Art Research and Judging

- Research of over **1,000 exhibitions and installations** in over **200 museums, galleries, biennales and public works**
- Recognized 68 nominees, 28 finalists, 9 award winners and 2 honorable mentions - from 5 continents, 19 countries and 42 cities

High-impact Marketing and PR

- Creation of **28 finalist videos** and a **Youniversal Award launch video**
- Production of a **70 page book** featuring all of the nominees and award categories; global digital distribution to over 30,000 high net worth individual and advisors (through Family Office Elite magazine)
- GFAA ceremony promotional video created and distributed to over **50,000 arts and culture patrons**
- Gala coverage by world red eye – Miami’s top social photography company- with 60+ photos and editorial; **110,000 monthly unique website views**
- New GFAA website and new branding

GFAA Program – 2015 Accomplishments and Results

Strong Commitment and Dedication from Global Team and Patrons

- GFAA Team and Advisory Board comprised of **30 professionals** from 16 countries across 4 continents
- Received financial support from more than **30 patrons and sponsors** of the 2015 GFAA program; **revenues increased 250%** from previous year
- Launched Founder's Circle – and welcomed the premier **Lifetime Member (donation of \$10,000+)**
- Patronage from **Rosa and Carlos de la Cruz**- hosted a private event at their Private Collection (Mar 2016)

Significant Civic Support and Non-profit status

- Created significant educational partnership with **Miami Dade College (MDC)**, the largest higher education institution in the U.S. -165,000 students.
- **MDC President Dr. Eduardo Padron** Co-hosted the 2015 GFAA Award Ceremony
- Educational programs in progress for with **MDC Museum of Arts + Design (MOAD)**
- Recipient of a **Miami Dade County Cultural Affairs grant**
- Awarded **Fiscal sponsorship** with Fractured Atlas in New York - achieving **non profit status**

GFAA Program – 2015 Accomplishments and Results

➤ **Strong Media, Arts, Educational and Cultural Partners including:**

- American Alliance of Museums (AAM)
- Association of Art Museum Directors (AAMD)
- Family Office Elite magazine
- Fine Art Connoisseur magazine
- FIU College of Architecture + The Arts
- Fractured Atlas
- Miami Dade College Museum of Art + Design
- Miami Dade County Department of Cultural Affairs
- Traveling Exhibits Network
- Vastari
- World Red Eye

With the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.

➤ **Significant Corporate Sponsors**

- Goihman Group of Douglas Elliman
- Billionaire Italian Couture
- Galerie LeLong (Paris, New York and Chicago)
- Galleria Farina
- Tui Lifestyle

GFAA Program – 2015 Accomplishments and Results

A black-tie award ceremony and gala with 200 attendees from more than 15 countries and 3 continents,

Guests included:

- GFAA nominee and winner for Best Public Art award- Jaume Plensa and representatives from the Basilica San Giorgio Maggiori, Venice Biennale (venue)
- Nominees’ Museum directors, curators, board of trustees and proxy including:
 - The Moscow Kremlin
 - The Metropolitan Museum of Art, New York
 - Creative Time, New York
 - Collezione Maramotti, Reggio Emilia, Italy
 - Philadelphia Museum of Art
 - Pennsylvania Academy of the Fine Arts
 - The J. Paul Getty Museum, Los Angeles
- New York, Paris, Chicago and San Francisco-based gallery directors and sponsors:
 - Mary Sabbatino, Paul Grey, Jean Frémon and Cheryl Haines



GFAA Program – 2015 Accomplishments and Results

Ceremony and gala guests (continued)

- Art Patrons and Collectors Jorge and Darlene Perez; David and Christy Martin
- British Consul General Dave Prodger representing the British Museum and all British nominees
- GFAA Honorary Committee Chair, Hedva Ser, UNESCO Artist for Peace
- Dr. Eduardo J. Padron, President, Miami Dade College and Dr. Rosa Mayorga, Dean of Art and Philosophy, MDC
- All GFAA Judges, and more than 20 GFAA Advisory Board and Team members from over 10 countries



2015 GFAA Winners

Youniversal

Charles Rennie Mackintosh: Manifest of the New Style / Moscow Kremlin Museum / Moscow, Russia

Best Contemporary / Post-War

America Is Hard to See / Whitney Museum of American Art / NYC, USA

Best Impressionist / Modern

Discovering the Impressionists: Paul Durand-Ruel and the New Painting / Philadelphia Museum of Art / Philadelphia, USA

Honorable Mention

Frida Kahlo: Art * Garden * Life / New York Botanical Gardens / NYC, USA

Best Renaissance, Baroque, Old Masters, Dynasties

Sultans of Deccan India, 1500-1700: Opulence and Fantasy / The Metropolitan Museum of Art / NYC, USA

Honorable Mention

Ming: 50 years that changed China / The British Museum / London, England

Best Ancient Art

Power and Pathos: Bronze Sculpture of the Hellenistic World / Palazzo Strozzi / Florence, Italy and The J. Paul Getty Museum / Los Angeles, U.S.A.

Best Public or Outdoor Installation

Venice, Italy Jaume Plensa: Together / Venice Art Biennale 2015 (Basilica di San Giorgio) / Venice, Italy

Best Design

New Territories: Laboratories for Design, Craft and Art in Latin America / The Museum of Arts and Design / NYC, USA

Best Photography

Light, Paper, Process: Reinventing Photography / The J. Paul Getty Museum / Los Angeles, USA

Best Fringe / Alternative

The Maboneng Township Art Experience: Turning their homes into art galleries / Johannesburg and Cape Town South Africa

GFAA 2015 Nominee Quotes

Moscow Kremlin Museum's exhibition *Charles Rennie Mackintosh: Manifest of the New Style* wins the Youniversal award, **Dr. Olga Dmitrieva, Deputy General Director of Education**, and Professor, Faculty of History, Moscow State University says, *"I would never expect that this project would find such an enthusiastic public response and international recognition."*

On "Light, Paper, Process: Reinventing Photography" exhibition receiving the award for Best Photography, **Timothy Potts, Director of the J. Paul Getty Museum**, says, *"We are all very proud...(this exhibition) received wide critical acclaim in the press, but this award is the most important testament to the huge impact the exhibition has had."*

Navina Haidar, Curator, Department of Islamic Art, The Metropolitan Museum of Art, *"I wanted to thank you and the judges once more for the great honor that you have bestowed on the Metropolitan Museum and the Deccan exhibition. "*

Jessica Man, Curatorial Assistant to the Chief Curator, **Whitney Museum of American Art**, *"Thank you so much for the nomination of a 2015 Global Fine Arts Award!"*

Mary Sabbatino, Vice President/Partner, Galerie Lelong

"Thank you so much for your letter with the lovely news that Jaume Plensa's exhibition in Venice, Together, was recognized and acknowledged by your organization. It's always rewarding to know that the work of our artists is celebrated and appreciated."

"I can't tell you how thrilled I am that the work is being recognized as a finalist for a Global Fine Art award. It is a wonderful honor. With great appreciation." **Sarah Sze, Artist**

GFAA Leadership Team, Judges and Advisory Board

More than 30 dedicated professionals with extensive experience in art, academia, technology and business are committed to the future of the Global Fine Art Awards program and its mission.

We represent a truly global perspective, with nationalities from 16 countries and 4 continents.

Leadership Team

- *Judy Holm*, GFAA President and CEO, Founder Aspirations PR, Art Concierge, MBA l'Ecole Supérieure de Commerce de Paris (ESCP), BA Economics and BA French Literature and Philosophy UC Berkeley
- *Renee Farina*, Gallery Owner, MA Art History and History of the Art Market, Christie's Masters, Modern and Contemporary Dept.
- *Betsie Piussan*, MBA at NYU, BA from Stanford, studies l'Université de Paris, l'Ecole du Louvre, NY School of Interior Design
- *Bonnie Emilius**, BA in Journalism, Education and Healthcare Administration professional, project leadership expertise in curriculum design
- *America Jimenez de Lara*, Artist and Arts & Education Advocate, BA Fine Art, UC Berkeley
- *Danny Gonzalez*, Owner of Datasys Marketing Consulting Company and website development professor
- *Nancy Richmond*, Ph.D. in Digital Ethnography; Professor of Social Media at FIU College of Business
- *Ivonn Gohman*, International real estate specialist, Business owner, Art collector, former gallery owner
- *Hogan Fritz*, Video producer
- *Felipe Gehrke**, Marketing analyst and creative designer, winner of GFAA international logo competition
- *Jenna Agres**, GFAA Graphic Design Intern, DASH Student
- *Hayley Skues**, GFAA Art Research and PR Intern, Art History graduate; art PR and events coordinator
- *Stephanie Wong She Wei**, GFAA Art Research and Marketing Intern; 2016 Art History graduate; former Christie's and Sotheby's intern – Hong Kong
- *Dahee Kim**, GFAA Art Research and Marketing Intern; 2016 Art History graduate; Photographer

***2016 New additions and updated roles**

GFAA Leadership Team, Judges and Advisory Board

Judges

- *Dean Phelus*, Senior Director of Leadership Programs, American Alliance of Museums (AAM)
- *Dr. James M. Bradburne**, Director General of the Pinacoteca di Brera and the Biblioteca Braidense, Milan
- *Gina Costa*, MA Art History; Art Historian and Curator, formerly at The Metropolitan Museum of Art, NYC, The Art Institute of Chicago; Professor of art history at several US Universities
- *Dr. Barbara Aust-Wegemund*, Art History Consultant and Curator, Ph.D. Art History from the Christian-Albrechts-University, Germany, additional studies in London and Perugia, Italy.

Advisory Board

- *Peter Trippi**, Editor-in-Chief, Fine Art Connoisseur magazine, GFAA Judge Emeritus
- *Lawrence M. Shindell**, Chairman, ARIS Title Insurance Corporation
- *Jeremy Mikolajczak**, CEO Tucson Museum of Art, former Executive Director MDC Museum & Galleries of Art + Design
- *Hedva Ser*, UNESCO Artist for Peace, GFAA Honorary Committee Chair
- *Terence Riley*, Architect, former Executive Director at Miami Art Museum and MoMA New York (Design)
- *Jacek Kolasinski**, Department Chair, Art and Art History at FIU
- *Juan Carlos Zaldivar*, Academy Award and Emmy Award nominated film maker; Sundance Institute Juror
- *Ty Murphy*, CEO of the Universal Film & Festival Organization, former Management Committee of BAFTA (British Academy of Film and Television Arts); member of the NUJ and DGGB
- *Tiffany Chestler*, Director of Cultural Programming at DACRA and Craig Robins art collection
- *Patricia Lannes*, Founder of CALTA21 (Cultures and Literacies through Art for the 21st Century), Chair AAM Global Latino Network
- *Peter Hansen*, Attorney in investment banking, Museum board member and charity auction organizer, art collector
- *Gernot Schussmann**, international entrepreneur, art ambassador and collector.
- *Alex Wuchterl**, international fashion and interior design art director, art curation and collector
- *Cathy Leff*, GFAA Judge Emeritus



GLOBAL FINE ART AWARDS

Thank you for supporting the Global Fine Art Awards!

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GFAA is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions for the charitable purpose of GFAA are tax-deductible to the extent permitted by law. Fractured Atlas, a 501(c)(3) public charity, provides a [fiscal sponsorship program](#) to help arts organizations raise money from charitable sources.