

TREASURE HOUSE FAIR

2026

SPONSORSHIP & PARTNERSHIP

24 - 30 JUNE 2026

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ABOUT

The Treasure House Fair is London's flagship summer art and design event, bringing together the world's most renowned art, antiques, and design dealers. Each June, the Fair transforms the grounds of the historic Royal Hospital Chelsea, Sir Christopher Wren's architectural masterpiece, into a vibrant cultural destination.

Over the course of a week, collectors, curators, and cultural leaders gather to discover exceptional treasures spanning 5,000 years of art history, from classical antiquities to contemporary masterpieces.

The visitor experience is not only scholarly but is also one that offers a superb champaign and oyster bar and a restaurant adjacent to a wonderful garden terrace.

For our partners, Treasure House Fair provides a unique opportunity to:

- Align your product or service with an internationally significant cultural platform
- Host clients in an elegant, exclusive setting
- Engage with an audience of high-net-worth collectors, taste makers, and global media

In just three editions, Treasure House has become a landmark on the international art calendar and we invite you to be part of its future.



PRESS HIGHLIGHTS

"Treasure House Fair returns to Royal Hospital Chelsea from 26 June to 1 July, blending all that is British with hand-picked masterpieces from around the world... 70 internationally renowned exhibitors under one roof."

— The World of Interiors

"With everything from sculptures to supercars on show, the summer event promises opulence and a carnival atmosphere."

— Apollo Magazine

"Treasure House Fair... lives up to its name, with pieces on offer including a flag flown at Trafalgar, a games compendium made for Edward VII and a fairground carousel pig."

— Country Life

"The Treasure House Fair... has become integral to the London summer social season. A bit like Prince Albert's 1851 Great Exhibition and the 1951 Festival of Britain, the fair is a celebration of the greatest art and craftsmanship gathered from all four corners of the world."

— Antiques Trade Gazette

Royal Hospital Chelsea
LONDON

Preview Day 26 June
27 June – 1 July 2025

treasurehousefair.com

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ADVERTISING CAMPAIGN

A print and digital advertising campaign reach of 42.8 million

In 2025 adverts placed in:

The New York Times


INTERNATIONAL EDITION
THE ART NEWSPAPER

COUNTRY & TOWN
HOUSE

THE WORLD OF
INTERIORS

HOUSE
& GARDEN

FINANCIAL TIMES

COUNTRY LIFE

The Telegraph

FRIEZE

APOLLO
THE INTERNATIONAL ART MAGAZINE

artnet®

FAIR FACTS

15K Visitors
2hrs Average Dwell time

75% United Kingdom visitors
25% International visitors

10.6K Instagram followers

340K Social Media reach
1.7M Social Media views

£3.5 Million
highest value artwork purchased

57.8% of our audience are collectors

TREASURE HOUSE FAIR



SPONSORSHIP & PARTNERSHIP

The Treasure House Fair sponsorship team are ready to offer valuable support and guidance to develop a custom programme to fit your brand's needs.

The fair is not a one week event, it has a year long relationship with dealers, clients and visitors. We have an online art magazine which publishes every week, events in London, New York and Maastricht, a burgeoning VIP programme and dynamically led social media and PR initiatives.

Your brand can benefit from extensive visibility both on-site and online. This could include prominent logo placement across all printed materials, recognition on the Fair's official sponsors and partners webpage, and targeted exposure through our email campaigns and social media promotion.

ELEVATE YOUR BRAND:

- Become an official Partner or Sponsor
- Connect meaningfully with new clients
- Engage and entertain your existing clients
- Develop brand alignment amongst other prestigious brands & collectors
- Exclusive client experiences
- Cultivate b2b introductions

All sponsorship and partnership packages can be fully tailored to your objectives. Contact us to explore a bespoke package.





SPONSORSHIP

BE PART OF THE FAIR THAT DEFINES THE LONDON
SUMMER SEASON

SPONSORSHIP OPPORTUNITIES

LEAD SPONSOR



As Lead Sponsor, your brand will command a highly visible presence across the Fair, with opportunities to entertain clients in a private lounge, benefit from full hospitality support, and enjoy premium visibility across physical and digital platforms. Lead Sponsors may also activate bespoke experiences positioning your brand at the very heart of the Fair.

What is included?

Private lounge: 48 - 87sqm for 30 - 50 guests (drinks, food and staff included)

Drinks reception: drinks and canapes for 50 people in one of our hospitality areas

Tickets: Privileged Access x 150, Preview Day x 250, General Admission x unlimited

Other opportunities:

Supporting the special exhibition, emerging artists, awards, talks, private receptions. Bespoke ticketing and a dedicated entrance are also possible.

VIP SPONSOR



As a VIP Sponsor, you will have the opportunity to sponsor our VIP lounge or host guests in our VIP lounge for select days during the Fair. You may also stage tailored client events or receptions, providing a powerful platform to connect with your guests in an exclusive setting.

What is included?

Private lounge: access for 30 guests for 1/2 days; or sponsoring the lounge for the Fair's duration

Drinks reception: drinks and canapes for 50 people in one of our hospitality areas

Tickets: Privileged Access x 50, Preview Day x 100, General Admission x 250

EVENT SPONSOR



As an Event Sponsor, your brand will be associated with one of the Fair's most prestigious events, either the Privileged Access Evening or Special Exhibition. Guests will enjoy a refined reception amidst the Fair's world-class displays, with your brand woven into the experience through tickets, hospitality, and brand promotion both on-site and online.

What is included?

Tickets: Privileged Access x 100, Preview Day x 25, General Admission x 50

A row of approximately ten Pommery champagne bottles is arranged on a light-colored surface. The bottles are dark green with gold foil on the necks and blue labels with gold text. The background is softly blurred, showing green garlands and white lights, suggesting a festive or holiday setting. The text 'PARTNERSHIP' is overlaid in the center in a white, serif font.

PARTNERSHIP

ALIGN YOUR BRAND WITH A WORLD-CLASS
CULTURAL SHOWCASE

WAYS TO PARTNER WITH US



LEAD PARTNER

As a Lead Partner, your brand presence will be anchored within the Fair through a prominent partner booth, offering direct engagement with collectors and clients. This role provides a platform for bespoke activations and the option to host an event in one of our dedicated hospitality spaces, ensuring both visibility and interaction.

What is included?

Partner booth: 10 sqm

Tickets: Privileged Access x 25, Preview Day x 50, General Admission x 100

Drinks reception: drinks and canapes for 50 people in one of our hospitality areas



EXCLUSIVE SECTOR PARTNER

Your partnership will include exclusivity within your sector, whether luxury travel, automotive, or beyond. We will create a bespoke package featuring principal branding across the campaign, opportunities for tailored content, and a signature on-site event in our Terrace Pavilion or VIP Lounge, ensuring you connect directly with your most valued clients.

What is included?

Tickets: Privileged Access x 25, Preview Day x 50, General Admission x 100

Drinks reception: drinks and canapes for 50 people in one of our hospitality areas



SUPPORTING PARTNER

As a Supporting Partner, your brand will be featured across the Fair's communications and on-site visibility, with logo placement, digital content opportunities, and a select allocation of VIP invitations. This entry-level role offers alignment with the Fair while ensuring a presence among its highly engaged audience.

What is included?

Tickets: Privileged Access x 10, Preview Day x 20, General Admission x 50



HOSPITALITY

At Treasure House Fair, we offer a range of sophisticated hospitality experiences.

We are delighted to partner with Firmdale Hotels, who will present three distinctive catering concepts throughout the fair. Brumus will offer a refined brasserie restaurant serving beautifully crafted dishes; Oscar will be our elegant seafood bar; and for a lighter or quicker option, Refuel will operate as a stylish deli.

We would be delighted to collaborate with your team to create a bespoke event within one of our elegant spaces, ensuring a stylish, welcoming atmosphere tailored perfectly to your occasion.

FAIRS PARTNERS 2025

PRINCIPAL PARTNERS



CHARITY PARTNER



EDUCATIONAL PARTNER

Sotheby's
INSTITUTE OF ART

FAIR PARTNERS



HOME OF THE
CHELSEA PENSIONERS



NOAM
XXI^e SIÈCLE

THE
QUORUM
NETWORK

Momart

WALLACE
COLLECTION

design centre
LONDON

THE ART LOSS REGISTER™
www.artloss.com

MEDIA PARTNERS

COUNTRY & TOWN
HOUSE

APOLLO
THE INTERNATIONAL ART MAGAZINE

COUNTRY LIFE

The New York Times

HOUSE &
GARDEN

THE ART NEWSPAPER

THE WORLD OF
INTERIORS

HOSPITALITY PARTNERS

At Sloane

