

2025

SPONSORSHIP & PARTNERSHIP

TREASURE
HOUSE
FAIR

26 JUNE - 1 JULY 2025

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ABOUT

The Treasure House Fair brings together world's most renowned art and antique dealers where they host their customers and collectors alike to showcase their current treasures. The week long Fair sits within the glorious setting of the Royal Hospital Chelsea and offers a remarkable view of Christopher Wren's famous creation. The Royal Hospital itself offers some highly unique experiences and entertaining spaces.

Interdisciplinary by nature, we aim to establish the Treasure House Fair as the ultimate destination for art, antiques and design collectors, offering a carefully curated collection of exceptional pieces in an elegant and intimate setting.

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.

Here, in the heart of the summer season partners are welcomed to align their product and service, entertain their clients, whilst also engaging with our exceptional audience of collectors and enthusiasts. We are here to create the perfect partnership programme for you and your company.





Press Highlights

“Treasure House is in each edition becoming stronger and a more definitive marker not only of the season in England but also in the art calendar”

- Antique Trade Gazette

“Treasure House returned this year bigger and better, with 70 exhibitors - 30% up on 2023 - and featuring everything from antiquities, art, jewellery and furniture to a 180 million-year-old ichthyosaur fossil and a Riva speedboat.”

- The Art Newspaper

“This luxury fair only started last year but is already a staple on the art calendar, bringing together premium works and antiques from some of the biggest names in the industry”

- Elle Decoration

“Luxury is still very much a part of the Treasure House formula, but in a more restrained manner - quality is the essential ingredient.”

- Country Life

“The second edition of London’s Treasure House Fair proved smarter-looking and better-attended”

- Financial Times

“The ultimate booty”

- World of Interiors



Advertising campaign

50.8 million people reached through print and digital advertising campaign

In 2024 adverts placed in:

The New York Times


INTERNATIONAL EDITION
THE ART NEWSPAPER

FINANCIAL TIMES

THE WORLD OF
INTERIORS

The Telegraph

COUNTRY LIFE

**HOUSE
& GARDEN**

APOLLO
THE INTERNATIONAL ART MAGAZINE

artnet[®]

FAIR'S FACTS

£3.5 MILLION
highest value artwork purchased

5,000
ARTWORKS

118,200 accounts reached
INSTAGRAM

5,000
GLASSES OF CHAMPAGNE

6.9K INSTAGRAM
followers

70 EXHIBITORS

FAIR IN NUMBERS

15K
Visitors

20K
Digital Visitors

3000 sqm
Exhibition Space

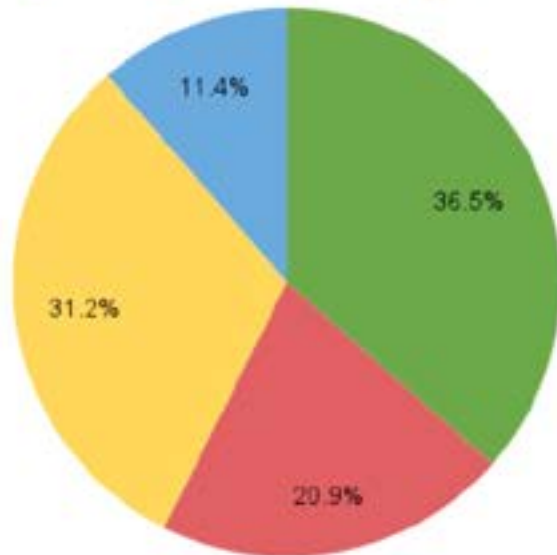
DEMOGRAPHICS

LOCATION

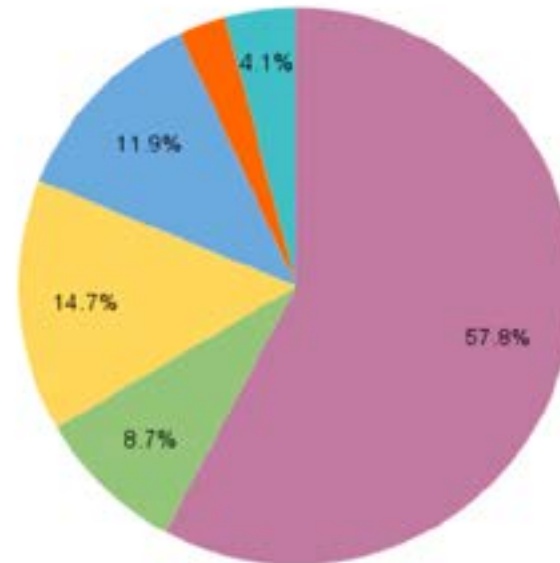
80% UNITED KINGDOM - 12K
20% INTERNATIONAL - 3K

AGE

● Over 65 ● 36 - 49 ● 50 - 65 ● under 35



OCCUPATION



● Collector
● Museum Professional
● Art Advisor
● Designer/Decorator/Architect
● Journalist
● Student

estimates based on the survey



THE TREASURE HOUSE FAIR WELCOMES YOU

THE
TREASURE
HOUSE
FAIR

TICKETS

TRE
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SPONSORSHIP

ALIGN WITH THE TREASURE HOUSE FAIR

SPONSORSHIP

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 only its one week of live 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.

ELEVATE YOUR BRAND BY:

- Official Partner of status / designation
- Connect meaningfully with new clients
- Engage and entertain your existing clients
- Brand alignment amongst other prestigious brands & collectors
- Exclusive client experiences
- Cultivate b2b introductions

[CONTACT US TO LEARN MORE ABOUT SPONSORSHIP](#)





OPPORTUNITIES

ALIGN YOUR BRAND THROUGH AN
ARRAY OF CUSTOM OPPORTUNITIES



OPPORTUNITIES

The following are a few ideas of what's possible at The Treasure House Fair.

OFFICIAL PARTNER

PRIVATE LOUNGE

SPECIAL EXHIBITION

PRIVATE EVENTS (AGM, dinner, drinks reception etc.)

AWARD SPONSORSHIP

BRANDING

- **PRINTED** (signage, fair guide and more)
- **DIGITAL** (website partners page, email campaigns and more)
- **ADVERTISING** (website, fair brochure and more)
- **TRANSPORTATION** (private shuttle)
- **FAIR ADVERTISING CAMPAIGN**
(International campaign including FT, NYT, The Telegraph, London buses and others)

[CONTACT US TO LEARN MORE ABOUT OPPORTUNITIES](#)



HOSPITALITY OPTIONS

At The Treasure House Fair, we can provide a diversity of hospitality options.

The Brasserie, with its modern design and warm ambiance, can comfortably accommodate up to 100 guests for both lecture setup and dinner in the same space.



The Terrace Pavilion features a spacious layout and comfortable seating, accommodating up to 250 guests for drinks receptions, providing a stylish and inviting atmosphere for your event.

We would be happy to work closely with your team to create a bespoke event in either of these spaces or across the fair.



FAIR PARTNERS 2024

Principal Partner



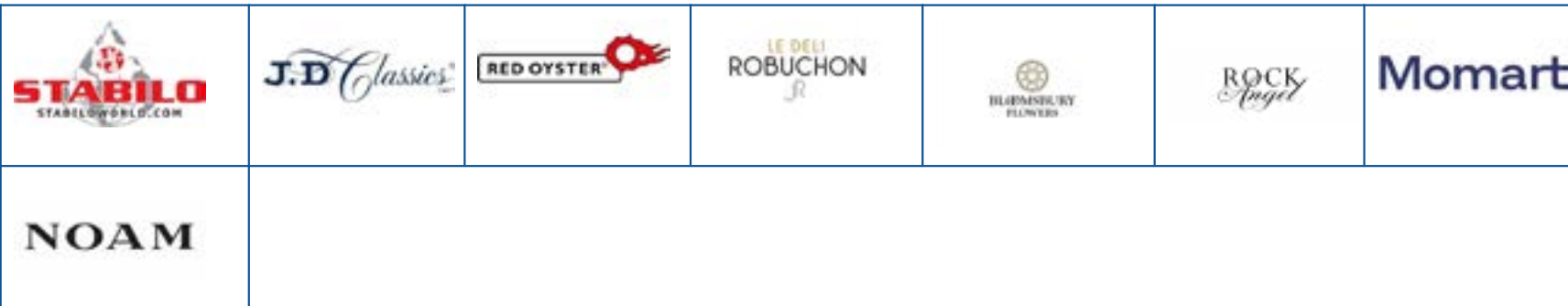
Charity Partner



Educational Partner



Event Partners



Media Partners



Supporting Partners



Hospitality Partners

