



#BWSANFRANCISCO Sponsorship Opportunity Media Kit

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www.472gallery.com

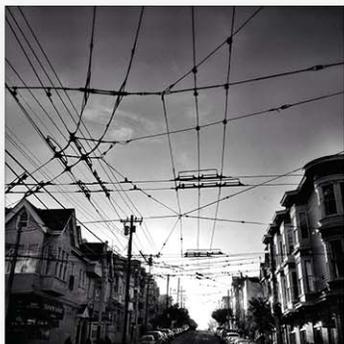
About 472 Gallery SF

472 Gallery SF is the only contemporary art gallery and meeting space in the heart of San Francisco focused on future media.

Located in the heart of downtown San Francisco, 472 Gallery is the contemporary art gallery and meeting space focused on future media that now attracts premier artists, collectors and visitors from all around the world. Part of the global headquarters of the international next-generation creative studio Transparent House, 472 Gallery invites visitors into an upscale modern facility meticulously designed to reflect its owners' beliefs that art makes the world a more gratifying place to live. As new owners of the building originally constructed in 1852 by a wine merchant, Denis Krylov and Krista Mollion personally updated the building in 2012. Offering complete amenities, 472 Gallery is a bright and open modern meeting space with hi-fi sound, a spectacular digital wall and many more refined touches. The Gallery's adjacent Transparent Space full-service video and photography studio is outfitted with digital projection capabilities, a giant green screen, and professional lighting.

472 Gallery is the home for truly important art exhibitions, custom conferences and exclusive corporate events. Recently the Gallery has hosted local chapters of the professional design association AIGA and the American Institute of Architects, as well as many meet-ups and exclusive Gallery events. In September, 2013, AIA San Francisco and the Center for Architecture + Design are considering hosting a custom special event and exhibition at 472 Gallery featuring Transparent House's collaborations with municipal planners, architects and builders behind futuristic visions for many renowned Bay Area construction projects. As a result of its expanding renown, 472 Gallery is a rising force in San Francisco's downtown arts community. To learn more about 472 Gallery's groundbreaking new exhibitions and calls for entry, or to set up a tour and explore your custom event possibilities, please visit www.472gallery.com and contact us right away.





#BWSANFRANCISCO SHOW

The world's leading media pundits agree that the era of mobile devices is here. A Microsoft study shows that by 2014, more people will access the Internet by mobile devices than desktops. With nearly 1.5 million Apps now available for the Android and Apple platforms, the high quality of mobile photography - combined with the ease of capturing and sending media - has ushered-in a new age of digital photography.

Among Apps, the best ones are allowing mobile photographers to take their art to incredible new heights, while also opening up their worlds by virtue of real-time sharing, geo-tagging and social networking. With all this in mind, it is our pleasure to announce 472 Gallery's forthcoming **#BWSANFRANCISCO** Show. Leveraging the prolific and growing Instagram community and platform and all the latest developments impacting mobile devices, the Gallery's owners joined with creative and photography industry leaders to invite artists to submit original works captured using their mobile devices. Hundreds of resulting submissions are now being judged, and on May 3, the exhibition will open to the public. On June 7, 472 Gallery and its Sponsors will host the show's gala reception for hundreds of luminaries from the Bay Area, the United States and abroad. The show will then run on through July 4th, 2013, at 472 Gallery. Gallery owners and staff members look forward to hearing from you soon to customize a strategy for your particular needs, and working closely with you to ensure your participation will be a highlight of 2013.

Sponsor Benefits

Sponsorship of 472 Gallery SF exhibitions is a creative answer to your corporate marketing objectives. As an emerging source for organizing and presenting important art exhibitions of the highest quality, 472 Gallery exhibitions draw hundreds of sophisticated visitors from the Bay Area, across the United States and abroad.

To meet our presentation, staging and promotional costs, we welcome corporate support and offer a great deal in return.

- During the sponsorship period, 472 Gallery can become your outlet for entertaining as well as marketing, public relations, and business development endeavors.

- Finally, in addition to the opportunity to co-host the exhibition's gala event with the Gallery in its magnificent space, Sponsors can schedule custom events and private VIP tours during the run of the exhibition. All staging and entertaining costs are assumed by the Sponsor.

- Gallery sponsorship bolsters your corporate branding and enhances your shareholder and customer relations.

To ensure prominent recognition, Sponsors are given a credit line to accompany the exhibition title in all exhibition materials. These typically include:

- Title wall at the entrance of the exhibition

- The exhibition catalogue, when published by the Gallery

- Invitation to the gala event and all other Gallery events associated with the exhibition

- The Gallery's online preview of the exhibition, with a link to the sponsor's website

- Posters strategically placed outside the Gallery

- At the opening reception, upon request, a Sponsor's representative can make remarks.

The Gallery produces and distributes a press kit that features sponsorship credits. To ensure maximum visibility, sponsors also receive credit on all press materials, including in the online press kit and in all exhibition press releases. This kit can include Sponsors' corporate statements.



Presenting Sponsor

Please see our detailed description of Sponsor Benefits previously listed in this document.

The owners and staff of 472 Gallery sincerely look forward to hearing from you soon to customize a strategy for your particular needs, and working closely with you to ensure your participation in **#BWSANFRANCISCO** will be a highlight of 2013.

To maximize the Gallery's promotional activities for **#BWSANFRANCISCO**, its staff can support Sponsor requests to coordinate strategic marketing plans and coordinate press effort for the exhibition.

There are many top-tier benefits available to Presenting Sponsors. In order to begin taking advantage of them please contact us to secure your position as soon as possible by contacting Denis Krylov at +1 415-501-9551 or denis@transparenthouse.com.

\$1,750

(2 spots available*)

* Exclusive Presenting Sponsorship may be available for this event if you act soon. Assuming this is not yet taken, by committing soon to a \$3,500 sponsorship your company can become the sole Presenting Sponsor for **#BWSANFRANCISCO**.



Corporate Sponsor

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To maximize the Gallery's promotional activities for **#BWSANFRANCISCO**, its staff can support Sponsor requests to coordinate strategic marketing plans and coordinate press effort for the exhibition.

There are many top-tier benefits available to Corporate Sponsors. In order to begin taking advantage of them please contact us to secure your position as soon as possible by contacting Denis Krylov at +1 415-501-9551 or denis@transparenthouse.com.

\$750

(4 spots available*)

* Exclusive Corporate Sponsorship may be available for this event if you act soon. Assuming this is not yet taken, by committing soon to a \$3,000 sponsorship your company can become the sole Corporate Sponsor for **#BWSANFRANCISCO**.





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