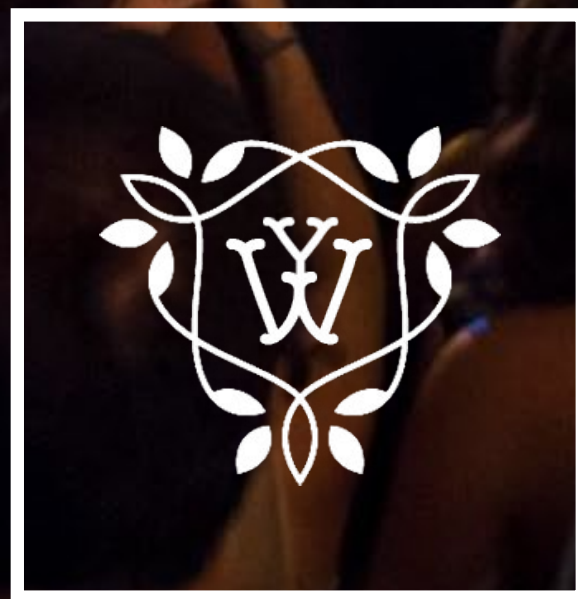


Art Basel

AT THE YARD 2017



WE INVITE YOU TO

feel at home

THIS MAGICAL SPACE

We invite you to unveil your Art Basel vision at The Yard. The Wynwood Yard is an innovative hub of food and culture in Miami. The food yard, event and live music venue and all-day hangout space brings locals and visitors to Miami a smorgasbord of food, fitness, music and other cultural activities.

Our turn-key venue has all of the features you need for hosting full day, large-scale events and brand activations. Elements include a covered stage, eleven hand-picked culinary concepts, The Bar at The Yard, CHARCOAL Garden Bar + Grill, a full-service restaurant and bar comprised entirely of containers, a newly-renovated garden by The Little River Cooperative, an astroturf lawn, a stunning container home by design start-up Wyn-Box, picnic tables, and charming rustic furniture.

THE
WYNWOOD
YARD

THE WYNWOOD YARD - BASEL OPPORTUNITIES



PHOTO CREDIT: MASSON LIANG

THE WYNWOOD YARD - BASEL OPPORTUNITIES



PHOTO CREDIT: MASSON LIANG



PHOTO CREDIT: MASSON LIANG

BE A PART OF

Basel

AT THE YARD

SPONSORSHIPS

BRAND ACTIVATIONS

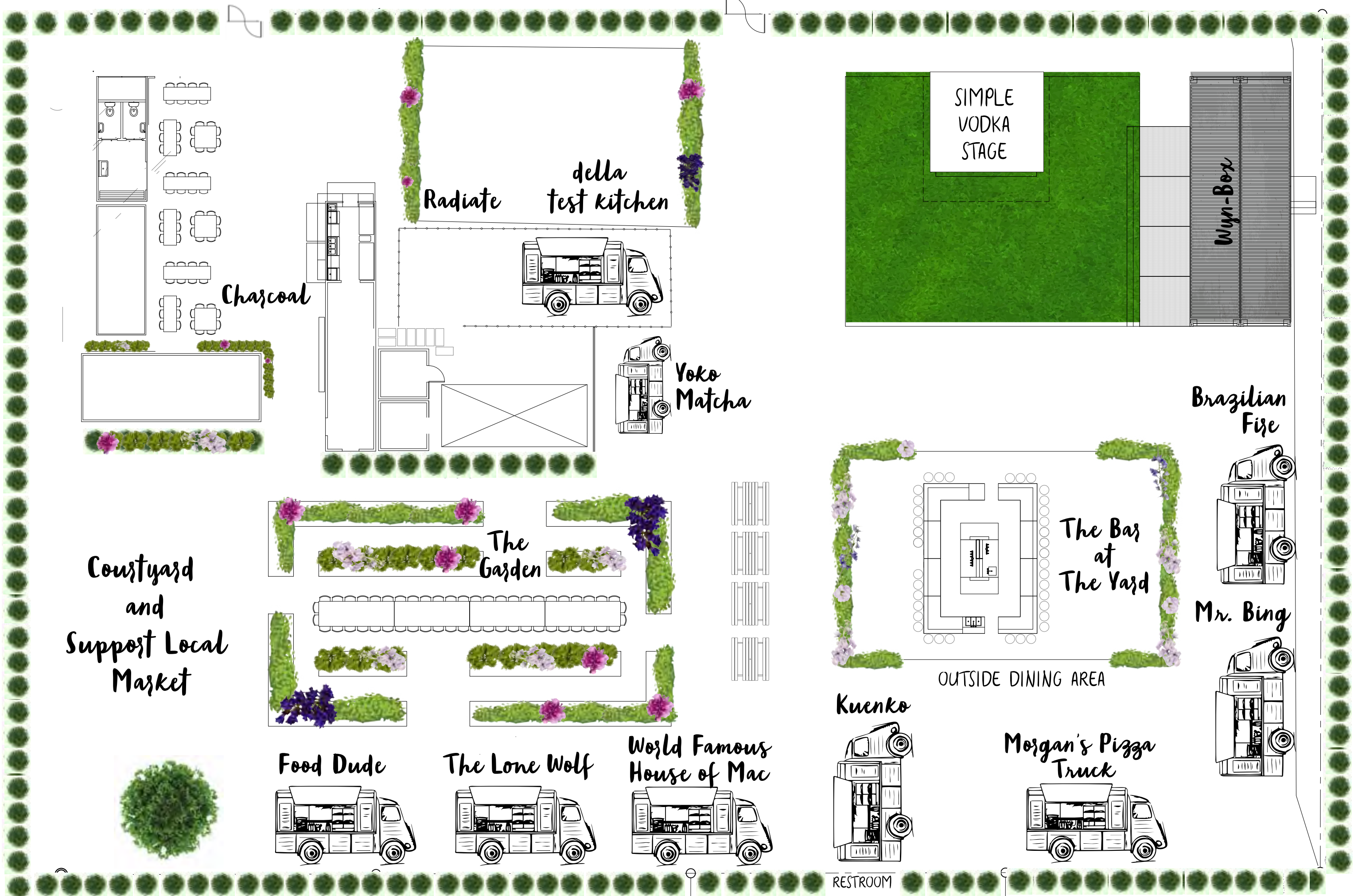
PRIVATE EVENTS

COCKTAIL PARTIES AND

HAPPY HOURS

AND MORE....

ENTRANCE



*tenants as of October 2017

THE WYNWOOD YARD

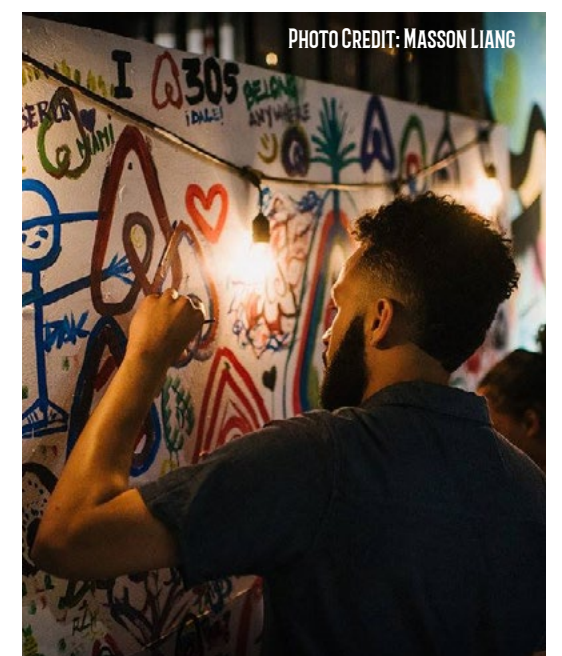
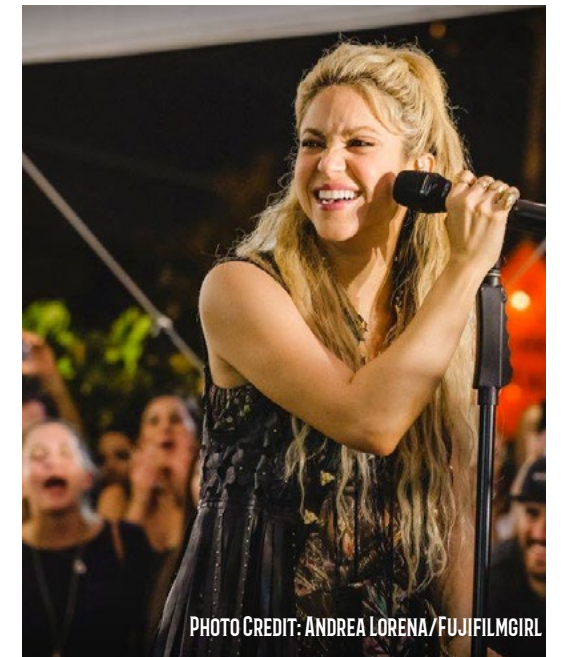
DEMOGRAPHICS: Influential, gender-balanced mix of educated millennials: affluent young professionals, entrepreneurs, thought leaders, creatives, and artists. They are motivated, ambitious, open-minded, forward-thinking, participatory, health-conscious, and worldly.

MAILING LIST: 15K subscribers including local influencers, cultural, art, and music enthusiasts with a more than 20% average open rate.

INSTAGRAM: Over 36K followers

FACEBOOK: Approx 11K likes

MEDIA IMPRESSIONS: An average of 50 media mentions each month in publications with a combined average reach of 802 million, with 9K average monthly online impressions of articles specifically mentioning The Wynwood Yard and an average of 5K social shares of those articles, posts, and online mentions. The Wynwood Yard has been covered in local and national publications including Vogue, Travel + Leisure, People Magazine, New York Post, Paste, Miami Herald, Sun-Sentinel, WSVN 7 Deco Drive, NBC 6 in the Mix, New Tropic, Thrillist, Eater, Miami New Times, Zagat, Time Out, Racked, Where and more.



SPONSORSHIP

opportunities

TITLE SPONSOR:

\$5000 DAILY RATE (Wed., 12/6 and Thurs., 12/7)

\$10000 DAILY RATE (Fri., 12/8, Sat., 12/9, Sun., 12/10)

- Sponsored Day will be presented by your company [Eg: EVENT TITLE, Presented by YOUR COMPANY].
- Dedicated sign on front entrance display on the day of the title sponsorship.
- Rights to brand The Wynwood Yard with pre-approved advertising, marketing, and co-branded promotions.
- Presenting Sponsor recognition/logo on all media (print, internet/social media) for the presenting day.
- Presenting Sponsor recognition/logo on The Wynwood Yard website with link to sponsor's website
- Inclusion in The Wynwood Yard public relations outreach [Average Monthly Reach of 800 Million]
- Inclusion in social media and e-blasts
- Dedicated space at the venue for brand activation or sponsored art installation, demonstration, performance for the day, to be pre-approved by the venue

PHOTO CREDIT: DUNCAN LITTLEFIELD



- Dedicated social media campaign, including native posts, stories and live
- Dedicated pre-event e-blast (10K sponsors only)
- Inclusion in a dedicated post-event email thanking sponsors
- Rights to professional photos capturing title sponsorship day

SPONSORSHIP

opportunities

MUSIC SPONSOR:

\$5000 DAILY RATE (Thurs., 12/7, Fri., 12/8, Sat., 12/9, Sun., 12/10)

- A music event on sponsored day will be presented by your company [Eg: MUSICIAN Presented by YOUR COMPANY]

- * Rights to brand The Wynwood Yard with pre-approved signage

- Presenting Sponsor recognition logo on all media (print, internet/social media) for the presenting day.

- Presenting Sponsor recognition/logo on The Wynwood Yard website with link to sponsor's website

- Inclusion in The Wynwood Yard public relations outreach [Average Monthly Reach of 800 Million]

- Inclusion in social media and e-blasts

- Rights to professional photos capturing title sponsorship day

- A music event on sponsored day will be presented by your company

- Inclusion in a dedicated post-event email thanking sponsors



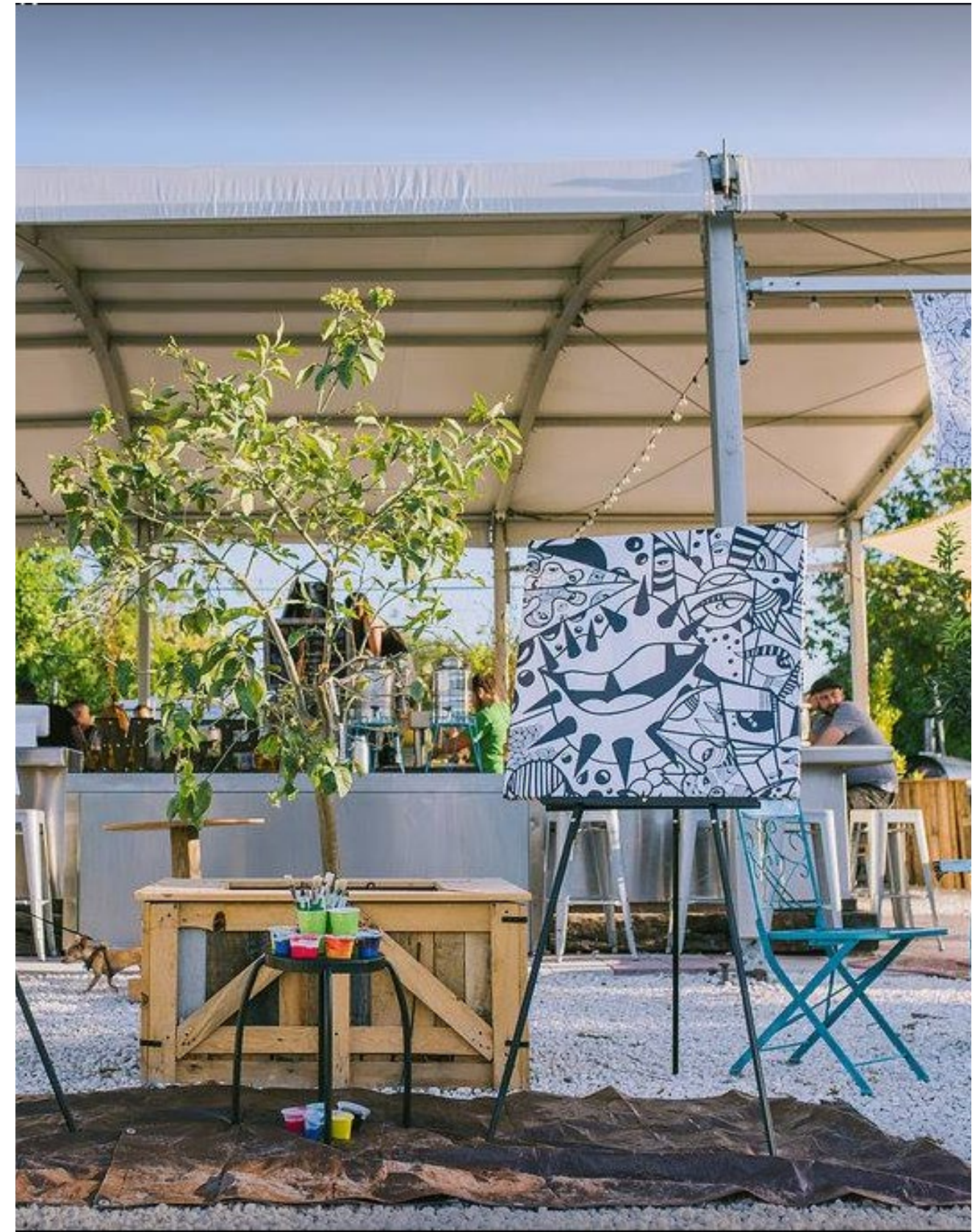
PHOTO CREDIT: DUNCAN LITTLEFIELD

SPONSORSHIP

opportunities

ART INSTALLATION SPONSOR: \$2500 DAILY RATE

- Rights to have pre-approved signage at installation.
- Sponsor recognition/logo on all media relating to art installation
- Presenting Sponsor recognition/logo on The Wynwood Yard website with link to sponsor's website
- Inclusion in The Wynwood Yard public relations outreach [Average Monthly Reach of 800 Million]
- Inclusion in social media and e-blasts
- Inclusion in a dedicated post-event email thanking sponsors



SPONSORSHIP

opportunities

**SPONSOR:
BRAND ACTIVATION & POP-UPS**

\$2500 DAILY RATE

- Inclusion in social media and e-blasts
- Rights to have pre-approved signage at activation/pop-up
- Sponsor recognition/logo on all media (print, internet/social media) relating to activation/pop-up
- Inclusion in The Wynwood Yard public relations outreach
- Inclusion in social media and eblast posts

SPONSOR: HAPPY HOUR

\$1500 DAILY RATE

- Dedicated signage at The Bar at The Yard during happy hour
- Opportunity to name a drink of the day
- Inclusion in social media and e-blasts
- Presenting Sponsor recognition/logo on The Wynwood Yard website with link to sponsor's website
- Promo table during happy hour
- Inclusion in a dedicated post-event email thanking sponsors



PHOTO CREDIT: MASSON LIANG

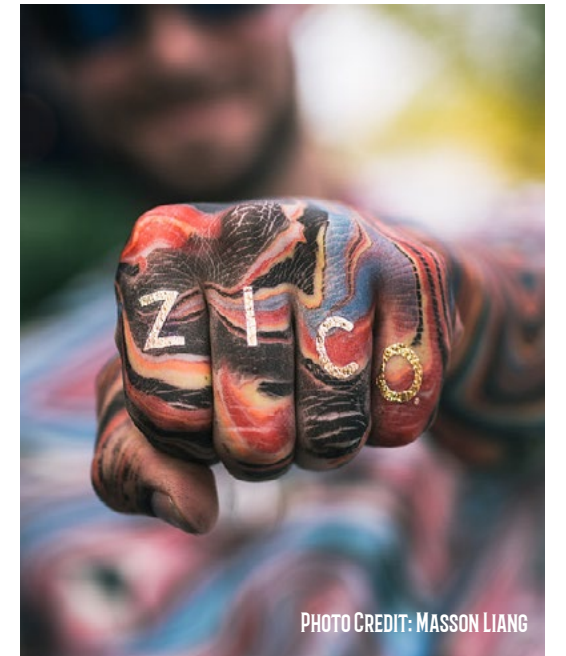


PHOTO CREDIT: MASSON LIANG



PHOTO CREDIT: ANDREA LORENA/FUJIFILMGIRL



PHOTO CREDIT: ANDREA LORENA/FUJIFILMGIRL



PHOTO CREDIT: SERENIPITY CREAMERY

PHOTO CREDIT: MASSON LIANG



PHOTO CREDIT: MASSON LIANG

BE A PART OF

The Wynwood Yard

TAKE OVER THE YARD

Full buyout of The Wynwood Yard and/or CHARCOAL

SEMI-PRIVATE EVENT

- Event possibilities: VIP gathering, semi-private dinner, cocktail party.
- Varying spaces available depending on size/type of event, including garden, CHARCOAL Conservatory, the covered patio of della test kitchen, The Support Local Courtyard.

connect

PHOTO CREDIT: MASSON LIANG

We look forward to partnering with you to create an unforgettable Basel at The Yard experience.



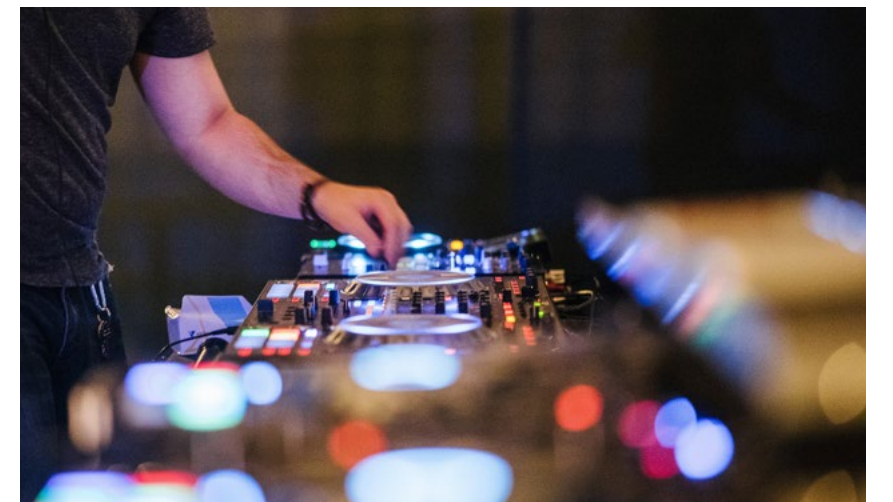
THE LOTS

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TW: @wynwoodyard
FB : @thewynwoodyard

WEBSITE

www.thewynwoodyard.com



BOOKINGS

Contact us at
bookings@thewynwoodyard.com

For date availability, pricing,
and additional details.



