

2025

SPONSORSHIP & PARTNERSHIP



THE
TREASURE
HOUSE
FAIR

26 JUNE - 1 JULY 2025

For information contact :
OLGA FEDOROVA
Audience Manager
+44 (0) 7904299485
olga@treasurehousefair.com





ABOUT

The Treasure House Fair brings together world renowned art and antique dealers. A week long pop-up within the glorious setting of the Royal Hospital Chelsea. The visitor experience is not only scholarly but is also one that offers a superb bar, restaurant and a wonderful garden terrace.

Here, in the heart of the summer season you can entertain your clients or focus on our exceptional audience of collectors and enthusiasts. From having your own dedicated lounge to simply entertaining a few clients, we are here to create the perfect package for you and your company.



"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 antiques, 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



FAIR'S FACTS

£3.5 MILLION
highest value artwork purchased

5,000
ARTWORKS

118,200 accounts reached
INSTAGRAM

5,000
GLASSES OF CHAMPAGNE

FAIR IN NUMBERS

70
Exhibitors

15K
Visitors

3000 sqm
Exhibition Space

20K
Digital Visitors

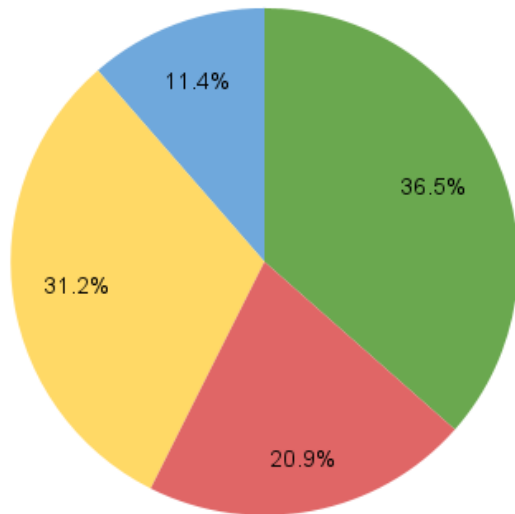
DEMOGRAPHICS

LOCATION

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

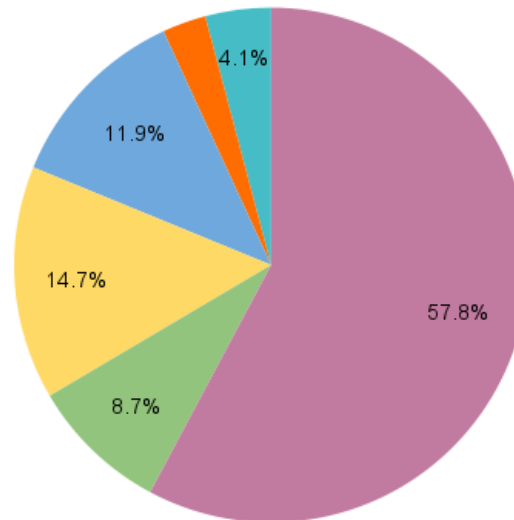
AGE

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

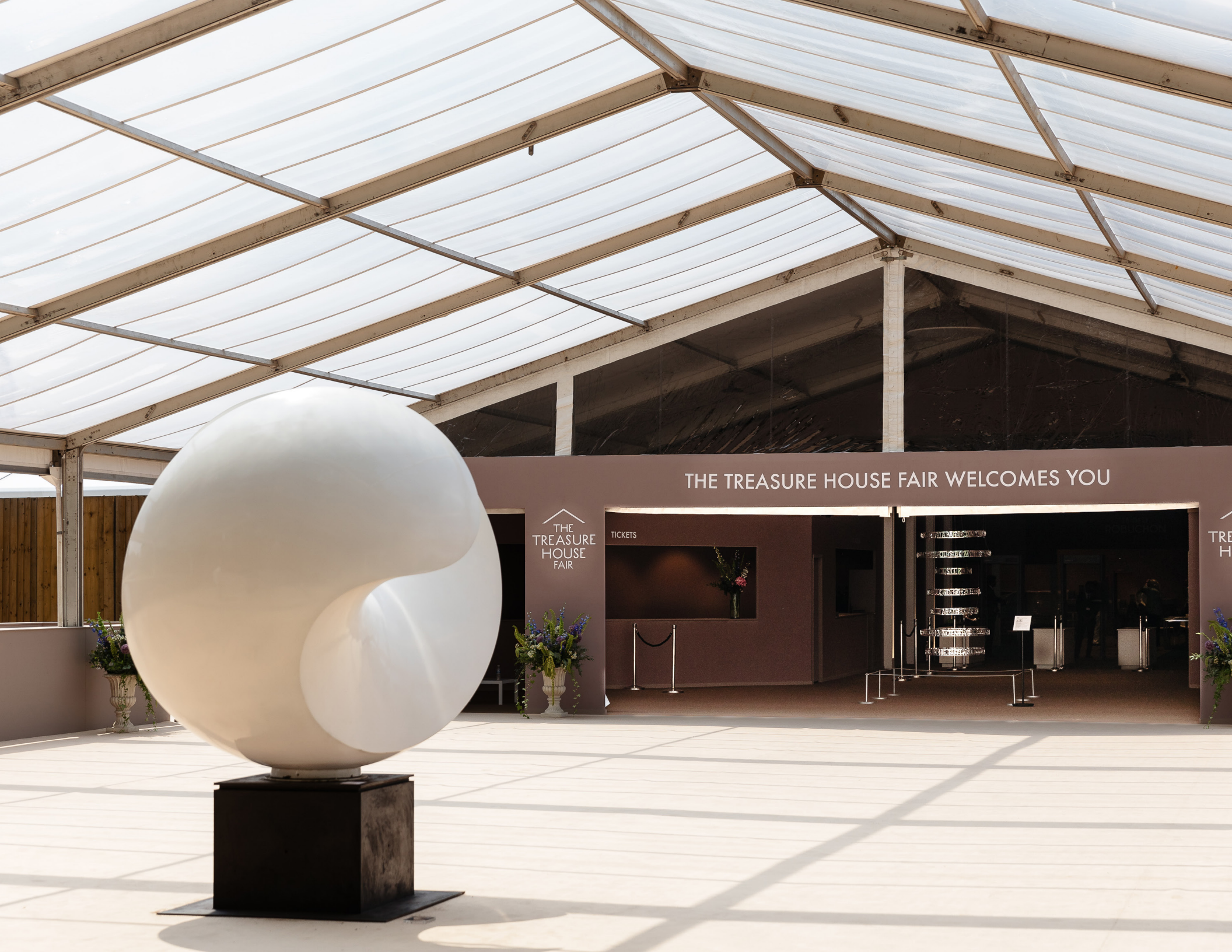


OCCUPATION

● 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
H



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:

- RAISING AWARENESS
- CONNECTING WITH NEW CLIENTS
- ENGAGING AND ENTERTAINING YOUR EXISTING CLIENTS
- ALIGNING WITH PRESTIGIOUS BRANDS
- ENHANCING EXCLUSIVITY
- CULTIVATING PARTNERSHIPS

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





OPPORTUNITIES

PROMOTE YOUR BRAND THROUGH AN
ARRAY OF CUSTOM OPPORTUNITIES

BRUT

OPPORTUNITIES

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

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, arnet, 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



HOME OF THE
CHELSEA PENSIONERS



Sotheby's
INSTITUTE OF ART

design centre
LONDON

LE DELI
ROBUCHON
JR



ROCK
Angel

NOAM
BAVARIA BERLIN



LADY FLORA



THE
QUORUM
NETWORK

HOUSE &
GARDEN

APOLLO
THE INTERNATIONAL ART MAGAZINE

The New York Times

1
HOTEL
mayfair

THE WORLD OF
INTERIORS

HAM YARD
HOTEL



London



THE ART NEWSPAPER

KNIGHTSBRIDGE
HOTEL



London

Caraffini

..At Sloane