



Covers from the award-winning Aperture magazine, Aperture Foundation's flagship publication

## Mission

Aperture, a not-for-profit foundation, connects the photo community and its audiences with the most inspiring work, the sharpest ideas, and with each other—in print, in person, and online.



(Left) The Aperture Gallery bookstore. (Right) The three-thousand-square-foot Aperture Gallery in New York's Chelsea art district welcomes thousands of visitors a year.

## History

Aperture was founded in 1952 by a group of photographers and writers—Ansel Adams, Dorothea Lange, Barbara Morgan, Minor White, Beaumont and Nancy Newhall, among others. With the publication of a new quarterly periodical, *Aperture* magazine, they set out to create “common ground for the advancement of photography.” Since then, Aperture Foundation’s initiatives have expanded to include world-renowned book publications, a rich humanities program related to our award-winning books, limited-edition photographs, and a traveling exhibitions program that has presented shows at major museums and art institutions in the United States and around the world. With a staff of thirty, twelve exceptional work scholars, and an operating budget of more than \$6 million, Aperture reaches an estimated one million people annually.



## Why Aperture?

Aperture Foundation is one of America's most distinguished and influential organizations devoted to fine art and documentary photography.

The award-winning **Aperture magazine**, the flagship publication of Aperture Foundation, has been unrivalled in its excellence and critical acclaim since 1952, with an average of sixty thousand readers worldwide per issue.

Aperture's **book publication program** is comprised of over 650 titles to date, including monographs by contemporary masters and emerging artists; reissues of modern classics; documentary work; and photographic surveys and essays by prominent scholars.

The three-thousand-square-foot **Aperture Gallery** in New York City's Chelsea art district presents acclaimed exhibitions and educational events, hosting thousands of visitors every year.

Aperture's **traveling exhibition program** brings images and artists from the pages of select Aperture publications to the walls of museums and other art institutions worldwide. In 2009, Aperture's exhibitions traveled to thirty-three cities, twenty-one states, seven countries, and three continents.

Aperture's **limited-edition print and book program** makes works by masters of photography and contemporary and emerging artists accessible to the larger public through affordable pricing.

Each year, Aperture presents a **broad humanities program** of admission-free public events at our gallery and in venues across the country.

Aperture has a **vibrant online presence** and following, using a range of web-based platforms. Aperture's website, [www.aperture.org](http://www.aperture.org), attracts 624,000 unique visitors annually. Our e-mail newsletter has a growing subscription base of 33,000. Aperture also has a blog, *Exposures*, whose audience now numbers over a quarter million; a Facebook page (18,500+ fans), and a Twitter account (20,500+ followers).

**For more information please visit [www.aperture.org](http://www.aperture.org) or contact:**

David Yu, Director of Development at (212) 946-7103 or [dyu@aperture.org](mailto:dyu@aperture.org)

# Sponsorship Opportunities

**Tailored,  
experiential  
marketing  
opportunities  
across Aperture's  
multiple platforms**

## Aperture Magazine

### Upcoming Opportunities:

**Aperture Magazine Launch Party, February 2013:** As *Aperture* enters its seventh decade, the magazine is being redesigned with a fresh new look and larger format. The redesigned magazine will debut at the launch party for Issue #210.

### Previous:

Produced *On the Wall*, an exhibition of select work from eight consecutive issues of the magazine.

Commissioned a web project from artist **Alfredo Jaar** that paid homage to three great thinkers on photography, Roland Barthes, Susan Sontag, and David Levi Strauss.

## Educational/Public Programming

### Upcoming Opportunities:

**The Latin American Photobook Exhibition and Symposium:** First-ever survey of historical and contemporary Latin American photobooks, including book, exhibition, and symposium components scheduled for fall 2012.

**Photographic Universe:** A two-day symposium on issues of photography, technology, and visual culture, in partnership with Parsons the New School for Design and the Vera List Center for Art and Politics. Scheduled for October 2012 (TBC).

### Previous:

In collaboration with **Sony**, Aperture produced **Photo Camp**, weekend-long student workshops in New York and Los Angeles that culminated in an exhibition at Aperture Gallery.

Produced an artist's talk for **Levi's** during their Photo Workshop in New York City with master photographer **Bruce Davidson**. A capacity crowd of two hundred listened to Davidson speak on site with an additional thirty-two thousand following on Facebook.

**Freestyle Photographic Supplies** underwrote the Aperture West Collaborative Lecture Series, bringing artists to audiences in Los Angeles, San Francisco, and Seattle.



## Books and Exhibitions

### Upcoming Opportunities:

***The New York Times Magazine Photographs:*** Curated by **Kathy Ryan**, this instant best-seller offers a behind-the-scenes look at the editorial processes of the landmark publication. The touring exhibition opened at Les Rencontres d'Arles, France, in 2011, and will travel to the U.S. in 2013 before touring in Latin America.

***Petrochemical America:*** Unique and powerful collaboration between master photographer **Richard Misrach** and award-winning landscape architect **Kate Orff** to address critical environmental issues. A landmark companion exhibition will open in fall 2012, at Aperture Gallery, and then travel.

***Martin Parr: Life's a Beach:*** In spring 2013, Aperture will produce an exhibition of photographs and a trade publication that gathers together over thirty years of master-colorist **Martin Parr's** photographs of beach culture throughout the world.

***A Hidden History: Chinese Photobooks:*** Working with an international team of scholars, including **Christopher Phillips** and **Gu Zheng**, Aperture will produce a complex and multifaceted history of China as recorded in the pages of photobooks—including early colonial perspectives, official communist propaganda, and contemporary photographers working today. The exhibition will open in France at Les Rencontres d'Arles in July 2013.

### Previous:

**Televisa Foundation** supports ongoing exhibition and book collaborations, including *Paul Strand in Mexico* (2010) and *The Latin American Photobook* (2011).

**Raymond Weil** held their annual photography competition exhibition and opening reception at Aperture Gallery.

**Bloomsbury Auctions** supported an exhibition and book by Italian color pioneer **Luigi Ghirri**, *It's Beautiful Here, Isn't It*.

## Events

### Upcoming Opportunities:

**Aperture's Sixtieth Anniversary Gala Dinner & Photography Auction, October 23, 2012, at Gotham Hall.** Paying tribute to a group of exceptional individuals who have been a vital part of Aperture's family in recent years and the many photographers and writers who have played important roles in Aperture's history. The photography auction will feature important works by photographers central to Aperture's sixty-year legacy.

### Previous:

Hosted **Blurb's** Photography Book Now party and exhibition.

Hosted **Sony's** PhotoPlus Expo party at the Aperture Gallery in conjunction with **Sony World Photography Awards** and **Sony Artisans of Imagery** exhibitions.

Produced a VIP reception and public discussion with master photographer **Eugene Richards** for **Kodak** in San Francisco, promoted via a magazine insert printed on Kodak Professional paper.

## Featured Products

### Upcoming Opportunities:

**Art Fair Premium Gift Program.** Aperture is present at select art fairs and conferences throughout the year, and is seeking partners to donate products that will be given away as a premium gift to those who subscribe to *Aperture* magazine during the fairs.

### Previous:

Kodak donated film for the **NYC Green Cart Program** that was developed in partnership with the Laurie M. Tisch Illumination Fund and the NYC Department of Health. Aperture commissioned five New York-based, emerging photographers to document the impact of the program, which issued licenses and permits for one thousand mobile food carts appointed for specially designated zones throughout the city where consumption and access to fruits and vegetables is low.

Fujifilm provided film and loaner cameras to attendees at exhibition openings at Aperture Gallery.

IC Lab and Aperture produced large-scale limited-edition prints with world-renowned photographers **Bruce Davidson** and **Mary Ellen Mark**.

Created a limited-edition Aperture messenger bag for new magazine subscribers with **Crumpler** that was signed by **John Gossage**, **Mary Ellen Mark**, **Trevor Paglen**, and **Sara VanDerBeek**.

## Custom Projects

### Upcoming Opportunities:

**Artist Commissions.** Provide support to established, mid-career, or emerging artists to create work for the print magazine and/or aperture.org.

**Artist Sails.** Invite six artists to create limited-edition sails for personal-sized sailboats that will be unveiled in a group sail in select locations around the world, such as the Hudson River, the French Riviera, Venice, and Maine.

### Previous:

Created a custom publication for **Polaroid** that was distributed to *Aperture* subscribers and attendees at the Tribeca Film Festival.

Aperture procured leading photographers to work on **USA Network's** "Characters Welcome" branding campaign. Images were published in a coffee-table book and traveling exhibition.

**Epson** sponsored an expanded issue of *Aperture* and a web-exclusive microsite featuring the work of **Gregory Crewdson**.

Canon sponsored a web-exclusive microsite featuring the work of **Florian Maier-Aichen**. In addition, printed work in Aperture's exhibition *What Matters Now? Proposals for a New Front Page* was made on site at our gallery using donated Canon image PROGRAF iPF6350 large-format printers.



## Prize Sponsorships

### Upcoming Opportunities:

**The Paris Photo–Aperture Foundation PhotoBook Awards.** Paris Photo and Aperture Foundation have joined forces to launch two new photobook prizes. One prize will be awarded to the photographer/artist whose first photobook is deemed by an independent jury to be best of the year. A second prize will be awarded to the photographer/artist and publisher responsible for the jury's choice for the best photobook of the year.

**Aperture Portfolio Prize.** Aperture's annual international online photography competition attracts emerging and professional photographers from around the world.

# aperture at sixty



Join us to celebrate aperture's sixtieth anniversary and our place in the evolving narrative of photography.

in 2012 we  
proudly celebrate

60 years of Aperture magazine

650 photobooks published

280 limited-edition books and prints

150 exhibitions produced and  
traveled to 500 venues worldwide

1 global community with a passion  
for photography

## aperture community

Throughout 2012, we are  
presenting photography that celebrates  
our community, past and present:

*Shared Vision*: an exhibition of the  
photography collection of Sondra Gilman  
and Celso Gonzalez-Falla, organized by  
MOCA Jacksonville

*Delpire & Co.*: an exhibition at Aperture  
Gallery and venues across New York,  
celebrating the career of visionary editor and  
publisher, and long-time Aperture partner,  
Robert Delpire

*The Garden at Orgeval*: a new volume of  
photographs by Paul Strand, whose inspirational  
legacy Aperture continues to steward

*Aperture Magazine Anthology—The Minor  
White Years*: a new book featuring highlights  
from the magazine's first twenty-five years

*Aperture Remixed*: ten contemporary  
photographers respond to publications from  
Aperture's history that inspired them

Sixtieth-anniversary *Gala Dinner and Auction*  
on Tuesday, October 23, 2012. Mark your  
calendars now and join us at Gotham Hall for  
a festive celebration!

## aperture evolution

As we enter our seventh decade,  
we are:

Launching a transformed website and  
related social media initiatives to better  
serve our audiences.

Introducing apps and e-pubs, beginning  
with *Merce Cunningham: 65 Years*.

Offering educational programs to enrich  
photography enthusiasts at all levels and  
engage new audiences.

Launching the first annual *Paris Photo—  
Aperture Foundation PhotoBook Awards*,  
honoring an emerging photographer's  
first book with The First PhotoBook Prize  
plus The PhotoBook of the Year Prize.

Reconceptualizing *Aperture*  
magazine for the next chapter in the  
story of photography.

### Aperture Foundation Sponsorship Opportunities

#### Presenting Sponsor – \$75,000

- Most prominent on-site branding/signage
- Verbal recognition during the evening program
- Featured coverage as Presenting Sponsor in Aperture press releases and other publicity materials, circulated to an extensive list of major consumer and photography-specific media outlets, including ABC News/Good Morning America, *Artforum*, *Art in America*, DailyCandy.com, *Departures*, *Financial Times*, FlakPhoto.com, *Los Angeles Times*, *New York* magazine, *New York Times*, *Newsweek*, NY1, *Photo District News*, *New Yorker*, *Time*, *Time Out New York*, *Wall Street Journal*, WNYC, and many more
- All of the Lead Sponsor benefits below, plus one additional Patron table for ten at Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction (total of three Patron tables for thirty guests)

#### *Additional Opportunities and Privileges Throughout the Year*

- One complimentary half-page print ad in *Aperture* magazine, the award-winning quarterly reaching sixty thousand readers worldwide\*
- One complimentary entertainment opportunity at Aperture Gallery and 30% discount on space-rental fee for subsequent events

#### Lead Sponsor – \$50,000

- On-site branding/signage
- Coverage as a Lead Sponsor in Aperture press releases and other publicity materials, circulated to an extensive list of major consumer and photography-specific media outlets
- Listing for one corporate executive as a member of the Benefit Committee on all event materials
- All of the Supporting Sponsor benefits below, plus one additional Patron table for ten at Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction (total of two Patron tables for twenty guests)

#### *Additional Opportunities and Privileges Throughout the Year*

- Two-month advertising campaign on www.aperture.org, which attracts 624,000 unique visitors annually
- Partner collateral distributed by Aperture at its gallery throughout the year, and via its booth at art fairs (average is eight per year, including Paris Photo, Expo Chicago, Art Miami, and Society for Photographic Education)
- Preferred sponsor rate on a full-page, four-color ad in one issue of the award-winning *Aperture* magazine\*
- Ten one-year subscriptions to *Aperture* magazine

#### Supporting Sponsor – \$25,000

- One Patron table for ten at Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- Exclusive invitation for your table guests to join Aperture on Sunday, October 21, and Monday, October 22, for private visits to the studios of major New York-based photographers, viewings of important private collections, and VIP cocktail receptions
- Sponsorship acknowledgement and logo credit on the Benefit invitation, Auction Catalog, and Benefit page on Aperture's website
- Featured acknowledgment in Aperture e-newsletters (33,000 subscribers); *Exposures*, Aperture's blog whose audience numbers over a quarter million; and social-media platforms, including Facebook (18,500+ fans) and Twitter (20,500+ followers)

#### *Additional Opportunities and Privileges Throughout the Year*

- Acknowledgment and logo credit on the donor plaque in Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Acknowledgment on the home and corporate-sponsor pages of www.aperture.org
- Invitations to exclusive salon events with Aperture artists, curators, and authors
- Invitations to Aperture Gallery opening receptions, book signings, lectures, and panel discussions
- Five one-year subscriptions to *Aperture* magazine

### Aperture Foundation Promotional Opportunities

#### Live Auction Sponsor – \$15,000

- Listing as Live “Auction Sponsor” on event materials, including prominent logo placement on the auction catalog
- Onstage recognition by auctioneer at podium
- Gala dinner seating for four guests

#### Art Sponsor – \$15,000

- Opportunity to underwrite the shipping, framing, and installation of artwork featured in the Gala auction
- Listing as “Art Sponsor” on event materials, including prominent logo placement on the auction catalog
- Onstage recognition by auctioneer at podium
- Gala dinner seating for four guests

#### Gala Dinner Sponsor – \$15,000

- Prominent logo placement on menu cards placed on all guest tables
- Onstage recognition by auctioneer at podium
- Listing as “Gala Dinner Sponsor” on event materials
- Gala dinner seating for four guests

#### Luxury Beverage Sponsor – \$10,000 + product donations

- Strategic placement of your product at branded bars
- Company logo on signage at the event
- Listing as “Luxury Beverage Sponsor” in event materials
- Gala dinner seating for two guests

#### Print Sponsor – \$10,000 + services

- Opportunity to underwrite/provide printing for printed event materials, including media backdrop on the red carpet, stage backdrop, invitations, etc.
- Listing as “Print Sponsor” in event journal
- Gala dinner seating for two guests

#### *Additional Opportunities and Privileges Throughout the Year*

- Acknowledgment and logo credit on the donor plaque in Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Corporate logo placement on the event and corporate-sponsor pages of [www.aperture.org](http://www.aperture.org), which attracts 624,000 unique visitors annually
- Invitations to exclusive salon events with Aperture artists, curators, and authors
- Invitations to Aperture Gallery opening receptions, book signings, lectures, and panel discussions
- Five one-year subscriptions to *Aperture* magazine

## Aperture Foundation Sponsorship Opportunities

### \$50,000

#### Platinum

- Logo and sponsorship acknowledgement in each issue of *Aperture* magazine for one year (four issues)
- Two half-page print advertisements in *Aperture* magazine annually (readership 60,000)
- Two-month advertising campaign at [www.aperture.org](http://www.aperture.org), which attracts 624,000 unique visitors annually
- Partner collateral distributed by Aperture at its gallery throughout the year, and via its booth at art fairs (average is eight per year, including Paris Photo, Expo Chicago, Art Miami, and Society for Photographic Education)
- Four complimentary tickets to Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- Fifteen one-year subscriptions to *Aperture* magazine
- *Plus all of the benefits listed below*

### \$25,000

#### Gold

- One complimentary entertainment opportunity at Aperture Gallery
- Acknowledgment on the home and corporate-sponsor pages of Aperture's website
- Prominent listing on the donor plaque in Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Two complimentary tickets to Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- Ten one-year subscriptions to *Aperture* magazine
- *Plus all of the benefits listed below*

### \$10,000

#### Silver

- Product display and collateral distribution opportunities in Aperture Gallery and Bookstore
- One banner ad in Aperture's e-mail newsletter (33,000 subscribers)
- 30% discount on Aperture Gallery's space-rental fee
- Credit on related press releases going to an extensive list of major consumer and photography-specific media outlets, including ABC News/Good Morning America, *Artforum*, *Art in America*, *DailyCandy.com*, *Departures*, *Financial Times*, *FlakPhoto.com*, *Los Angeles Times*, *New York magazine*, *New York Times*, *Newsweek*, *NY1*, *Photo District News*, *New Yorker*, *Time*, *Time Out New York*, *Wall Street Journal*, *WNYC*, and many more
- Five one-year subscriptions to *Aperture* magazine
- *Plus all of the benefits listed below*

### \$5,000

#### Bronze

- Acknowledgment on the corporate-sponsor pages of Aperture's website
- Preferred partner discount on print and online advertising
- Acknowledgment on the donor plaque in Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Two one-year subscriptions to *Aperture* magazine

### Aperture Foundation Sponsorship Opportunities

#### \$50,000

##### Platinum

- Leadership credit on the acknowledgment page of the sponsored book
- Two-month advertising campaign at [www.aperture.org](http://www.aperture.org), which attracts 624,000 unique visitors annually
- Partner collateral distributed by Aperture at its gallery throughout the year, and via its booth at art fairs (average is eight per year, including Paris Photo, Expo Chicago, Art Miami, and Society for Photographic Education)
- Preferred sponsor rate on a full-page, four-color ad in one issue of the award-winning *Aperture* magazine\*
- Four complimentary tickets to Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- Three hundred copies of the sponsored book
- *Plus all of the benefits listed below*

#### \$25,000

##### Gold

- A special event (developed with the sponsor) for the opening reception of the sponsored exhibition at Aperture Gallery, or complimentary use of our gallery for one event
- Product placement opportunity at Aperture Gallery during the run of the sponsored project (where applicable)
- Acknowledgment on the home and corporate-sponsor pages of Aperture's website
- Prominent listing on the donor plaque in Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Two complimentary tickets to Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- One hundred copies of the sponsored book
- *Plus all of the benefits listed below*

#### \$10,000

##### Silver

- Corporate logo on the copyright page of sponsored book and on the project's page on Aperture's website
- Corporate logo on the exhibition invitation and introductory panel at Aperture Gallery and on tour (if applicable)
- One banner ad in Aperture's e-mail newsletter (33,000 subscribers)
- 30% discount on Aperture Gallery's space-rental fee
- Credit on related press releases going to an extensive list of major consumer and photography-specific media outlets, including ABC News/Good Morning America, *Artforum*, *Art in America*, *DailyCandy.com*, *Departures*, *Financial Times*, *FlakPhoto.com*, *Los Angeles Times*, *New York magazine*, *New York Times*, *Newsweek*, *NY1*, *Photo District News*, *New Yorker*, *Time*, *Time Out New York*, *Wall Street Journal*, *WNYC*, and many more
- Twenty-five copies of the sponsored book
- *Plus all of the benefits listed below*

#### \$5,000

##### Bronze

- Acknowledgment on the copyright page of the sponsored book
- Acknowledgment on the introductory panel at Aperture Gallery and the exhibition invitation (circulated to a targeted list of four thousand names)
- Acknowledgment on the project's page on Aperture's website
- Preferred partner discount on print and online advertising
- Acknowledgment on the exhibition press release and inclusion in the PR effort
- Acknowledgment on the donor plaque at Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Ten copies of the sponsored book
- Two one-year subscriptions to *Aperture* magazine

\*July 23, 2012, space closes for Winter 2012, #209 issue (on sale October 30, 2012)

Contact: David Yu, Director of Development, [dyu@aperture.org](mailto:dyu@aperture.org) / 212.946.7103



## Aperture Foundation Sponsorship Opportunities

### \$50,000

#### Platinum

- Exhibition support credit on introductory panel at all exhibition venues
- Two-month advertising campaign at [www.aperture.org](http://www.aperture.org), which attracts 624,000 unique visitors annually
- Partner collateral distributed by Aperture at its gallery throughout the year, and via its booth at art fairs (average is eight per year, including Paris Photo, Expo Chicago, Art Miami, and Society for Photographic Education)
- Preferred sponsor rate on a full-page, four-color ad in one issue of the award-winning *Aperture* magazine\*
- Four complimentary tickets to Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- Ten one-year subscriptions to *Aperture* magazine
- *Plus all of the benefits listed below*

### \$25,000

#### Gold

- An opportunity for sponsor introductory remarks at Aperture Gallery's exhibition opening
- Product placement opportunity at Aperture Gallery throughout the run of the exhibition
- Exhibition support credit on the introductory panel at up to four exhibition venues (where applicable)
- Acknowledgment on the home and corporate-sponsor pages of Aperture's website
- Prominent listing on the donor plaque in Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Two complimentary tickets to Aperture's Sixtieth Anniversary Gala Dinner and Photography Auction
- Five one-year subscriptions to *Aperture* Magazine
- *Plus all of the benefits listed below*

### \$10,000

#### Silver

- Product display opportunity at the opening reception
- An opportunity to host a special dinner with the exhibition artist(s)
- Additional mailing of exhibition invitation to the sponsor's mailing list
- One banner ad in Aperture's e-mail newsletter (33,000 subscribers)
- 30% discount on Aperture Gallery's space rental fee
- Credit on related press releases going to an extensive list of major consumer and photography-specific media outlets, including ABC News/Good Morning America, *Artforum*, *Art in America*, *DailyCandy.com*, *Departures*, *Financial Times*, *FlakPhoto.com*, *Los Angeles Times*, *New York magazine*, *New York Times*, *Newsweek*, *NY1*, *Photo District News*, *New Yorker*, *Time*, *Time Out New York*, *Wall Street Journal*, *WNYC*, and many more
- *Plus all of the benefits listed below*

### \$5,000

#### Bronze

- Exhibition support acknowledgment on the introductory panel at Aperture Gallery
- Acknowledgement on the exhibition invitation (circulated to a targeted list of four thousand names)
- Acknowledgment on the project page of Aperture's website
- Preferred partner discount on print and online advertising
- Acknowledgment on the donor plaque at Aperture Gallery and on the 2012 donor page in *Aperture* magazine
- Two one-year subscriptions to *Aperture* magazine

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