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WORLD ART DUBAI

Where The World's Art Comes Together
Sponsorship Packages

Mark your calendars for the 12th edition of World Art Dubai (WAD), happening from 19-22 November 2026, at the Dubai World Trade Centre, with an exclusive VIP Preview taking place on 18 November, 2026. This dynamic five-day celebration transforms the venue into an inspiring gallery of captivating collectors, investors, corporate buyers, schools, universities, and art lovers alike. More than a marketplace, WAD is a vibrant hub where enthusiasts connect with diverse expressions of human imagination, making it a must-attend event at the heart of Dubai's cultural scene.

Spanning 20,000 square meters, the exhibition features 5,000+ pieces from 400+ galleries and artists representing 65+ countries across various art sectors.

Give your brand a creative edge

We aim to create collaborative relationships that offer promotional opportunities and mutual benefits. In today's business landscape, brand culture is a top priority. WAD provides a unique chance to engage with influential artists and cultural trendsetters, adding significant value to your brand.



WHY SPONSOR?

BRAND EXPOSURE

Elevate your brand on a global stage at World Art Dubai, a captivating celebration of art that attracts a diverse international audience. Connect with art enthusiasts, investors, and corporate buyers, ensuring your brand resonates with a broad audience and gains unparalleled visibility.

DIVERSE AUDIENCE

Tailor your engagement strategies to a broad spectrum of attendees, from international tourists and art collectors to passionate artists and students. Leverage this diverse audience to strategically showcase your brand and create a resonant presence. Capture the attention of various demographics, enhancing your marketing reach and impact.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Align your brand with CSR initiatives by sponsoring World Art Dubai, showcasing a genuine commitment to the local art community and cultural development. Be a crucial part of Dubai's cultural renaissance, actively contributing to the city's artistic landscape and elevating the diverse talents within the local art community.

NETWORKING OPPORTUNITIES

Access a dynamic network of artists, collectors, art enthusiasts, and industry professionals at World Art Dubai. Seize the opportunity to build strategic partnerships, connect with potential clients, and foster valuable business relationships.

MAXIMISE YOUR PRESENCE AND RECOGNITION AT WAD!

Show Features That Your Brand Can Support:



WAD AWARDS

Showcase your brand at our prestigious awards ceremony, celebrating exceptional artists and enhance your brand's reputation while aligning with excellence in the arts.



WAD STAGE

Elevate your brand's visibility with logo placement on the WAD Stage, complemented by a strong digital presence. Maximize your impact throughout the event by engaging with a diverse audience passionate about art and culture.



WAD STUDIO

Support workshops that inspire creativity and provide hands-on experiences for attendees, all while gaining visibility as a leader in arts education.



MERCHANDISE

Brands can sponsor official merchandise sold at the fair, ensuring their logo is prominently displayed on items such as bags, apparel, or art supplies.



BRAND ACTIVATION

Create dedicated spaces where brands can showcase their products or services. This could include interactive installations, product demonstrations, or immersive experiences that engage attendees.

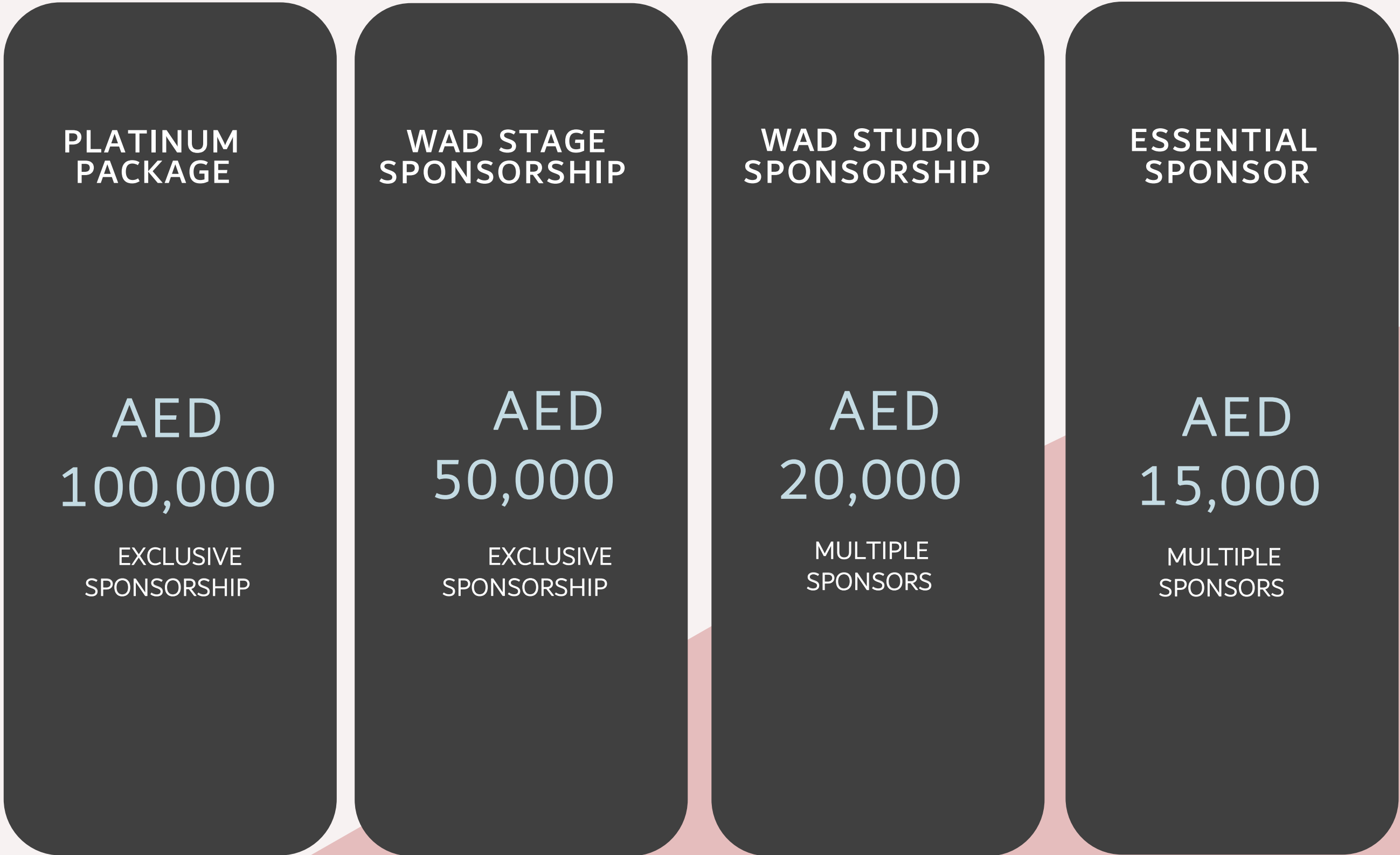


VIP Experience

Create exclusive VIP packages that include special access to art tours, workshops, and meet-and-greets with artists, branded by the sponsoring company.

SPONSORSHIP PACKAGES

As well as bespoke options, we offer the following sponsorship packages, each with a one-year duration but adaptable to meet your specific needs.



PLATINUM PACKAGE

AED 100,000

EXCLUSIVE
SPONSORSHIP

Achieve the highest level of exposure at WAD with exclusive privileges during the VIP preview, guaranteeing heightened visibility and widespread recognition.

Benefits associated with this package include:

SPONSORSHIP TITLE

As the Title Sponsor, your brand will take centre stage with exclusive recognition and announcements across all WAD promotional channels, ensuring maximum visibility.

BRAND VISIBILITY

Highlighting our sponsor's innovative collaboration across WAD's signages, website, social media platforms for pre, during and post-show promotions with logo integration.

VIP INVITATION

Elevate your brand with logo inclusion on WAD VIP invites, distributed for the official invitation, ensuring visibility among government officials, embassies, and collectors.

PREMIUM ACCESS

A 50 exclusive invitations for premium access to WAD VIP Preview Night for your guests to be the first to view the art collection.

EXHIBITION SPACE

A 9 sqm designated exhibition space for your brand to be presented and have an interactive activation with more than 15,000 visitors.

FLYER FUSION

Seize the opportunity to distribute your sponsor flyer to the attendees, guaranteeing broad exposure and direct engagement with the event audience.

PR & MEDIA SPOTLIGHT

Elevate Your Brand with Public Relations Coverage at WAD, offering a distinct advantage with media exposure and press attention to promote and showcase sponsorship involvement.

NETWORKING EVENT

Opportunity to host an exclusive networking events or receptions with access to valuable attendee data for targeted marketing efforts.

WAD STAGE SPONSORSHIP

AED 50,000

EXCLUSIVE
SPONSORSHIP

SPONSORSHIP TITLE

As the Title Sponsor, your brand will take centre stage with exclusive recognition and announcements across all WAD promotional channels, ensuring maximum visibility.

PREMIUM ACCESS

A 50 exclusive invitations for premium access to WAD VIP Preview Night for your guests to be the first to view the art collection.

MAIN STAGE VISIBILITY

Ensure your logo takes centre stage on all promotional materials as a program sponsor of the event on the main stage and all program promotions.

BRAND VISIBILITY

Highlighting our sponsor's innovative collaboration across WAD's website, social media platforms for pre, during and post-show promotions with logo integration.

PR & MEDIA SPOTLIGHT

Elevate your brand with public relations coverage at WAD, offering a distinct advantage with media exposure and press attention to promote and showcase sponsorship involvement.

VIDEO PROMOTION

Elevate your brand with four daily showcases of your sponsored promotional video on the main stage screen.



WAD STUDIO SPONSORSHIP

AED 20,000
MULTIPLE SPONSORSHIP

SPONSORSHIP TITLE

As the Title Sponsor, your brand will take center stage with exclusive recognition and announcements across all WAD promotional channels, ensuring maximum visibility.

PREMIUM ACCESS

A 50 exclusive invitations for premium access to WAD VIP Preview Night for your guests to be the first to view the art collection.

PRODUCT INTEGRATION

Integrate the sponsor's products into the workshops or activities, providing a hands-on experience for attendees and showcasing the brand's offerings.

BRAND VISIBILITY

Promote the sponsorship collaboration across WAD's website, social media platforms for pre, during and post-show promotions with logo integration.

Ensure the sponsor's promotional materials and brochures, are available within the WAD Studio area.

PR & MEDIA SPOTLIGHT

Elevate your brand with public relations coverage at WAD, offering a distinct advantage with media exposure and press attention to promote and showcase sponsorship involvement.

BRANDED WORKSHOPS

Allow the sponsor to host a branded workshop or session within the WAD Studio. This could involve product demonstrations, interactive activities, or educational sessions related to their offerings.



ESSENTIAL SPONSOR: CREATIVE SUPPORTER

AED 15,000

MULTIPLE
SPONSORSHIP

This category is tailored for smaller, yet valuable sponsorships that enhance the overall event experience. Here are sponsorship opportunities that you can choose from and the rate for each is **AED 10,000** per opportunity.

It includes web elevations that secure a notable spot on the WAD website with a prominent display of sponsor's logo, corporate description, and direct link to the company website, facilitating comprehensive information access and fostering increased awareness and engagement.

REGISTRATION DESK

Get the most out of your sponsorship by connecting with our audience before, during, and after the event. Stand out from the start with the exclusive opportunity to brand the registration desk, ensuring a lasting impact and continuous visibility beyond the event itself.

EXHIBITOR BADGES

Secure logo placement on all artists and galleries badges, ensuring visibility and recognition throughout the event. This provides an effective way to showcase sponsorship support directly to attendees and participants.

SCHOOL COMPETITION

Showcase your sponsorship prominently at our Future Artist Zone. The sponsor has the opportunity to present prizes to the competition winners, adding a special touch to their achievement and fostering positive brand association with the event.

BRANDED LANYARDS

Enhance your visibility with an exclusive feature to add your brand to every lanyard, ensuring it's prominently displayed around the neck of every exhibitor and badge holder.

MEDIA CENTRE

Maximize visibility to the press, the fact sheet will be adorned with your logos. Additionally, your brand will be featured on the event fact sheets distributed to media, ensuring prominent recognition and exposure during the event.

TOTE BAGS

Enhancing sponsor exposure with artful tote bags at WAD. That is distributed to all participating artists and galleries, providing sponsors with the opportunity to include their promotional materials in each bag.

*1,000 bags should be provided by the sponsor.

WAD AWARDS

Gain unparalleled exposure by adding your company's logo to our celebrated WAD Awards. A number of trophies will be handed out during the event, offering a chance to benefit for media coverage of the ceremony.

WHATSAPP

Reach thousands of art enthusiasts and get your message directly to our engaged audience, boosting your visibility at WAD. Your brand will be prominently featured in two WhatsApp messages - one sent before and one during the event.

WAD STAND

STAND PACKAGE & PERSPECTIVE



Structure / Fascia and Flooring

- 1 x Structure as per design, built using **Wooden panels** 3mH, and bottom support of 20cm x 20cm
- 1 x Vinyl cut out Company Name and Stand Number on custom Fascia
- 1 x Exhibition Grade Grey Carpet
- QR code (to be provided by exhibitor)

Furniture Package

- 2 x White Chairs
- 1 x White Round Table
- 1 x Waste Bin

Electrical Fittings Package

- 1 x Power Outlet (UK 3Pin Socket 200Watts/220V)
- 20W LED Long Arm Lightsper 1 running meter of standsize

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NOVEMBER 2026

THE 8876 PROJECT IS THE OFFICIAL REPRESENTATIVE OF WORLD ART DUBAI FOR THE 2026 EDITION.

All sponsorship, gallery participation and partnership enquiries should be directed to:

Designated Representative

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