

5<sup>th</sup> edition

2022-23



“The earth in motion”

A COLLABORATIVE AND CHARITABLE PROJECT

*A competition that aims to bring to light artists from all backgrounds*



This year, Graffart suggests the theme **“the earth in motion”**. The expression, creativity and sensibility of many graffiti and street art artists, will raise awareness among a large audience around the concept of movement: mobility, political, social, cultural, artistic, sportive, geological and spatial movements. This theme intends to be wide to allow artists to develop their own universe within this competition while getting the opportunity to relate to current events.

### STREET ART, WHY?

Street art is the emblem of the emerging Urban Culture, in the sense, the judging panel is comprised of renowned personalities and the winning pieces of art will be auctioned at Hotel Drouot.

### ORGANISATION

After a call for applications was launched in March 2022 around France, Europe, the USA, Australia, Brazil or even Senegal, a preselection of 80 artists from around the world will be selected (both for the exhibition and the catalogue). From there, 3 winners will be chosen by a street art/graffiti professional Jury. The 3 winners will receive a prize of 6,000 euros.

Over the last competition in 2021, more than 2,300 artists applied to win the prize.

The Jury is composed of 4 members along with a court bailiff.

(Maitre FARRUCHE):

- Alain Dominique Gallizia (patron and curator of graffiti).
- David BENHAMOU (expert and consultant in graffiti art).
- Tarek (Speaker and editor-in-chief of Paris Tonkar).
- Julien Cholewa (Co-director of la place, the Parisian Hip-Hop cultural center at Les Halles).

### ASSOCIATED EVENTS :

*Enhance the most beautiful works.*

- 2 months of exhibitions in Paris of the 80 preselected works and artists.
- A 1 year virtual exhibition of the 80 works.
- Exhibitions in provinces, depending on the willingness and support of our collaborators.
- A catalogue printed into 4,000 copies and distributed in many key locations.

### PREVIOUS EVENTS :

The Graffiti and Street Art award has become an unavoidable annual artistic event.

A competition that aims to promote the creativity of street artists around a chosen theme.

### HISTORY :

- **2014** : 1st Graffiti and Street Art Grand Prix with the theme of Energy. An exhibition that took place at the EDF Foundation with 113.00 visitors.
- **2016** : 2nd Graffiti and Street Art Grand Prix with the theme of Ecology and Environment. The exhibition took place at the Manufacture 111 and the first auction was introduced at Hotel Drouot.
- **2018** : 3rd Grand Prix with Eau de Paris and Paris City hall on the theme of Water to celebrate the 200th anniversary of the Wallace Fountains, and an auction also took place at Hotel Drouot.
- **2021** : 4th Grand Prix with Saint-Ouen City Hall, the Isabelle Barthe Foundation and other private sponsors for the 30th anniversary of the first Graffiti & Street Art exhibition in Paris.

### RADIO, TV AND PRESS COMMUNICATION-PROMOTION CAMPAIGN :

- Subway and local billboards advertising.
- Radio MOUV/Génération / OUI FM/SWIGG RADIO/Latina FM.
- France 2 « Télématin », France 3 on the news at 19 H 20, C8 « William le midi », TF1 on the news at 13 H for the results of the competition and on FRANCE 5/ CANAL/NRJ 12/ARTE infos/TMC.
- Beaux Arts, Le Parisien, Libération, Paris Tonkar, Le JDD, Artension, Artfair, Télérama, Le Bonbons.

### SOCIAL MEDIAS :

Monthly advertising on Facebook since November.

Social medias: Facebook, Instagram (on ours and our partners ones).

Visibility on Graffart Website (more than 120,000 views in 3 months).

Newsletters (sent to 80,000 contacts).

**50,000 flyers and 1,500 posters** printed and distributed :

Auction rooms, Art galleries, exhibitions and private viewings, launching of new exhibition places and museums.

### THE CATALOGUE :

The catalogue is a qualitative tool to present the Graffiti Award.

The catalogue « Le Prix du Graffiti » will aim to introduce the 80 preselected that will be presented to our judges.

### ITS COMPOSITION :

Introduction of the Graffiti Award project (one page dedicated to an interview with our panel of judges).

Introduction of our non-for-profit association, Graffart: 6 pages of advertising maximum.

120 pages (60 doubles) showing on the left side the artist's fact sheet and his work on the right.

### DISTRIBUTION :

4.000 copies are distributed to collectors, professionals and the general public.

- To partners, sponsors, patrons and advertisers.
- To art galleries.
- To journalists.
- To artists.

*Around 200 copies will be stocked for redistribution on demand.*



« They have placed their trust in us »

## PARTNERS : why wouldn't you ?

*Once upon a time, there were meetings... and universal causes.*

## Private partnership



SAINT-OUEN-SUR-SEINE



## DOMINO ACTION



**JOEL GARCIA**



**La radio 100% rap français**



## Media partnership





# PARTNERSHIP : WHY ?

## Becoming a partner of the Graffiti 2022 award means :

- Associating your company or brand with an exceptional event.
- Benefitting from a national media plan and being visible at the heart of the event.
- Strengthening your image regarding your target and the theme.
- Increasing your natural reputation towards an urban audience.
- Accompanying a product launch or new strategic orientations.

## LEVELS OF PARTNERSHIP :

We offer you 5 different levels for your participation :

- « Standard » Partner : from 3,500 euros.
- « Premium » Partner : from 7,500 euros.
- Partenaire « Privilèges » : A partir de 20 000 euros.
- « Official » Partner : from 50,000 euros.
- Customized partnership : On-demand event.
- Patron, donator : unconditional support to Graffiti.
- « Catalogue » Partner : See dedicated chapter.

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## CONTACT

Website and CSR : [www.graffartpresse.fr](http://www.graffartpresse.fr) • Facebook • Instagram

Information : +(33) 1 40 10 15 86 • [cedric.naimi@gmail.com](mailto:cedric.naimi@gmail.com)

Partnership : +(33) 6 60 19 58 61 • [graffart.asso@gmail.com](mailto:graffart.asso@gmail.com)



### **STANDARD PARTNERSHIP :**

**Gross cost : 3.500 euros**

#### **Benefits :**

- 33% discount on inserts prices in the catalogue.
- 50 invitations to the award cocktail.
- A 2h conference with employees to explain what graffiti is.

#### **Options :**

A participative workshop/team building with the employees 1.750 euros (2h)  
A Fresco realized in public by a graffiti artist.

### **PREMIUM PARTNER :**

**Gross cost : 7.500 euros**

#### **Benefits :**

- Standard formula.
- 1 option (participative workshop/team building or show case).
- 1 private viewing (evening or half day) of the exhibition with the winners and members of the Jury (expenses related to food and location to be paid by the client, except if exhibition location).
- A4 collector edition of the winner, printed between 50 and 100 copies for employees, clients, including your logo.
- 50 more invitations.

### **PRIVILEGE PARTNER :**

**Gross cost : from 20.000 euros**

#### **PREMIUM :**

- Consulted to choose the exhibition them.
- Exclusivity on the activity and the products commercialized by the company.
- Logo and name of our partner on all supports of communication (flyers, posters, press release, exhibition's entrance).
- + decoration of a wall (9m2 maximum), an object or a product by one of our 3 winners in front of the employees in the form of a show case OR private event at the exhibition location (gauge and welcoming conditions of the exhibition place).
- + a movie/video of 1m30 dedicated to our partner and shared on our social medias.
- + a photo-reportage of the exhibition for our partner.
- Full interior page facing the text.

### **OFFICIAL PARTNER :**

**Gross cost: from 50.000 euros - Quote on demand only**

#### **Benefits :**

- You choose the theme of the award (the theme that was initially proposed is then replaced).
- You choose the place(s) for the exhibition.
- You get unlimited invitations to the award cocktail party (subject to sanitary conditions and capacity).

*Content of the partnership to be established :*

partnership extended to your internal activities and events (company committee, end of year meal, etc).

Custom-made workshop all year round for your employees or/and customers.

Promotion of your company in all activities carried out by Graffart throughout the year.

Your ideas are welcomed and will be reviewed together.

### **TAXATION FOR PARTNERS :**

Tax reductions from 30 to 66% for companies or individuals.

Graffart is a non-for-profit association rule by the law of the 1st of July 1901 and registered under the number W9331010603.

*Its main object is to promote and broadcast urban graphic arts or Street Art.*

As such, your involvement will generate a tax reduction, from 33 to 66% for companies subject to corporate income tax or generous individuals.

### **CATALOGUE PARTNERS/ADVERTISERS :**

*Advertisers get the following advertising spaces :*

- Back cover : 1.500 euros excluding VAT.
- Interior of front cover, facing the editorial : 1.000 euros excluding VAT.
- Inside back cover : 1.000 euros excluding VAT.
- Inside page, facing texts (such as Jury's introduction, graffiti's history, etc): 500 euros excluding VAT.

#### **Other benefits offered to advertisers :**

- ☐ A quota of invitations to the private viewing of the Award exhibition :
  - 15 invitations for the 1.000 and 1.500 euros inserts.
  - 10 invitations for the 500 euros inserts.
- ☐ Free copies of the catalogue :
  - 50 free copies for the 1.000 and 1.500 euros inserts.
  - 20 free copies for the 500 euros inserts.





*Graff Art*

### OUR TEAM :

Cédric NAIMI (originator and organiser)

Louis-May JARRIER (co-organiser and event coordinator)

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