



The Institute for Art & Olfaction
2025 sponsorship opportunities



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By chipping away at barriers, the institute is helping reshape the practice of perfumery, often characterized by elitism and a Eurocentric perspective

New York Times



A non-profit devoted to fostering experimentation and access in the field of perfumery, olfactory art, and other expressions with scent

The Institute for Art and Olfaction is a 501(c)3 non-profit devoted to advancing public access to scent.

We do this by:

- Offering education in partnership with expert institutions and communities
- Curating art exhibitions incorporating scent
- Increasing visibility + ethnic & gender inclusion for independent, artisan, experimental, and artistic practices

Through these efforts, we are extending the world of scent beyond its traditional boundaries of appreciation and use.



*It isn't every day you get to see some
of the world's most revered artistic
perfumers gathered in one room*

Base Notes



The Art and Olfaction Awards are a global, annual celebration of excellence in perfumery



Since 2014, the Art and Olfaction Awards have raised global interest and awareness for independent perfumers, artisan perfumers, and experimental practitioners with scent. Characterized by a friendly, fun, community-celebrating approach, the awards nonetheless employ very stringent judging parameters.

All submissions are judged blindly by a judges who are working perfumers, writers, critics, or professionals in the fragrance industry. The awards thus provide an important marker for excellence in perfumery. Winners are awarded the prestigious Golden Pear.

By shining a spotlight on global perfumery's most outstanding independent creators, The Art and Olfaction Awards mechanism ultimately serves to support perfumery as a whole.



*Making a big stink
in the world of
perfume*

The Washington Post

*One of the
biggest prizes
in perfumery*

Allure

*Legitimizing and
supporting radical
experiments in smell*

VICE



Over the years...



2014
Goethe Institut
Los Angeles



2015
Goethe Institut
Los Angeles



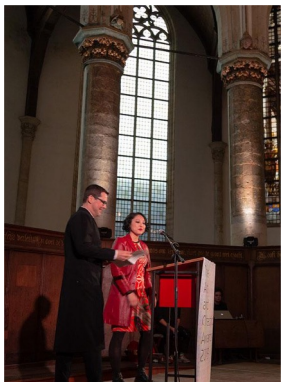
2016
Hammer Museum
Los Angeles



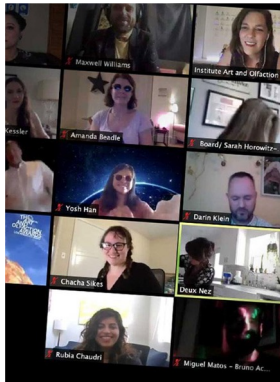
2017
Silentgreen Kulturquartier
Berlin



2018
The Tabernacle
London



2019
Oude Kerk
Amsterdam



2020
Zoom (Covid)
Virtual



2022
Perfumery Congress
Miami



2023
Cicada Club
Los Angeles



2024
Lisbon



Scent Week: A biennial celebration of perfumery



Highlighting independent, artistic, and experimental perfumery in a bacchanalia of everything aromatic, Scent Week presents a diverse and eclectic series of talks, workshops, exhibitions, projects, and parties.

Through these activities, we aim to celebrate perfumery as an art form, and shine a spotlight on global perfumery practices in the context of Los Angeles' thriving independent creative scene.

Scent Week debuted in 2023 with a ten-day festival. It returns in 2025, expanding the programming to include more local and international guests, partners, and programs.



Scent Week 2025 takes place between May 25 – June 1 around LA

Scent Week 2025 will be a week of events, workshops, parties and happenings in Los Angeles.

In 2023 we launched the program with a ten-day festival, inviting visitors from all over the world. In 2025, we expand on this success with a robust program that includes a daytime scent rave, a scent swap, a food and wine-infused scent experience, a curated museum exhibition, and much more.

Additionally, 2025 marks the return of the Experimental Scent Summit, Scent Fair LA at Craft Contemporary, and the 11th Art and Olfaction Awards.

While the planning is currently in flux, we welcome your ideas, and your participation.



Our network ranges from cultural institutions, universities & brands

Getty

LACMA

VME MANE

JPL
Jet Propulsion Laboratory
California Institute of Technology

GOETHE
INSTITUT

airbnb

iff

Craft
Contemporary

Atlas
Obscura

TEQUILA
Don Julio

The Standard

NATURAL
HISTORY
MUSEUM
LOS ANGELES COUNTY

L'Artisan Parfumeur
PARIS

Design Academy
Eindhoven

Topo Chico

HAMMER

Royal College of Art

dublalab

QatarAmerica
INSTITUTE FOR CULTURE

Pulitzer
Arts
Foundation



Audience, influence & coverage



- 1m+ online mentions & 1m+ website visits
- 100s articles by leading media around the world (NYT, LA Times, WWD, Washington Post, BBC, and others)
- Highly profiled mailing list with 17k+ unique users and high open rate
- 90%+ audience are 25-54; 65% is female; 50/50 US vs rest of the world audience split
- 40k+ social media followers
- 25k+ attendees of our classes and events in 2024



- Referred to as Oscars of Independent Perfumery
- The 2024 edition garnered 8.5k+ participants, incl. key media & influencers
- 300k+ online mentions
- Submissions from 70+ countries
- Average 90% year-on-year increase in submissions



- 5,000+ attendees in 2023
- 7,500+ online mentions (first and only edition so far)
- Ability to tap into an established & nurtured LA based community & network



Sponsoring The Golden Pears & Scent Week provides your brand with an opportunity to tap into a highly curated network of artists, perfumers, influencers & media.

A curated programming of VIP & open-to-public events across iconic LA venues will expose your brand to the newest thinkers and creative practitioners in perfumery and art.



Sponsorship opportunities

	Presenting sponsor <i>Ambergris</i> \$15,000	Major sponsor <i>Oud</i> \$10,000	Producing sponsor <i>Neroli</i> \$5,000	Supporting sponsor <i>Exaltodite</i> \$2,500
Gift bag product seeding opportunity	⊙	⊙	⊙	⊙
VIP tickets to all events around the Awards & Scent Week	⊙	⊙	⊙	⊙
Dedicated social media call-out	⊙	⊙	⊙	⊙
Inclusion of logo in all promotional materials; print + digital	⊙	⊙	⊙	⊙
Logo & hyperlink on all Institute websites	⊙	⊙	⊙	⊙
Inclusion in press releases	⊙	⊙	⊙	⊙
Recognition by opening speakers	⊙	⊙	⊙	⊙
Inclusion on partners page on Institute for Art and Olfaction website	⊙	⊙	⊙	⊙
Logo on event signage & multi-media content	⊙	⊙	⊙	
Opportunity to create a customized brand activation	⊙	⊙		
Brand inclusion within opening & closing event title treatment	⊙	⊙		
Year-round display of marketing collateral at the Institute for Art and Olfaction in LA	⊙	⊙		
Private on-site/off-site scent making class for your brand representatives*	⊙	⊙		
Exclusivity in brand category	⊙			
Opportunity to have a member of your organization present one award on stage	⊙			
Workshop to consult on a possible brand scent*	⊙			

**To be discussed, pending availability and location.*

All packages assume sponsorship of both The Golden Pear Awards & Scent Week. We are open to explore alternate packages to meet specific needs you may have.



Key dates – The Golden Pears & Scent Week

March 1	—	Scent Fair Participants Announcement
April 3	—	Art & Olfaction Awards (Golden Pears) Finalists Announcement + Press Release
April 25	—	Official Scent Week Program Announcement + Press Release
May 2	—	Opening: Formula Exhibition at IAO Gallery, with Urs Staheli
May 25	—	Scent Week Opening Event
May 28	—	Awards Celebration with ScentXplore
May 29	—	IAO Awards Ceremony
May 30	—	Soft Opening: Ether at Craft Contemporary
June 1	—	Scent Week Closing
June 7	—	Press release summary & event closing treatments



Past partners & sponsors



Craft
Contemporary



lucky⁺scent



Media that we are in touch with

The
New York
Times

LA
Times

The
Washington
Post

WWD

VICE

LA WEEKLY

LA
ist

allure

Los Angeles
MAGAZINE

MODERN LUXURY
Angeleno

dsection

art
ERT

 **BASE**
NOTES

 FRAGRANTICA

perfumer
& flavorist



*Build[ing] mutual support and a sense of community
for this broad ranging group of creatives who may work
at the margins of the fragrance industry, deep within it,
or completely outside of it*

WWD



Thank you

Kacper Beski

Member of The Supervisory Board

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