We believe art is for everyone. ArtSugar is a unique platform showcasing likeable, eye-catching art at an affordable price point, with a portion of the proceeds donated to one of our pre-vetted charitable partners. Buy, rent, or admire, we exist to meet your wall art needs without breaking the bank.
Our Story

A note from ArtSugar founder, Alix Greenberg

I was born and raised in New York City, surrounded by art. In fact, I started my art journey as a 4 year old in finger painting classes at the Metropolitan Museum of Art. That sparked a passion that would become my educational focus, and later become my career. I received a BFA from Cornell University in 2009 and then received my masters in art history through Christie’s auction house. While spending nearly a decade working in the fine art industry, I realized there were so many artists creating amazing things who were not part of the art world’s upper echelon - I wanted to give those artists a platform that they felt good about participating in. Given my personal dedication to giving back, I decided to build ArtSugar so everyone could create and anyone could pay it forward. ArtSugar launched in 2017 and allows artists with large social media followings to connect with a broader marketplace, and to incorporate a socially responsible element into the sale of their artwork. I run ArtSugar from the West Village in NYC.

I can’t wait to work with you!

XO, Alix

Member, Female Founder Collective; 36 Under 36 2019, The Jewish Week; Alumna, Project Entrepreneur (Rent the Runway Foundation x UBS); Alumna, VentureCrush
The Problem

There are thousands of popular, underrepresented artists, just like you, who, despite their robust social media followings are not monetizing.

They struggle to build a business selling and distributing their own work due to cumbersome logistics, marketing challenges, managing a backend, and costs.

The Solution = ArtSugar

ArtSugar solves this problem by providing a curated technology solution that removes these roadblocks, so that artists can create and sell, without the headache of managing backend logistics.

ArtSugar provides the platform, takes care of customer service, printing, shipping, framing, and logistics.

We simplify the complex business of art, so that artists can focus on their craft, and customers from around the world can rent and own pieces by their favorite Instagram artists.

How We Do It

- Through our verified Instagram account @artsugar.co, highly followed feed, and highly trafficked website, we give artists and brands a platform to showcase their unique aesthetics.

- We showcase your work through marquee partnerships with millennial brands. Past and/or current partnerships include:

  - Dylan's Candy Bar
  - Dormy
  - Betches
  - Wayfair
  - Zola

- We create Instagrammable pop-up experiences.

- We get you in the press.

  Editorial placements in major online outlets

- We get you reposted by influencers and celebrities (see next slide)
We Get Your Art in The Best Hands

Janelle Burnett @BURNETTBUNGALOW
Sierra Skye @SIERRAAASKYEE
Amanda Lauren @ITSAMANDALAUREN
Jenna Rennert @ITSJENNARENERT
Serena Kerrigan @SERENAKERRIGAN
Craig Conant @CRAIGPCONANT
Savannah Latimer @SAVANNAH_LATIMER
Uche Nwosu @UNWOSU

Sophie & Charlotte Bickley @YIN2MYYANG
The Property Lovers | PJ McKay & Thomas McKay @PJANDTHOMAS
Lauren Oshie @LAUREN.OSHIE
Julia Tricarico @JULIA.TRIC
Laercy Pollner @GEMMEDJEWELS
Aleen Kuperman, Samantha Foshein and Jordana Abraham, Co-Founders, Betches Media @BETCHES
Emily Ara @WHATSEMILYDOING
Lisa Jacobs @IMAGINE.IT.DONE

Negin Adina @NEGHINADINA
Kate Friedman - Siegel @KATEFRIEDMANSIEGEL SPAWNOF @CRAZYJEWISHMOM/ @KIMFRIEDMANNYC
Mikala Thomas @MIKALATHOMASS
Andrea Cristina @ANDREACHRISSIN
Karen Cahn, Founder & CEO @FundWomen @IFUNDWOMEN
Lance Bass @LANCEBASS
Lucie Fink @LUCIEBFINK
Dining with Skyle @SKYLERBOUCHARD
## Packages & Placement Opportunities

<table>
<thead>
<tr>
<th>Package</th>
<th>Sellable product on website (artist receives commission on sales)</th>
<th>IG post</th>
<th>IG story</th>
<th>FB + Twitter share</th>
<th>Blog post on website</th>
<th>Influencer Gifting (we pay for products, placement, you get exposure)</th>
<th>Social Media frequency and details</th>
<th>One Time Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sell your work (6 month term renewable) + Influencer Gifting</strong></td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>Includes at least 5 static posts to feed shared on FB and Twitter, at least 1 weekly IG story with swipe up to sellable artwork. Additional posts for influencer content.</td>
<td>$1500</td>
</tr>
<tr>
<td><strong>Sell your work (6 month term renewable)</strong></td>
<td>✔️</td>
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<td></td>
<td>Includes at least 3 static posts to feed shared on FB and Twitter, at least 2 monthly IG story with swipe up to sellable artwork.</td>
<td>$950</td>
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<tr>
<td><strong>Social Only (6 month term renewable)</strong></td>
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<td>Includes 3 dedicated static posts to feed (3 total over 6 months), and 2 story pages/month with swipe up to your website and/or social media.</td>
<td>$350</td>
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For **Sell Your Work** packages, ArtSugar operates as a licensing partner, and artists will receive a percentage of each piece sold on the platform with monthly payouts. If you are interested in this opportunity, more information will be provided to you on terms, exclusivity and commissions. Artists receive a unique portal to view their sales in real time. Fees above also cover administrative costs to host your work on our website and lifestyle content creation.
Our Community & Reach

IG Statistics

38k
Highly engaged, organic followers

7-30k
Impressions per post

Website

1%
ArtSugar’s web traffic is in the top 1% of Shopify sites launched the same week

19k
Unique online store sessions per month (average)
Case Study

Mike Natter sells his work on ArtSugar

“As a doctor, my schedule is hectic, but ArtSugar allows me to make my work available and support a cause that I am passionately connected to. As an artist, ArtSugar allows me to showcase my work next to other incredibly talented creators which allows for great exposure.”

- MIKE NATTER

Results:

With our combined social media power and ArtSugar’s unique program, we have sold over $40,000 worth of Mike Natter art products on artsugar.co since 2017.