

August 31, 2026

Dear HBCU Family,

Thank you for your interest in KEY Art + Design Fair. It means a great deal — because what we are building is, at its heart, built for your students.

Each December, Miami Art Week gathers the global art market on one stretch of coastline. Art Basel Miami Beach anchors the most important art-world week in America — the collectors, curators, museums, and press who shape careers are all within a few miles of each other for five days. What that week has never had is a fair where HBCU excellence holds the stage. KEY Art + Design Fair is changing that landscape: an oceanfront fair during Miami Art Week where the art of HBCU students and alumni hangs alongside emerging and established artists of the African Diaspora — seen by the very tastemakers the week attracts.

And this is not a concept — it is a track record. In our debut year, KEY proudly featured Howard University's Chadwick A. Boseman College of Fine Arts, whose "Bison at Basel" program brought thirty student artists to Miami Art Week — exhibiting their work, joining panels, and networking at the center of the art world. Your institution's story can be next.

There is no single way to be part of it, and every institution is welcome at the level that serves it best. Some schools will simply encourage their students to enter our Student Art Competition — free to every HBCU student, judged by industry professionals, with scholarship prizes and the chance to exhibit on the world's art stage. Some will bring a physical presence: a named gallery of student and alumni work, panel participation, a VIP area in school colors. Some will join us on the water for the Alumni Yacht Reception, a fundraising and cultivation moment designed for advancement teams. Many will do all three. Whatever your goals and your budget, we will build a custom package that fits — this is a partnership, not a price list.

Our goal is larger than one week in Miami: to strengthen the pipeline of artistry, so our young adults can see a real pathway to a career in art — standing in front of their own work, networking with the industry's tastemakers, and returning to campus knowing the art world has a place for them.

That pathway can start today: the last page of this packet is a flyer for our Student Art Competition and scholarship — please share it with your art department, post it on campus, and forward it to every student with a portfolio. There is no entry fee, and no University partnership is required for your students to compete.

We would welcome a conversation. The enclosed materials outline the opportunities; my team and I are glad to tailor them with you.

With gratitude and excitement,



Kellee Baker, J.D. Howard University School of Law
Founder & Executive Director, KEY Art + Design Fair
hello@keyartfair.com · keyartfair.com
December 2–6, 2026 · Mid-Beach Park · Miami Beach



KEY ART + DESIGN FAIR: Miami Beach Art (Basel) Week

"FINE ARTS HOMECOMING" — HBCU PARTNERSHIP PROGRAM

Indian Beach Park · Miami Beach Art Week · December 2–6, 2026

The Only Miami Art Week Fair Exhibiting HBCU Excellence Your Institution on the World's Art Stage.

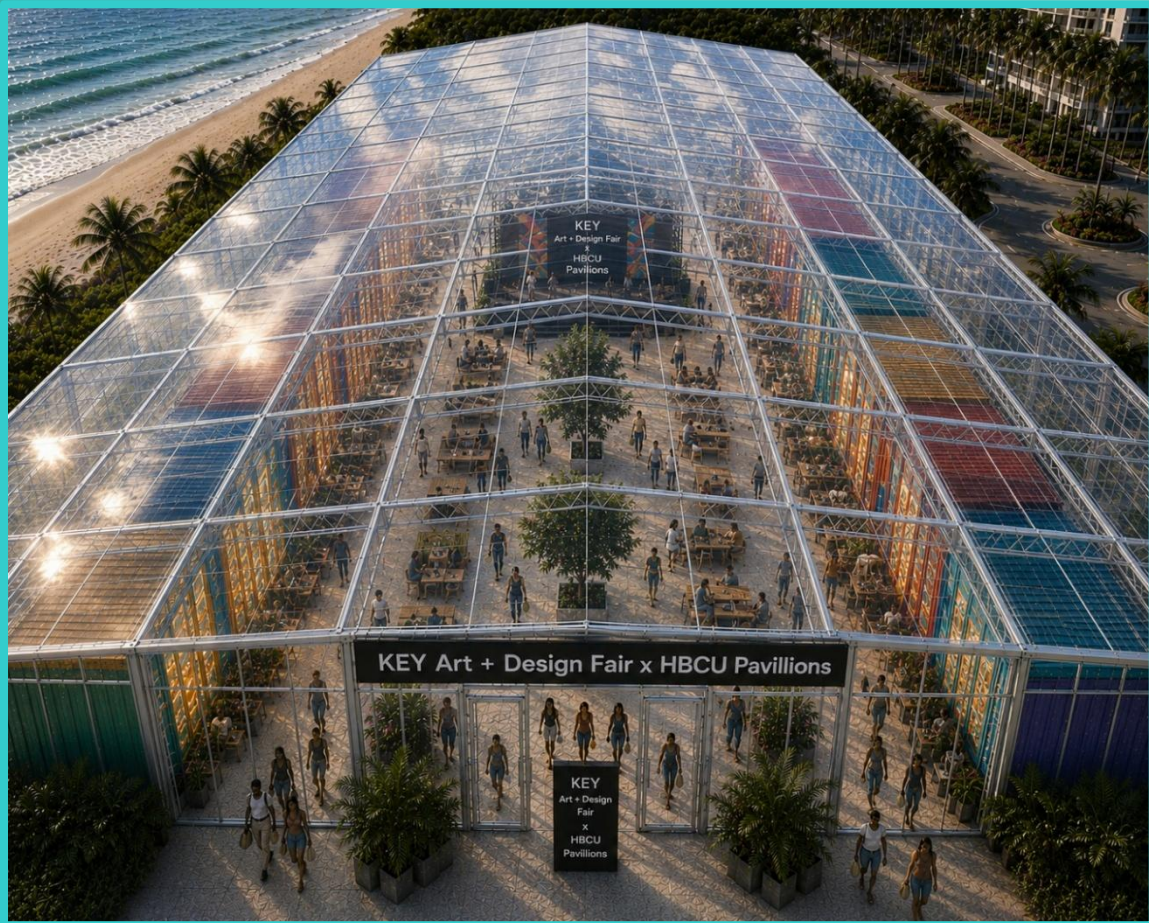


KEY Art + Design Fair returns for its second Miami Art Week on a one-acre Miami Beach oceanfront campus at 46th & Collins Avenue, near Soho Beach House, the Fontainebleau, and Eden Roc Nobu Hotel. **Fifty percent of our exhibition space is reserved for the art of HBCU students, alumni, and private collections.** The Fair's partnership program invites institutions to claim their place in the only fair of Miami Art Week exhibiting HBCU excellence — designed for advancement, alumni relations, marketing, and admissions alike. And the exposure extends beyond our sand: student delegations spend the week at the center of the global art market, with the opportunity to visit Art Basel Miami Beach and the week's leading fairs, museums, and collections — **seeing firsthand the caliber, pricing, and professional standards of artists at the top of the field and returning to campus with a working map of the art world.** The remaining fifty percent of exhibition space is dedicated to emerging artists and designers of Africa, the Caribbean, and the Americas.



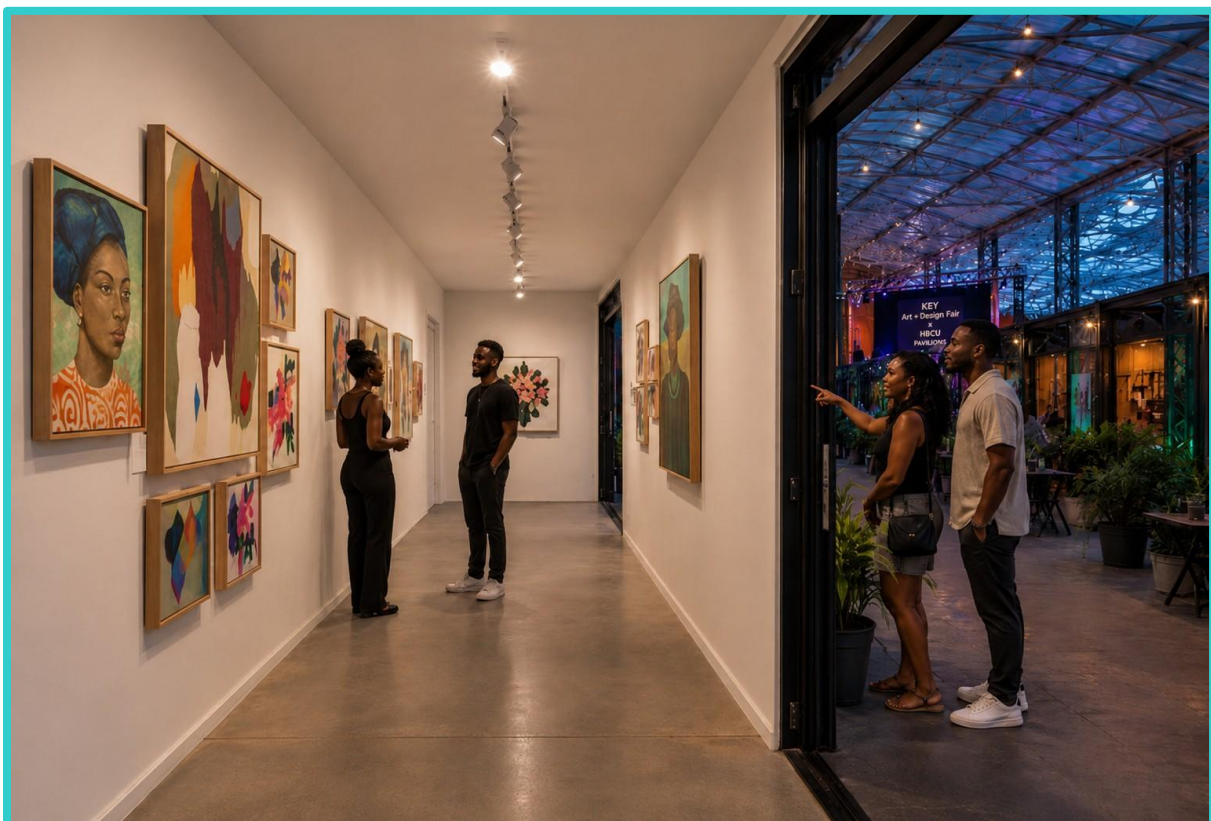
Howard University Chadwick A.
Boseman College of Fine Arts

"Bison at Basel x KEY Art + Design
Fair" December 2025



THE VISION

Individual galleries filled with the art of HBCU students, alumni, & emerging artists during Miami Art Basel Week, the largest gathering of art enthusiasts and influencers in the Western Hemisphere.



HBCU PARTNERSHIP OPPORTUNITIES

Exhibition Presence. A named gallery for your institution's student and alumni artists — with your artists' work hanging at the center of the art market's biggest week.

Fundraising Receptions. Private receptions for your donors and alumni in a dream setting: your art on the walls, your prospects in the room, Miami Art Week as the main draw for RSVPs.

HBCU Alumni Yacht Reception. Reception for trustees, top donors, and distinguished alumni — the flagship cultivation moment of the week. A portion of the ticket proceeds will be donated to the school of ticket purchaser's choice. Each participant school can offer additional giving opportunities for their invitees.

Panel Discussions. Main-stage programming blocks for your faculty, curators, artists, and administrators — thought leadership before an international audience of collectors, press, and museum professionals.

VIP Lounge. Dedicated VIP lounge access and hospitality for your delegation — presidents, deans, trustees, top donors, and honored alumni.

One platform serving advancement, alumni relations, admissions, and marketing at once — during the one week the culture and the art market share a beach.





Options Available in Custom Packages

Art Gallery space for student & alumni art
 -8 ft wall (linear feet) 6 pieces double stacked
 -80 sq ft (8x10) 36 pieces double stacked
 -160 sq ft (8x20) 54 pieces double stacked
 -320 sq ft (8x40) 72 pieces double stacked

Art Gallery space (8' x 10') = 26 linear feet 9-18 pieces

Art install by on-site crew

All art sales proceeds go to the creating students, alumni or school as designated (no commissions)

On-site concierge

Up to three 45-minute panel discussions on the main stage

3-hour alumni reception on site (private or shared)

Sectioned VIP area extending off the Art Gallery space
 -Approx. 1,500 sq ft with an estimated capacity of 125 people
 -Interior signage
 -All day access during public viewing hours

AV equipment set up with staff on monitors

HBCU Alumni Welcome Sunset Yacht Reception (logo listed on promo materials, tickets included)

Presenting sponsor of one music artist performance: A school rep can give a 5-minute intro about the school, the art program, and welcome artist to the stage

Tickets to musical performances

Tickets to student award dinner

General admission & VIP tickets

Street signage (sidewalk flag, light pole sign, sidewalk decals)

Security services

Gospel Brunch Table

Digital + media benefits Logo on website partner page

Co-branded social posts and email inclusions

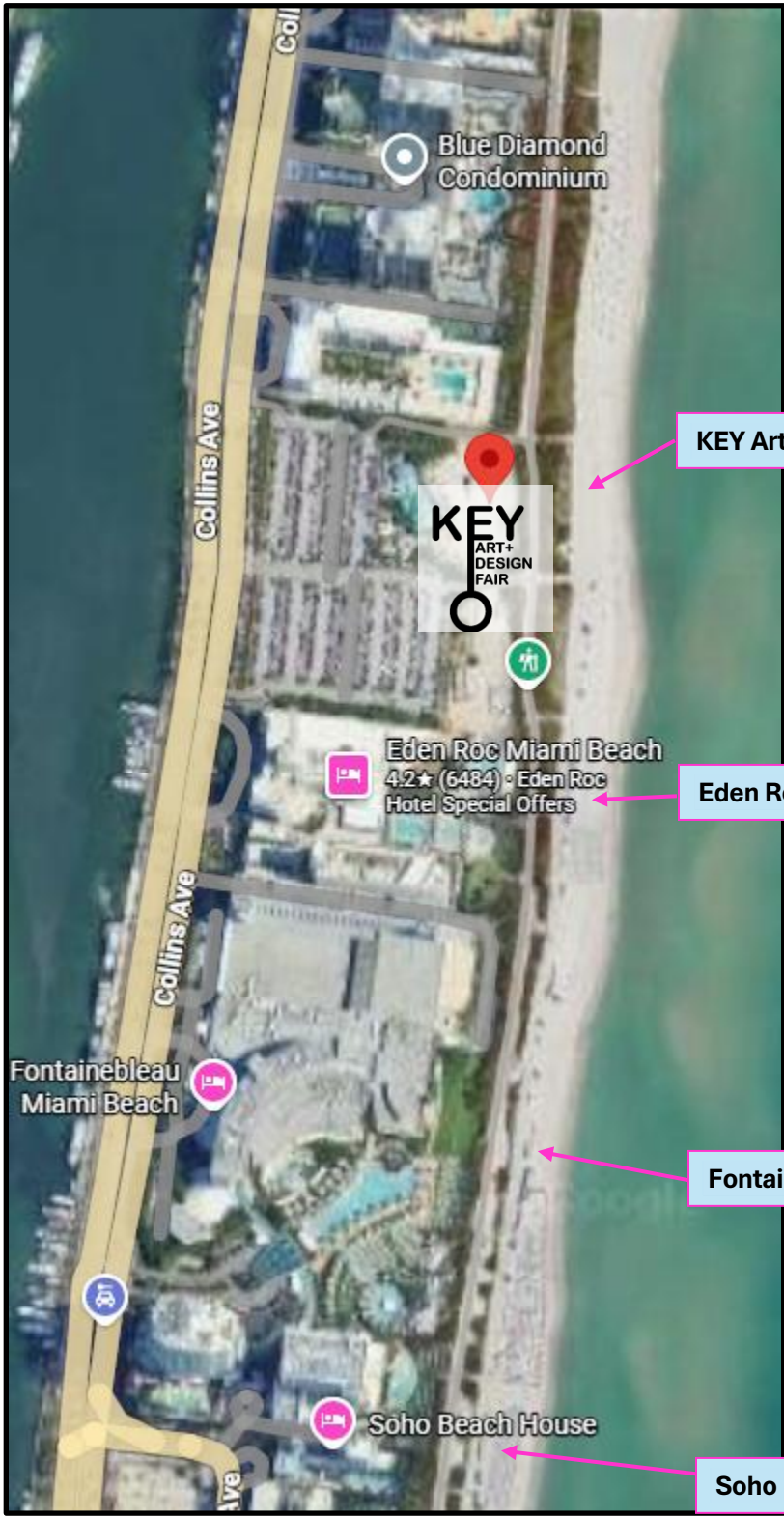
Program, map, and guide listing

Press-release mention

Step & repeat presence

PR Benefits: School participation mentions during interviews, media write ups

MIAMI BEACH MAP



KEY Art + Design Fair (46th Collins)

EDEN ROC
MIAMI BEACH

NOBU HOTEL
MIAMI BEACH

Eden Roc | Nobu Hotel (45th & Collins)



Fontainebleu (44th – 45th & Collins)



Soho Beach House (44th & Collins)



HBCU STUDENT ART COMPETITION

NO ENTRY FEE · ALL HBCU STUDENTS WELCOME

SELL YOUR WORK | SCHOLARSHIP COMPETITION | GLOBAL EXPOSURE

EXHIBIT at KEY Art + Design Fair — oceanfront during Miami Art Week

During Art Basel Miami: December 2–6, 2026

Your work belongs on the world's art stage.

- ◆ Judged by industry professionals — curators, collectors, artists
- ◆ Submit a portfolio + one image or concept of your entry
- ◆ Sell your work — you or your school receives 100% of the sale price
- ◆ Scholarship prizes for top selections

First Prize: **\$2,500** scholarship

Second Prize: **\$1,500** scholarship

Third Prize: **\$1,000** scholarship

Three Honorable Mentions: **\$500** each

DEADLINE: Friday, October 9, 2026 at 11:59pm EST

Submit a picture of your entry or a concept/sketch of work to be completed by November 15, 2026

APPLY: keyartfair.com/students

Questions: students@keyartfair.com

KEY ART + DESIGN FAIR · INDIAN BEACH PARK · 4601 COLLINS AVE, MIAMI BEACH · @KEYARTFAIR

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