

# CADA

CONTEMPORARY AFRICAN DIASPORA ART + DESIGN FAIR  
DECEMBER 2-7, 2025 SOUTH BEACH, MIAMI  
[CADAArtFair.com](http://CADAArtFair.com)



SPONSORSHIP PROPOSAL DECK





Contemporary African Diaspora Art

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Thank you for allowing **CADA Art + Design Fair** the opportunity to present this unique opportunity to join us on our celebration of the African Diaspora's groundbreaking contributions to art and design during the largest, most prestigious cultural event in the world, **Art Basel Miami** (Miami Art Week).

## ABOUT ART BASEL & MIAMI ART WEEK

Miami Art Week, often referred to as the main art fair, **Art Basel**, is a city-wide cultural phenomenon held annually during the first week of December. It encompasses a constellation of art fairs, exhibitions and events across Miami and Miami Beach.

**Dates:** First week of December (December 2-7, 2025)

**Attendance:** Over 80,000 visitors per day

**Economic Impact:** Over \$547 Million

**Art Sales:** Over \$1.3 Billion

**Age Range:** 25-65+

**Attendees:** Art Collectors, Curators, Artists, Art Dealers, Museum Directors, Cultural Scholars, World Travelers, Tastemakers, Celebrities and Global Luxury Brands

**Diversity:** Miami's fairs are known for celebrating racial, cultural, and national diversity—welcoming thousands of BIPOC, LGBTQIA+, and international creatives

# CADA ART + DESIGN FAIR

## OBJECTIVES

- Event focused on artists of Black American, African and Diasporan descent
- Bridge **fine art, design, performance art, culinary art and culture**
- Create a curated experience in the heart of South Beach, Miami Beach
- Create a platform that uplifts emerging voices and internationally celebrated talent
- Create an opportunity for **art & design students** to participate through exhibits and events
- Become an immersive **cultural destination** during the largest exhibition of art in the world.

## WHAT TO EXPECT

- Museum-quality** gallery booths featuring global black artists & designers
- Daily **programming** talks, panels, and performances
- VIP** receptions and dinners
- Designer lounges, soundscapes, and **experiential activations**
- Sponsor-hosted** activations, pop-ups, and co-branded experiences



# Audience



**Age Range:** 25-65+ years old

**Gender:** All genders with a focus on women (55-60%)

**Income:** \$75K–\$250K+ for general audience; \$250K–\$1M+ for VIP collectors

**Education:** College-educated; many hold graduate or professional degrees

**Occupations:** Art Collectors, Curators, Museum Professionals, Creatives (Designers, Filmmakers, Photographers), Legal, Medical, Tech, Finance, Entrepreneurs, and Lifestyle Influencers

**Location:** Primarily from New York, Atlanta, DC, Miami, LA, Houston, Chicago, Toronto, UK, Nigeria, Ghana, South Africa, France, Caribbean

**Travel Behavior:** Willing to travel for cultural experiences, especially to major cities like Miami for Art Basel, New York for Broadway shows and museum exhibits; Travels to the Caribbean, Europe, Africa & Asia for leisure.

**Cultural Interests:** Contemporary Art, Design, Architecture, Fashion, Music, Live Performances, African & Diasporic Culture, and Social Justice

**Buying Behavior:** Supports Black-owned brands and creators, Collects original art, prints, limited editions



# PREVIOUS EVENTS

EXHIBITS AT THE ART DECO MUSEUM  
WITH AN ART PANEL DISCUSSION



Curator Ludlow Bailey presents:

## 15th Annual CADA Art Basel Panel Discussion on Contemporary African Diaspora Art

Art Deco Museum  
1001 Ocean Drive  
Miami Beach, FL 33139

AfroSpiritual Energetics  
Art Exhibition  
December 6 - 8, 2024

Panel Discussion  
Sunday, December 8, 2024  
12:00pm - 4:00pm

**CADA**  
Contemporary African Diaspora Art



THURSDAY  
DECEMBER 1  
ART BASEL  
2022

## BLACK ART YACHT PARTY & NETWORKING EVENT

ABOARD THE "MIDNIGHT SUN" YACHT  
1635 N. BAYSHORE DR. MIAMI, FL. 33132

⬇ 8 P.M. - 10 P.M. | ⬆ 10 P.M. - 12 A.M.

HORS D'OEUVRES \ DINNER \ OPEN BAR  
JAZZ, CARIBBEAN, HIP HOP VIOLINIST & AFRO BEATS MUSIC

PRESENTED BY: **LUDLOW E. BAILEY**  
CURATOR, MIAMI  
**CADA** ATTORNEY

ART TALK | CONTEMPORARY AFRICAN DIASPORA ART EXHIBITION



Ludlow E. Bailey  
**CADA International**  
Presents  
11th Annual Panel Discussion on  
Contemporary  
African Diaspora Art

**CADA**  
Contemporary African Diaspora Art

Curator Ludlow E. Bailey  
presents

14th Annual Panel Discussion on  
Contemporary African Diaspora Art

Sunday December 10, 2023  
12pm-4pm

Art Deco Museum

## PURVIS YOUNG

An Iconic African American Visionary Artist

**LUDLOW E. BAILEY**  
CURATOR

Opening Thurs. 11.18.21  
6pm - 8pm  
FATVillage  
531 NW 1st Ave, Ft. Lauderdale, FL

Sponsors & Media Partners



Curator Ludlow E. Bailey  
Presents

## 15TH ANNUAL PANEL DISCUSSION

Contemporary African Diaspora Art

Sunday, December 8, 2024  
12:00 pm to 3:00 pm

Art Deco Museum  
1001 Ocean Avenue  
Miami Beach, FL 33139

[www.cada.us](http://www.cada.us)

**CADA**  
Contemporary African Diaspora Art



## SPONSOR BENEFITS

### Your Brand Gains:

- Cultural credibility and alignment with **Global Black Excellence**
- Access to **tastemakers**, collectors, celebrities, and media
- **High-visibility** branding on-site, in press, and across digital channels
- Opportunities for **direct customer engagement** and lead capture
- Unique **content creation opportunities** during one of the year's most photographed weeks

### Audience Segments:

- Art collectors and curators (35–65)
- Creatives and influencers (25–40)
- Global luxury travelers and VIPs
- Culturally conscious brands and buyers

### Anticipated in-person attendance

Day 1: Dec 2 (Tues, VIP) est. 500 attendees

Day 2: Dec 3 (Wed) est: 1,000 attendees

Day 3: Dec 4 (Thurs) est: 2,000 attendees

Day 4: Dec 5 (Fri) est: 3,500 attendees

Day 5: Dec 6 (Sat) est: 5,000 attendees

Day 6: Dec 7 (Sun) est: 3,000 attendees

**Event Total: est. 15,000 attendees**

### Online impressions

Our media partners will increase the reach with their online footprint across multiple social media platforms to reach millions more.

## NAMING RIGHTS PARTNER

**\$100,000**

- Exclusive use of approximately 3,000 sq ft space for installations, live presentations, VIP events, etc.
- Top billing on all digital/print signage and CADA website
- Opportunity for separate ticketed events

## BRANDED PAVILLION @ CADA ART + DESIGN FAIR

**\$50,000**

- 1,200 sq ft exhibit booth
- Shared use of 4,000 sq ft entertainment space named for your brand for 1 night event and 3 daytime presentations
- Second tier billing with up to 1 other partner

## 600 SQ FT EXHIBIT BOOTH + 2 ART TALKS

**\$25,000**

- 600 sq ft exhibit booth
- 2 art talks/panel discussions (daytime hours)

## 400 SQ FT EXHIBIT BOOTH + 1 ART TALK

**\$12,500**

- 400 sq ft exhibit booth
- 1 art talk/panel discussion (daytime hours)



# MARKETING PLAN

## Grassroots, Social Media & OOH

### Prior to the Event

- Private preview emails & DMs with personal VIP invites
- Video invites
- Targeted newsletters featuring artist spotlights, collector profiles, art reports & pricing guides
- Museum partnerships
- Influencer partnerships
- Countdown campaigns
- Sizzle reels on IG, TikTok, YouTube, Facebook
- Local press
- Eventbrite & EventNoire ticketing promotions
- Cross-promotion with Miami's Visitor & Tourism Bureau, Miami Beach City Partnership
- Brand naming opportunities.
- In-person event promotions prior to Art Basel
- Brand collaborations
- Community websites, local newsletters and publications
- Behind-the-scenes setup videos
- Discounted tickets for Seniors, Miami Beach residents and students
- Private interviews with artists.

### During the Event

- Street pole flag signage from 9<sup>th</sup> to 11<sup>th</sup> Street on Ocean Drive and Collins Avenue
- Hotel lobby marketing, room key and door hanger promotions
- Early VIP access; special VIP programming
- Miami Art Week Guides
- Grassroots posters and flyers
- Art publication guides
- Transit ads (car wraps, moving digital billboards on Ocean Drive, Collins Ave, Washington Ave)
- Event and venue signage in partnership with the Art Deco Museum
- Miami Art Week street team—promoting at existing satellite events throughout the weekend
- Human Directionals—people on the sidewalks within a 2-block radius leading people to the event
- Buddy pass offers for late day entry
- Sponsored panels

# CADA

Contemporary African Diaspora Art



*Thank You*



**Ludlow E. Bailey**  
CADA Founder &  
Creative Director



**Kellee Baker**  
CADA Art + Design Fair  
Executive Director



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