



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

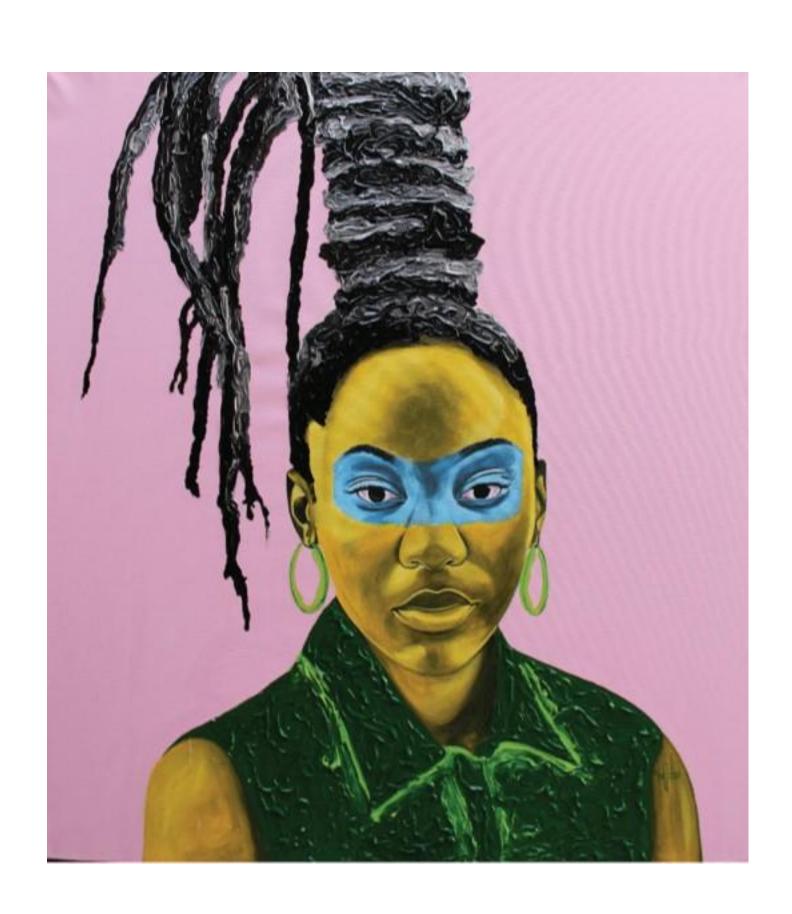
Age Range: 25-65+

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



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





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



PREVIOUS EVENTS

EXHIBITS AT THE ART DECO MUSEUM WITH AN ART PANEL DISCUSSION



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

● 8 P.M. - 10 P.M. ■ ● 10 P.M. - 12 A.M.



An Iconic African American Visionary Artist



THURSDAY

DECEMBER 1

LUDLOW E. BAILEY

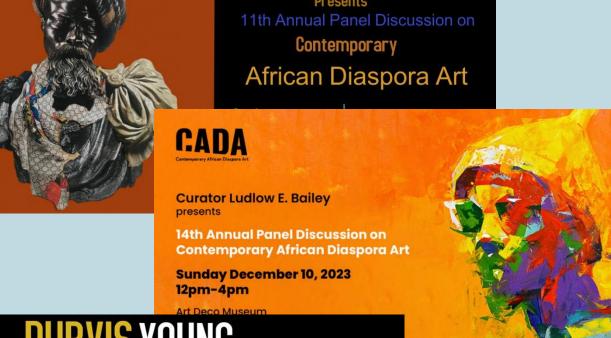
Opening Thurs. 11.18.21 6pm - 8pm FATVillage 531 NW 1st Ave, Ft. Lauderdale, Fl











Ludlow E. Bailey

CADA International





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 9th to 11th 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 2block radius leading people to the event
- Buddy pass offers for late day entry
- Sponsored panels

CADA

Contemporary African Diaspora Art

AQUA

DESIGN MIAMI

17TH STREET

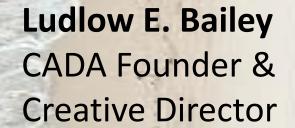
LINCOLN ROAD

Miami Beach

CADA
Contamporary African Disapora Art

SCOPE









Kellee Baker

CADA Art + Design Fair

Executive Director



info@CADAArtFair.com