



Artist: Stephen Arboite

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

CADA

Contemporary African Diaspora Art

Sponsorship Proposal: The Ascendancy of Black Art in the Contemporary Scene

Over the past decade, the contemporary art world has witnessed a profound shift, with Black artists emerging as some of the most sought-after and celebrated creators. This dynamic growth has transformed the appreciation and acquisition of Black art into the fastest-growing segment in the global art market. Major institutions such as the Museum of Modern Art in New York and the Tate Modern in London have enthusiastically embraced this trend, acquiring works by Black artists and further propelling their careers.

The success of artists like Kehinde Wiley and Amy Sherald, whose portraits of Barack and Michelle Obama gained international acclaim, highlights this shift. Both artists have had their works acquired by prominent institutions, including the Brooklyn Museum and the Smithsonian Collection, and have achieved record-breaking auction sales. This growth in recognition and market value for Black artists is not a fleeting trend but a testament to the deep cultural narratives and unmatched aesthetic contributions they bring to the global art scene.

The Growth of Black Artists in the Art Market

The art market's enthusiasm for Black artists has surged, as evidenced by record-breaking sales. Jean-Michel Basquiat's *Untitled*, which sold for \$110 million in 2017, sparked growing interest in Black artists. According to Art net, sales for Black artists have risen nearly 400% between 2008 and 2021, signaling sustained growth and investment in this sector.

Kerry James Marshall set another record in 2018 with *Past Times*, sold for \$21.1 million, establishing him as the highest-paid living African American artist. This success was followed by notable sales such as Amy Sherald's *The Bathers* (\$4.2 million in 2020), Amoako Bofofo's *The Lemon Bathing Suit* (\$3.4 million in 2021), and El Anatsui's work fetching \$2.2 million in 2023. Furthermore, a revival of interest in 20th-century Black artists is evidenced by Beauford Delaney's *Portrait of James Baldwin*, which sold for \$1.15 million in 2022.

The growth of Black art in the market underscores the increasing demand for diverse representation in private collections and cultural institutions. This is not just a market trend; it's a movement towards recognizing the historical and cultural contributions of Black artists globally.

Art Basel Miami: A Global Cultural Event

Art Basel Miami, the world's largest commercial art fair, has also emerged as one of the most exciting cultural events. Now with 16 satellite shows, the fair encompasses an eclectic mix of fashion, music, film, dance, and theater. It is a place of glamour, elegance, luxury, and exclusive parties, attracting the world's elite. The 15th edition will be held at the Art Deco Museum on Miami Beach on Sunday, December 8, 2024, from 12:00 PM to 3:00 PM, and it will be live streamed on Facebook, Clubhouse, and YouTube to reach a global audience of collectors and investors interested in contemporary African Diaspora art.

This year's distinguished panelists include:

- Julie Walker, Award-winning Journalist
- Michael Chukes, African American Artist
- Myron Jackson, Chairman, Virgin Islands Museum Civic and Cultural Center
- Josette Bailey, Art Advisor and Art Collector
- Bayunga Kalieuka, Congolese-born Narrative Painter
- Dr. Tiffany Barber, Professor of Art History, UCLA
- Oliver Enwonwu, Nigerian Artist

The topics for the panel include:

1. Fundamentals of Building a Significant African Diaspora Art Collection
2. Wealth Planning with Art
3. The Global African Diaspora Renaissance Movement
4. AfroSpiritual Intelligence

Sponsorship Levels and Benefits

Platinum Sponsorship: \$15,000

Enhanced Benefits and Global Visibility

- **Logo Placement** on all printed and digital materials, ensuring maximum exposure across all platforms.
- **Exclusive Art Gift:** Receive an original Purvis Young artwork, an invaluable piece from one of the pioneers of African American art.
- **Media Exposure:** Sponsorship acknowledgment across print, radio, YouTube, and television, including live mentions during the event.
- **Premium Digital Presence:** A direct link banner ad on CADA and CADAonline websites, with global recognition of sponsorship through a live streaming banner ad during the virtual event.
- **Social Media Engagement:** A featured company logo and linked ad on all CADA social media platforms, including Facebook, Instagram, LinkedIn, YouTube, and Eventbrite.
- **Priority Branding:** Primary logo placement on all press releases, digital brochures, and verbal acknowledgment in all YouTube promotions.
- **VIP Invitations:** Receive four VIP passes to the live event and a personal introduction to the panelists.

Gold Sponsorship: \$10,000

Comprehensive Digital and Event Presence

- **Digital Promotions:** Logo listing on Eventbrite, YouTube listings, and CADA and Diaspora Global PR's Instagram and Facebook pages.
- **Media Placement:** Logo placement on all digital promotional platforms (Twitter, Facebook, LinkedIn, Instagram).
- **Live Streaming Recognition:** A live streaming banner ad during the panel discussion virtual event.
- **CADA Website Visibility:** A banner ad link on the CADA website, offering year-round exposure.
- **Event Posters:** Receive 4 exclusive CADA event posters for promotional use or personal collection.
- **VIP Passes:** Two VIP passes to attend the event.

Silver Sponsorship: \$7,500

High Impact Sponsorship

- **Art Gift:** Receive an original artwork by Kerry Coppin, adding cultural and aesthetic value to your collection.
- **Brand Promotion:** Logo placement on digital program brochures, event posters, and invites, plus verbal acknowledgment in all YouTube ads and videos.
- **Website Exposure:** Banner ad on CADA and CADAonline Web sites.
- **Event Posters:** Receive 4 CADA event posters.
- **Recognition:** Verbal acknowledgment during the event, ensuring your company is highlighted.

Bronze Sponsorship: \$5,000

Effective Event Sponsorship

- **Digital Promotions:** Logo placement on all digital platforms, including Instagram, LinkedIn, X and Facebook.
- **Program Listing:** Logo featured in the digital program, and all published Evites.
- **Verbal Acknowledgment:** Mention in all YouTube promotions and videos, ensuring exposure across multiple platforms.
- **Event Posters:** Receive 4 CADA event posters as a token of appreciation.

About the Founder

Ludlow E. Bailey, Founder and Managing Director of Contemporary African Diaspora Art (CADA) is a global cultural curator, art broker, writer, and advisor with a deep passion for contemporary African Diaspora art and culture. Over the past decade, he has curated over 55 visual art shows, working with the world's most important museums, galleries, and collectors. Mr. Bailey is a graduate of Brown University, with further studies at Harvard, Columbia, and other prestigious institutions, making him one of the leading authorities on Contemporary African Diaspora Art.

Conclusion

Partnering with *CADA's Art Panel Discussion on Contemporary African Diaspora Art* positions your brand at the forefront of a rapidly growing market. It offers unparalleled visibility, association with prestigious cultural institutions, and access to a discerning, affluent audience. We look forward to the possibility of collaborating with you on this historic event and making a lasting impact in the world of contemporary Black art.
