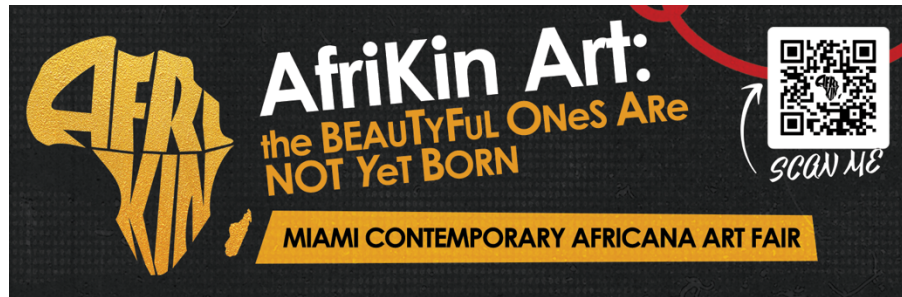




I am reaching out as it would be an absolute pleasure to have you on board this year as a sponsor of our program during Miami Art Week, AfriKin Art 2022 titled:



**AfriKin 2022: The Beautiful Ones Are Not Yet Born  
Miami Contemporary Africana Art Fair  
December 1 - 4, 2022**

AfriKin Art 2022 will consist of 2 segments. We will curate and activate the space at the historic Lyric Theatre in Overtown for *The Performances* as well as Miami Ironside for *The Exhibit* from Thursday, December 1<sup>st</sup> through Sunday, December 4<sup>th</sup> from 11 am to 9 pm. These will be the prime locations for Black art during Miami Art Week 2022. We will be presenting a distinguished roster of top-tier artists, designers, and performers from Continental Africa and the Diaspora highlighting authentic representations of our Africanness and Black Culture.

As a 501(c)3 nonprofit organization, AfriKin is a social enterprise that curates African arts and culture for the good of humanity. For over 15 years, AfriKin has created programming designed to highlight the role of art and culture in human development and enrichment. AfriKin creates opportunities for positive interchange sustained by three pillars: academic articulation, artistry, and cultural industries. AfriKin emphasizes cultural connection and kinship across ethnic lines.

AfriKin Art 2022 will leverage visual arts events and performances to attract visitors from different countries and continents. Our attendees shall include visitors from Europe, Africa, the Americas and the Caribbean, including art collectors, fashion industry leaders, media personalities, executives, socialites, celebrities, and influential tastemakers. Numerically, 4,950 attendees are anticipated - approximately 1,200 Miami-Dade County residents, 650 – Out-of-county, 1,700 – Out-of-state, and 1,400 – Foreign Visitors. Supporting these projections are 160 hotel nights that have already been blocked at the Miami Airport Hilton Blue Lagoon.

AfriKin's primary market will be lovers of African and Black arts and culture, persons interested in the Black experience during Miami Art Week, and the out-of-county tourist market. The aim is to accelerate participation because of the *kinship effect*, the feeling that there will be more potential participants based on shared identity with artists from their area. This innovative model as a strategy is poised to enhance the participation of outsiders to such a degree that we believe our visitor projections are understated.

AfriKin Art 2022 will position Miami as a center for art and culture and generate widespread publicity. It also promises to be an exceptional experience for participants through its range of activities echoing the beauty of African art and culture. Visitors coming into town for Miami Art Week will have the opportunity to learn more about fine arts, cultural industries, and infotainment that highlights African



"Black" culture and arts. Visitors may be encouraged to extend their stay or be enticed to return specifically to experience and learn more about Black culture in Miami. These visitors provide economic benefit directly to businesses, but also pay taxes in hotels, restaurants, and other sectors generating income for the cities and county. Enhanced funding for promotion to such visitors is critical to our success.

Attached you will find the AfriKin Art 2022 Sponsorship Proposal. All packages can be tailored to your needs as a sponsor. The audience you seek is at our annual AfriKin Art Fair! This is a prime opportunity to expand your reach. We look forward to having you onboard with this monumental expression of Black art in Miami!

Should you have any additional questions do not hesitate to contact me. Truly look forward to exploring further the possibilities and expectations for a mutually beneficial partnership.

Gratitude and grace in all ways,

*Alfonso D'Niscio Brooks*  
Alfonso D'Niscio Brooks  
Founder