

YOUNG Δ RTIST INITIATIVE

01.

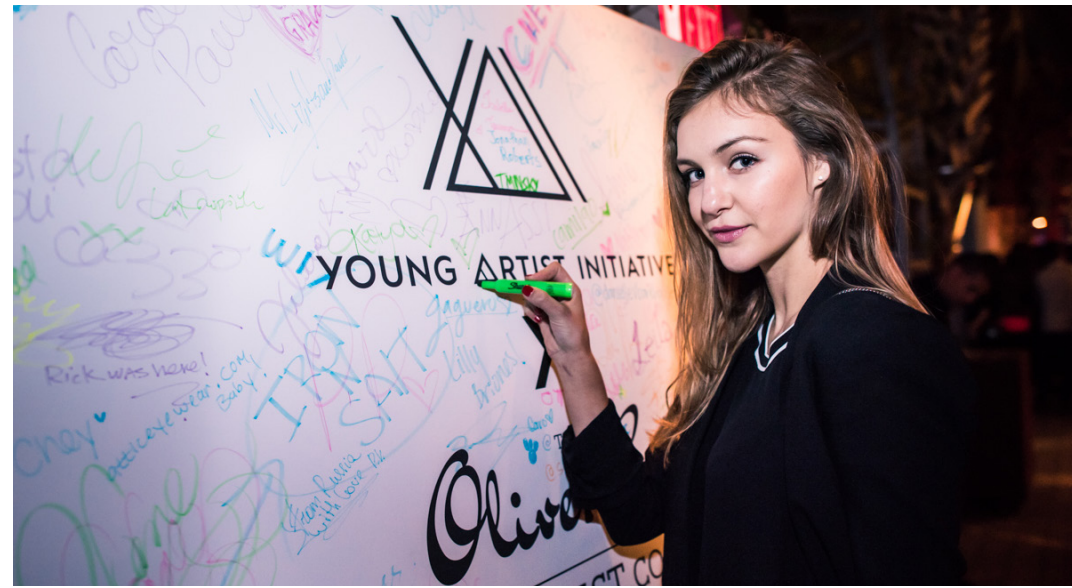
TABLE OF CONTENTS

02	About YAI
03	Our Vision
04	Highlights
05	Event Model
06	Our Demographic
08	Venue
09	Featuring
10	Your Opportunity
11	Strategic Partnership
12	The Numbers
13-16	Sponsor Packages
17	Social Media

/02.

ABOUT YOUNG ARTIST INITIATIVE

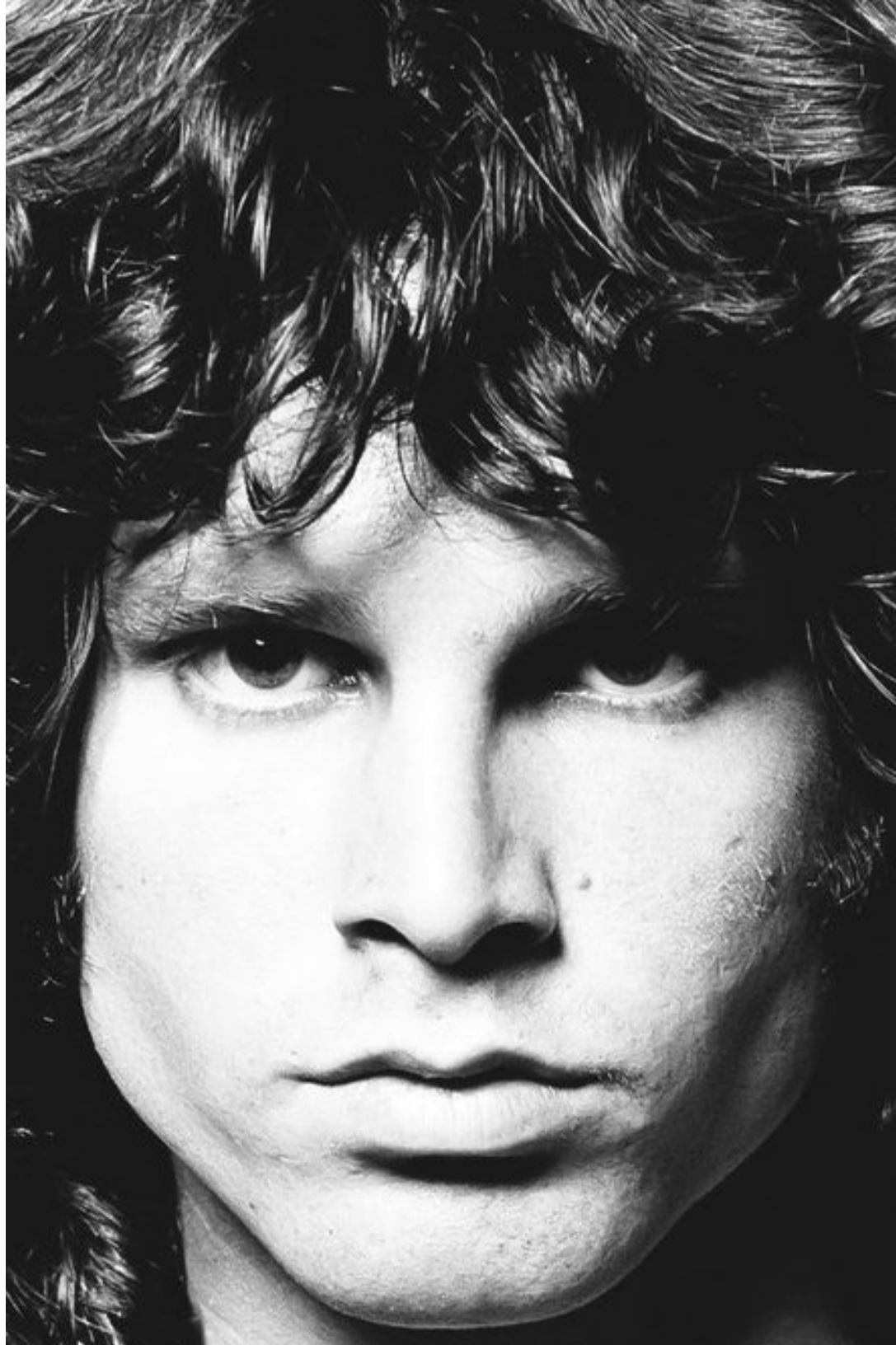
The Young Artist Initiative was created as a monthly showcase to empower Miami's Collective of Young Artists. YAI provides an emphasis on social interaction between artists and attendees creating the perfect combination of entertainment, culture, and art.



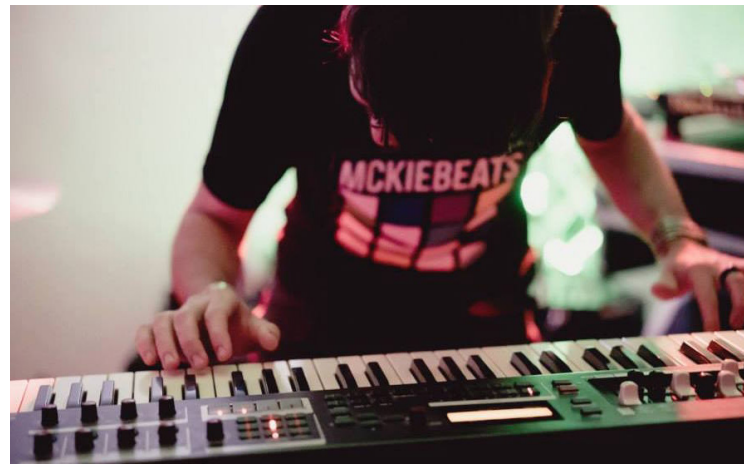
EMPOWERING
YOUNG ARTISTS
ONE EVENT AT A TIME.

03.

OUR VISION

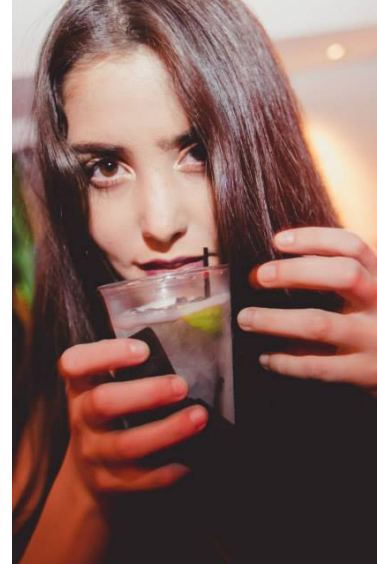


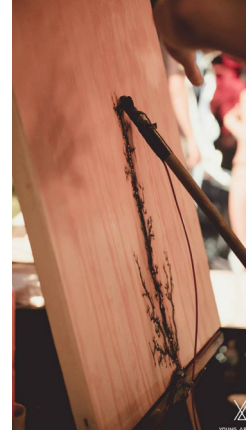
Just as the Impressionists challenged the Académie des Beaux-Arts with their independent exhibitions in 19th Century Paris, or street artists such as Banksy stirred emotion in the streets of London in the 90s, this group of young, forward-thinking artists is shaping the face of their growing world-class city. As Miami grows into a major global city and establishes its cultural identity, this avant-garde collective of young artists has made it their mission to contribute a unique substance to the landscape of culture and art.



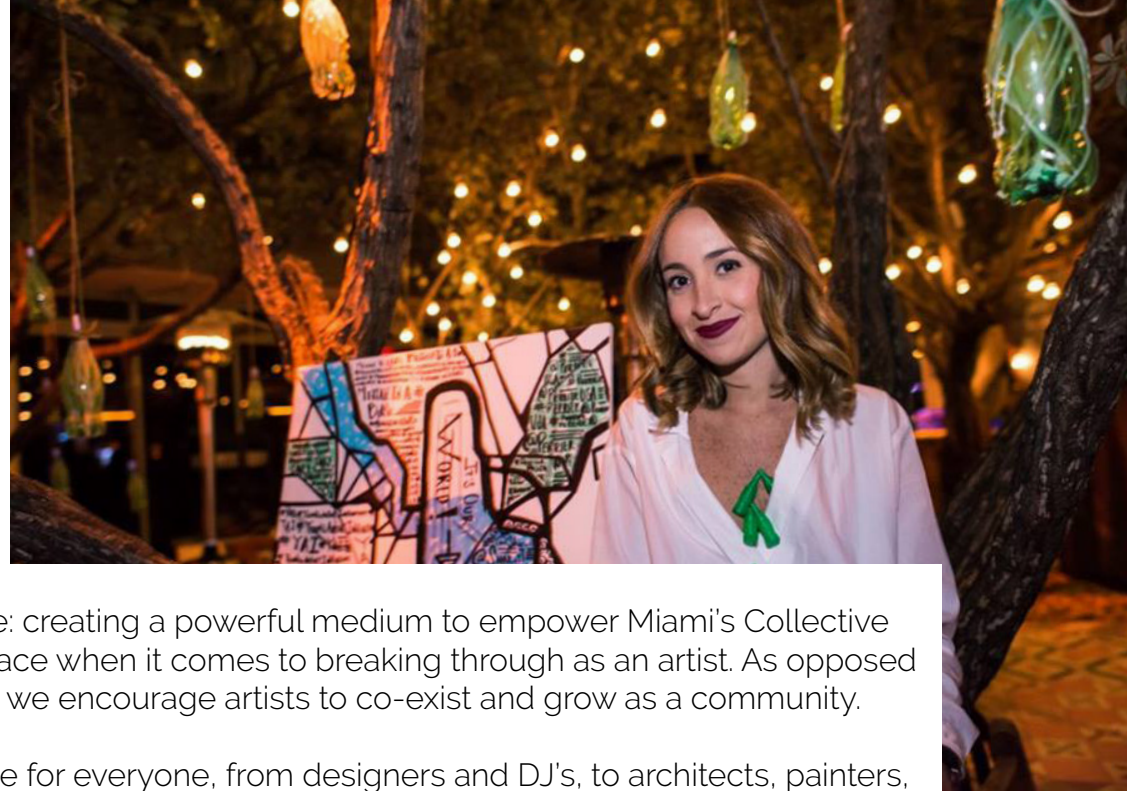
HIGHLIGHTS

The Young Artist Initiative is young but growing fast with incredible local support from artist and Miamian's alike. In just seven events, the Young Artist Initiative collaborated with 5 different venues, 120+ artists, welcomed 8,000+ attendees, and put together a unique variety of live performances, art exhibitions, and installations by Miami's Collective of Young Artists.





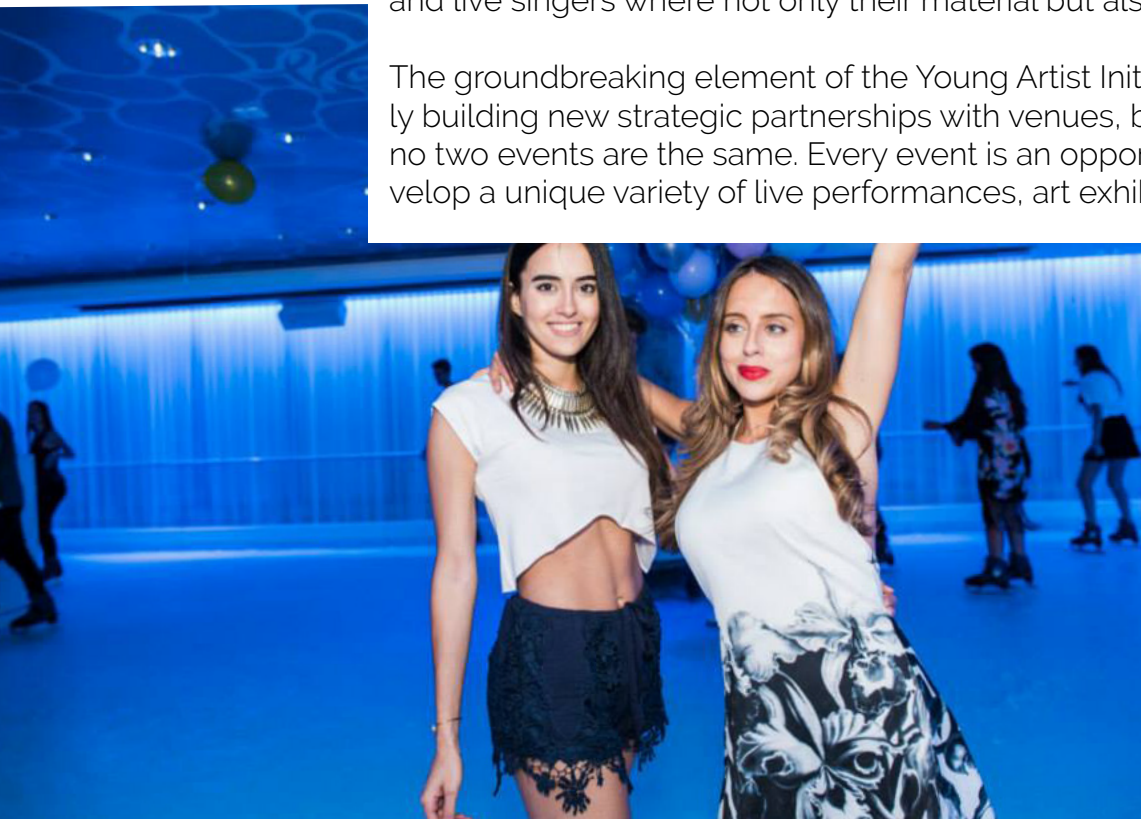
EVENT MODEL



The Young Artist Initiative model is simple: creating a powerful medium to empower Miami's Collective of Young Artists. Miami can be a tough place when it comes to breaking through as an artist. As opposed to having artists compete for recognition, we encourage artists to co-exist and grow as a community.

The Young Artist Initiative provides a place for everyone, from designers and DJ's, to architects, painters, and live singers where not only their material but also their dreams, talent, and imagination fit.

The groundbreaking element of the Young Artist Initiative is that nothing is set in stone. We are constantly building new strategic partnerships with venues, brands, sponsors, and most importantly artists so that no two events are the same. Every event is an opportunity for Miami's Collective of Young Artists to develop a unique variety of live performances, art exhibitions, and installations in sync with the new venue.



OUR DEMOGRAPHIC

The Young Artist Initiative is the perfect opportunity to increase your brands awareness among our distinct demographic of Miami's young tastemakers, entrepreneurs, and creative professionals. With the help of Young Artist Initiative, these YAI-Goers can turn into lifelong customers.



EXPECTED ATTENDANCE:

1,800+

ATTENDEES GENDER:

52% WOMEN / 48% MEN

CHARACTERISTICS:

HIGHLY EDUCATED

HIGHLY AFFLUENT

SOCIAL MEDIA SAVVY

TRENDSETTERS

MIAMI LOCALS

7.

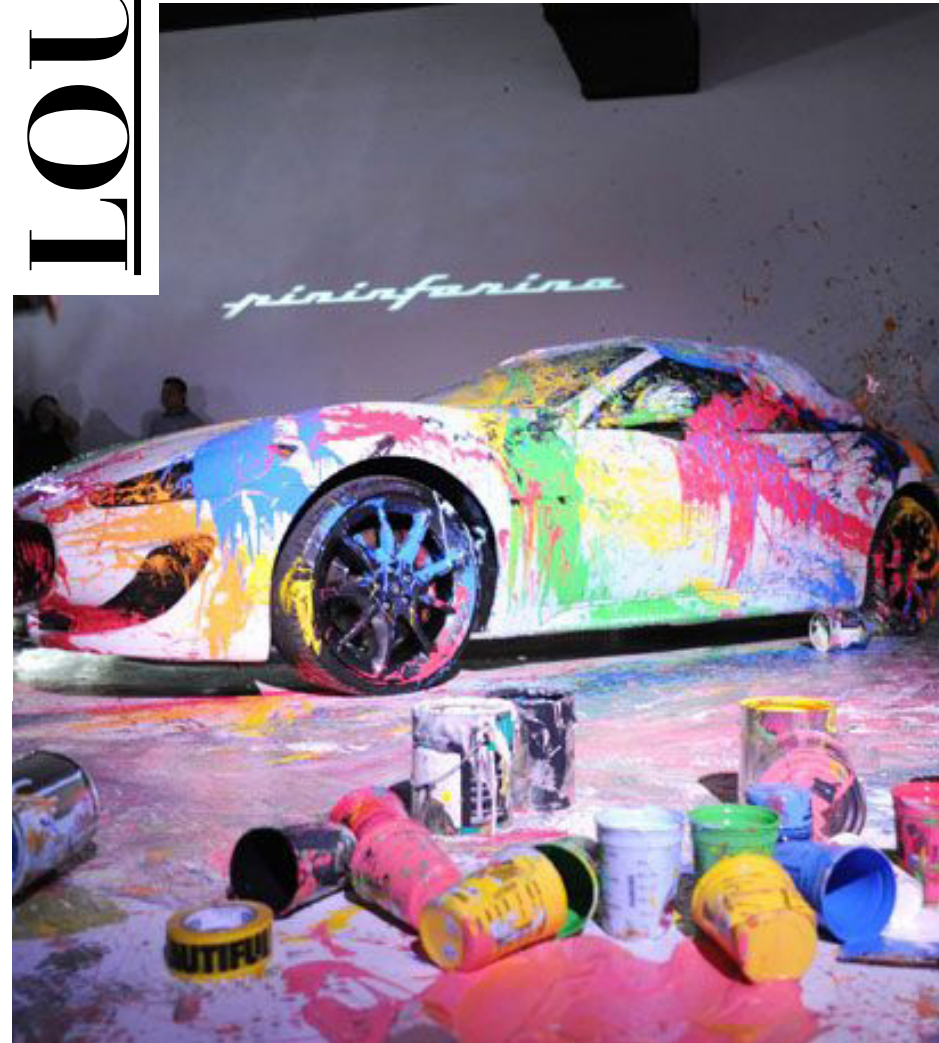
Lou La Vie is a privately owned corporation created to satisfy the growing demand for the rental of luxury and exotic vehicles in Miami and South Florida. John Temerian, Founder, partnered with Jan Otto, and DJ Irie, of the Miami Heat, to develop Lou La Vie after years of working within the ever-changing exotic automobile industry.



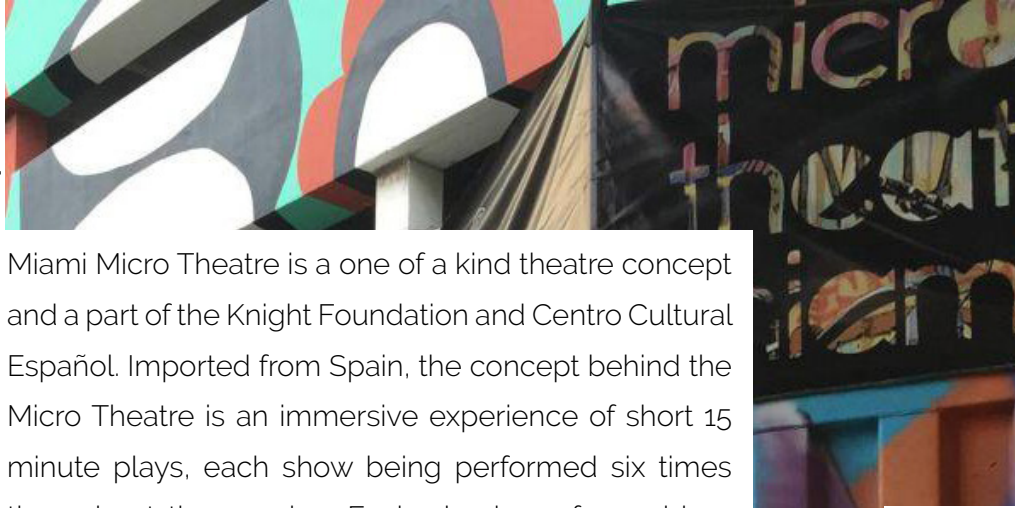
Lou La Vie Gallery is a premier urban loft space conveniently located in downtown Miami. The space is available as a blank canvas, allowing it to be transformed to a distinctive look and feel and to be branded as desired. Lou La Vie is a beautiful activation space for Miami's Collective of Young Artists to put together one-of-a-kind shows, exhibits, live performances, and installations on Friday, May 7th.

VENUE:

LOU LA VIE



8.



Miami Micro Theatre is a one of a kind theatre concept and a part of the Knight Foundation and Centro Cultural Español. Imported from Spain, the concept behind the Micro Theatre is an immersive experience of short 15 minute plays, each show being performed six times throughout the evening. Each play is performed in a colorful container "theatre" that seats about 15 people. The Miami Micro theatre is an unforgettable artistic experience.



FEATURING:

MIAMI MICRO THEATRE





YOUR

OPPORTUNITY

The Young Artist Initiative is a fantastic branding opportunity for brands looking to support Miami's Collective of Young Artists and appeal to a demographic of tastemakers.

We are looking for a brand with a drive to get involved, an eagerness to make a difference with a new concept event, and most importantly the will to support and empower Miami's Collective of Young Artists.

Your sponsorship will give our artists the resources to put together one-of-a-kind shows, exhibits, live performances, and more. By participating in the Young Artist Initiative, your brand will be positioned as a supporter to Miami's growing local cultural and art scene.

ACTIVATION

OPPORTUNITIES

Creative activations at Young Artist Initiative events are nearly endless. From in-event branding through banners/signage, and DJ Booth/Stage takeovers. Curiosity Miami will customize each partnership package in order to achieve the maximum amount of exposure for each brand.

In addition to the sponsorship packages outlined in this deck, Curiosity Miami offers several a-la-carte options including, but not limited too: Promotional giveaways, co-branded event collateral and merchandise, gift bag inclusions, product sales through sponsor booths, and even a full brand takeover of our exclusive VIP area.

All in all, Young Artist Initiative events are the perfect activation opportunity for brands that both, share a similar target demographic to YAI and those looking to capitalize on the exposure and awareness that our events generate.

Be a part of our initiative and Miami's most up and coming event.



STRATEGIC PARTNERSHIPS

Building strategic partnerships with artists, venues, brands and media/press outlets are key to our overall plan of producing and executing both, successful and profitable Young Artist Initiative events. The Young Artist Initiative has been, and will continue to work diligently to lock in the best strategic partners possible for our events.

ARTISTS

GG Artwork
Tiago Magro
Iron N Salt
Chaos
Tyler Nussbaum.

VENUES

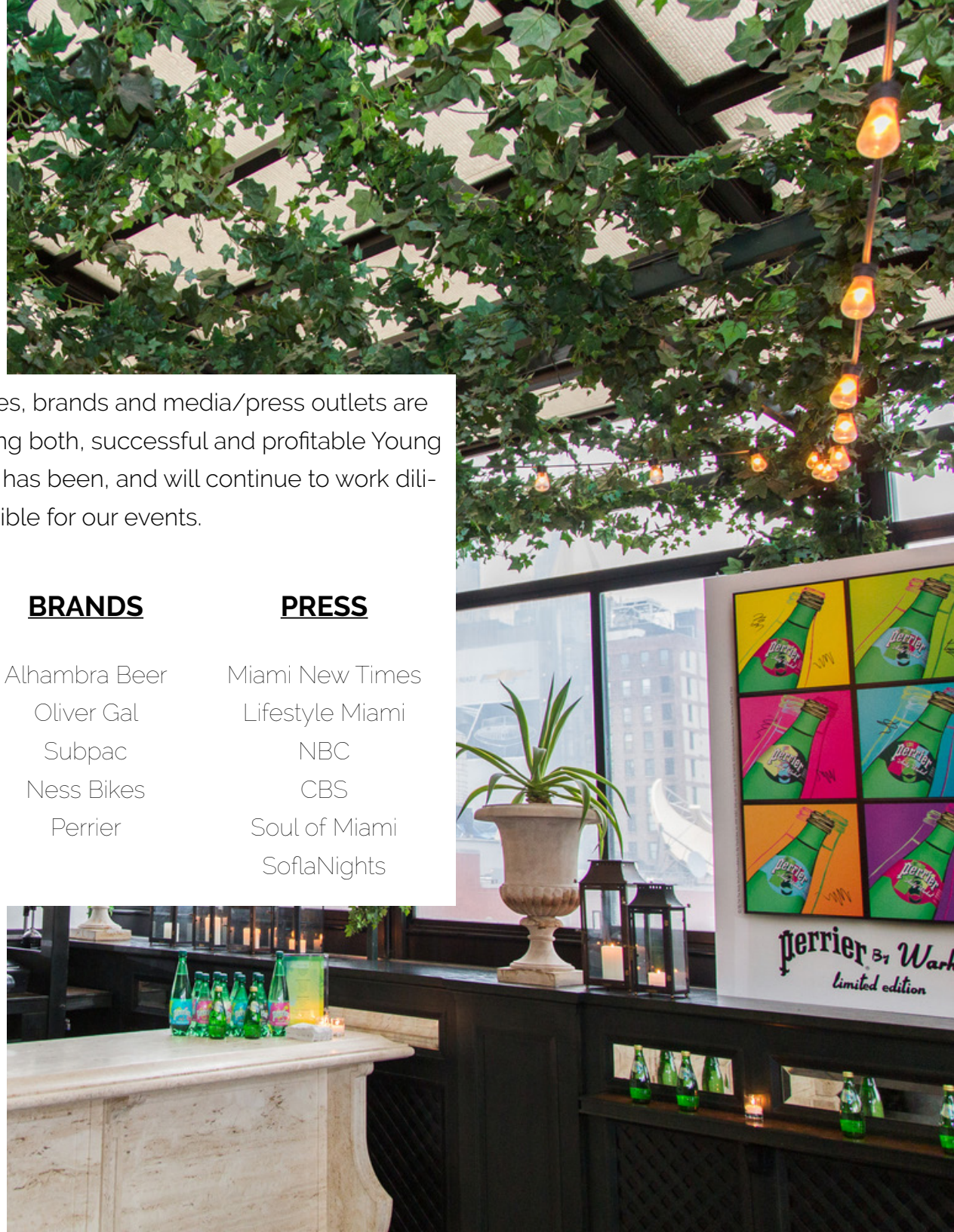
SLS Hotel, Miami
Edition Hotel, Miami
Cafeina Wynwood, Miami
Bardot, Miami
Lou La Vie, Miami

BRANDS

Alhambra Beer
Oliver Gal
Subpac
Ness Bikes
Perrier

PRESS

Miami New Times
Lifestyle Miami
NBC
CBS
Soul of Miami
SoflaNights



12.

THE NUMBERS:

40+ LOCAL ARTISTS

1,800+ EXPECTED TOTAL ATTENDEES

A VARIETY OF INSTALLATIONS, ART EXHIBITIONS, AND LIVE PERFORMANCES

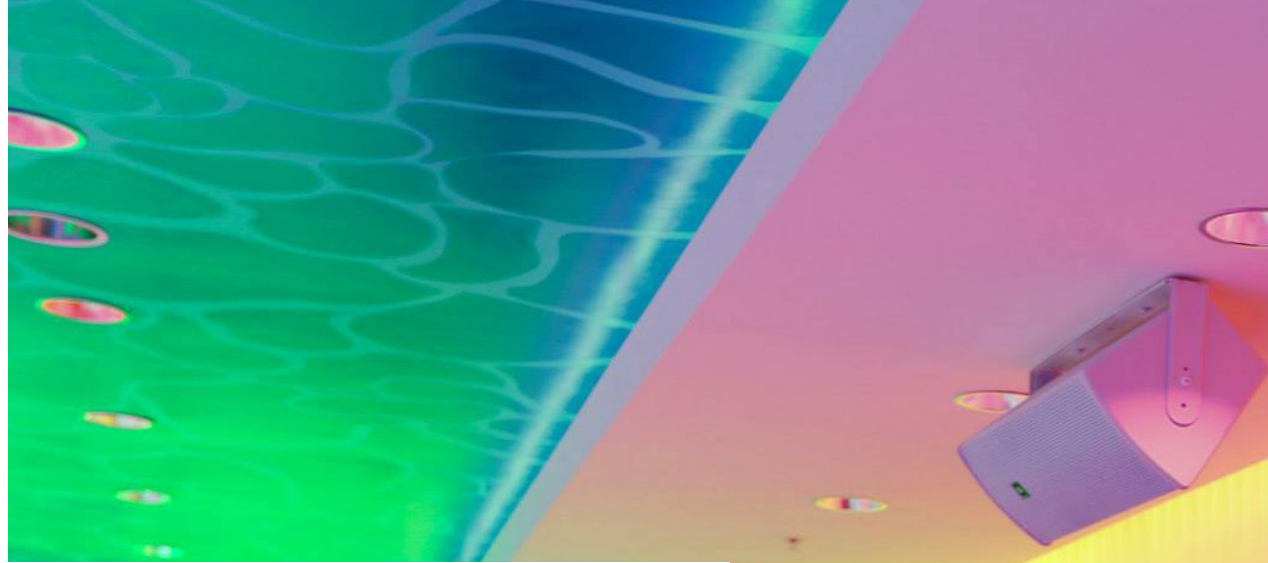
A BEAUTIFUL ACTIVATION SPACE IN THE HEART OF MIAMI

A PARTNERSHIP WITH LOU LA VIE AND MIAMI MICRO THEATRE

CUTTING EDGE LIGHT, SOUND, AND PRODUCTION

PREMIER SPONSORSHIP ACTIVATIONS AVAILABLE

100K+ EXPOSURE TO TARGET MARKET



PRESENTING SPONSOR

The Young Artist Initiative is offering an exclusive opportunity for one brand to become the presenting sponsor for the next Young Artist Initiative at Lou La Vie on Saturday, May 7th 2016. The brand selected will have its name and logo integrated into all of the event's creative material/ on-site. Additionally, The presenting sponsor for this event will have full rights to brainstorm and create their own activation with Miami's Collective of Young Artists.

PRESENTING SPONSOR | COST: \$10,000 | ONE AVAILABLE

PRE-EVENT

- **Powered by XXX** - Presenting (powered) sponsor naming rights event (Young Artist Initiative Presents Miami's Collective of Young Artists - Powered by: xxx). Inclusion with Powered by: xxx on all artist features (posted on Facebook, Instagram, and event page).
- **Primary logo inclusion** and placement on all marketing materials, printed collateral, social media outlets.
- **Media Coverage** - Mention and logo inclusion in all pre-event and post-event coverage.

ON-SITE:

- **Fully Branded Stage** for live performances.
- **Artist Activations**- Possibility of endorsing specific activation or artist in an effort to give them the resources needed for their performance.
- **Visual Branding** - Possibility of doing giveaways for contests and promotions, logo placement on select branded event decoration, signage/banner placement integrated with artist installations.
- **Primary logo placement** - primary logo placement on large floating pool installation/carpet (fantastic branding opportunity for aerial shots)
- **Photographer** for the duration of the event. Copyright and licensing fees included in package.
- **Videographer** for the duration of the event. Copyright and licensing fees included in package.

POST-EVENT:

- **Post Event Coverage**- Mention and logo inclusion on all post-event coverage
- **Sponsor Video**: dedicated video recap for presenting sponsor + logo included in event recap video

**SPONSOR
PACKAGES**

PLATINUM SPONSOR

PLATNIUM SPONSOR | COST: \$7,000 | TWO AVAILABLE

PRE-EVENT:

- **Artist Support**- Artist (powered) sponsor naming rights on specific activation/partnerships with Miami's Collective of Young Artists. Inclusion with Powered by: xxx on artist features (posted on Facebook, Instagram, and event page).
- **Primary logo inclusion** and placement on all marketing materials, printed collateral, social media outlets.
- **Media Coverage** - Mention and logo inclusion in all pre-event and post-event coverage.

ON-SITE:

- **Artist Activations**- Possibility of endorsing specific activation or artist in an effort to give them the resources needed for their performance.
- **Visual Branding** - Possibility of doing giveaways for contests and promotions, logo placement on select branded event decoration, signage/banner placement integrated with artist installations.
- **Photographer** for the duration of the event. Copyright and licensing fees included in package.
- **Videographer** for the duration of the event. Copyright and licensing fees included in package.

POST-EVENT:

- **Post Event Coverage**- Mention and logo inclusion on all post-event coverage
- **Sponsor Video**: dedicated video recap for presenting sponsor + logo included in event recap video

SPONSOR

PACKAGES

GOLD SPONSOR

GOLD SPONSOR | COST: \$5,000 | TWO AVAILABLE

PRE-EVENT:

- **Artist Support**- Artist (powered) sponsor naming rights on specific activation/partnerships with Miami's Collective of Young Artists. Inclusion with Powered by: xxx on artist features (posted on Facebook, Instagram, and event page).
- **Media Coverage** - Mention and logo inclusion in all pre-event and post-event coverage.

ON-SITE:

- **Artist Activations**- Possibility of endorsing specific activation or artist in an effort to give them the resources needed for their performance.
- **Photographer** for the duration of the event. Copyright and licensing fees included in package.

POST-EVENT:

- **Post Event Coverage**- Mention and logo inclusion on all post-event coverage
- **Sponsor Video**: dedicated video recap for presenting sponsor + logo included in event recap video

SPONSOR

PACKAGES

SILVER SPONSOR

SILVER SPONSOR | COST: \$2,000 | TWO AVAILABLE

PRE-EVENT:

- **Artist Support**- Artist (powered) sponsor naming rights on specific activation/partnerships with Miami's Collective of Young Artists. Inclusion with Powered by: xxx on artist features (posted on Facebook, Instagram, and event page).

ON-SITE:

- **Artist Activations**- Possibility of endorsing specific activation or artist in an effort to give them the resources needed for their performance.
- **Photographer** for the duration of the event. Copyright and licensing fees included in package.

POST-EVENT:

- **Post Event Coverage**- Mention and logo inclusion on all post-event coverage

SPONSOR

PACKAGES

SOCIAL

MEDIA

Young Artist Initiative has a strong social media presence with over 100K impressions.

17.



Facebook:

2,100 page followers

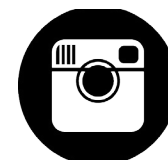
1000+ event page attendees

150K+ reach per event

25K+ views on event page

5K+ views per photo album

5K+ views per video



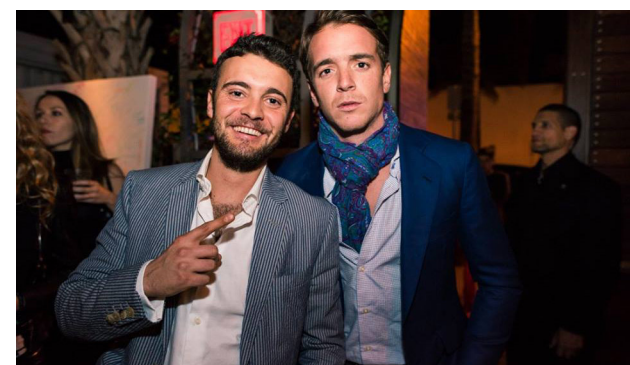
Instagram:

5100 followers

100+ likes per post

Strong hashtag:

#YoungArtistInitiative



A photograph of a woman with long, wavy blonde hair lying on a white sheet. She is looking towards a black rotary telephone in the foreground. She is wearing a light-colored, long-sleeved top, a black watch on her left wrist, and a ring on her left ring finger. The background shows a wooden door.

CONTACT

youngartistinitiative@gmail.com