

The background of the poster is a complex, colorful geometric pattern composed of many small triangles in shades of blue, purple, teal, and red. A large, bold black 'X' is superimposed over the entire background, creating a central negative space where the text is located.

NOW OR NEVERLAND

ADVENTURES IN URBAN SURREALISM

ART BASEL
DEC 1-4, 2016

in a collaboration with
MIAMI URBAN
CONTEMPORARY
EXPERIENCE



NOW OR NEVERLAND

ART BASEL
DEC 1-4, 2016

NOW OR NEVERLAND is a 4-day series of outdoor and indoor events that fuse traditional, surrealistic, street, performance and multi-media arts into a unified adventure into the psyche of urban communities worldwide; guided by the eyes, ears and hearts of the artists these communities have bred.

Rapidly expanding from its beginning within the epicenter of Wynwood, Art Basel now transforms the entire city of Miami into one of the world's largest venues for art, commerce and diversity. Taking place during Art Basel 2016, Now or Neverland will provide an interactive experience for over 80,000 patrons and an unparalleled branding opportunity for corporate sponsors.

Brands will be able to promote themselves through sponsored installations, sponsored workshops, VIP events and strategically positioned merchandise booths. Now or Neverland will feature an impressive roster of established and emerging artists, with a dynamic program consisting of unforgettable art installations, musical performances and workshops.



CONTACT

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The **Pallet Pop-Up™** maze supplies the urban environment as attendees embark on guided journey of traditional and surreal art from urban communities spanning across the globe.



Live Now or Never Live is the space where live exhibitions of painting and performance will intersect. Each day, there will be a schedule of prominent live painters, street/graffiti artists, and musicians that attendees can swing by to see in action.



De-Pict is the light-box driven photo exhibit showcasing artistic, journalistic, beauty, motion and panoramic images from our featured artists.



The Projects combines video technology with installation art. By hanging out in the projects, attendees are given a 3-dimensional trip into urban communities around the world through the eyes of our creatives.





PROGRAMMING:

THURSDAY DEC 1

Now or Neverland Community Day

- ◆ Student meet & greet with artists
- ◆ Live paintings
- ◆ Field trips
- ◆ Gallery walk
- ◆ Kids art display



FRIDAY DEC 2

Adventure begins at 4pm

- ◆ Tastemakers early entry
- ◆ Live music in the Tiki Hut
- ◆ Talkback session with artists
- ◆ Performances



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Afternoon

PROGRAMMING:

SATURDAY DEC 3

Adventure begins at 12pm

- ◆ Tastemakers early entry
- ◆ Live music in the Tiki Hut
- ◆ Talkback session with artists
- ◆ Performances



Evening



Afternoon

SUNDAY DEC 4

Closing festivities begin at 12pm

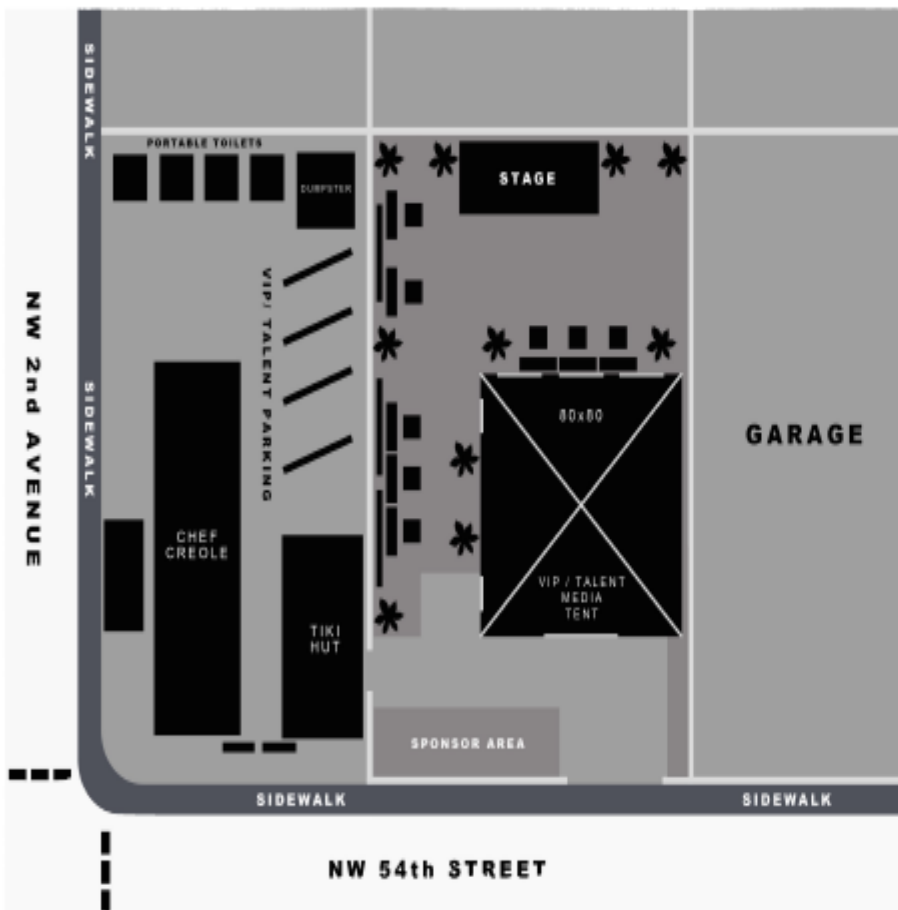
- ◆ Brunch with Chef Creole
- ◆ Tastemakers early entry
- ◆ Live music in the Tiki Hut
- ◆ Performances



Evening

NOW OR NEVERLAND

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LOCATION:

NOW OR NEVERLAND has partnered with the legendary **CHEF CREOLE** to offer the 34,000+ unique visitors during Art Basel an urban contemporary experience like no other. This location is in the heart of a burgeoning art district and is accessible to both the local residents of Little Haiti and its surrounding communities including Wynwood, Liberty City and Little Havana.



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BRAND ACTIVATION SPACES:

Activation Tents provide partners and charities/organizations a coveted presence in Art Basel. Booths can be used for both promotional and interactive purposes with attendees.



Good-Buy Island is the space all merchandise from participating artists and brands will be available. Brand partnerships can transform this space to be any desired experience.



Tastemakers Only is the V.I.P. area reserved for movers & shakers to connect.



Crack the Code is an experience where attendees are enticed to visit activation areas of partner Brands + Organizations and interact with them in order to receive a QR code they scan via phone. The more QR codes scanned the more merchandise they earn.



IN ADDITION TO PRINTS AND POSTERS THERE ARE SLOTS FOR BRAND ACTIVATION ON OFFICIAL NOW OR NEVERLAND MERCHANDISE:

T-SHIRTS



TOTE BAGS



CHRISTMAS ORNAMENTS

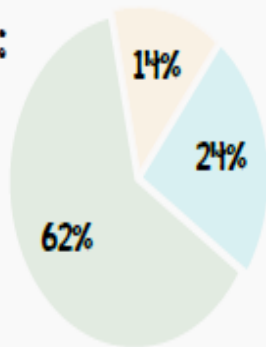


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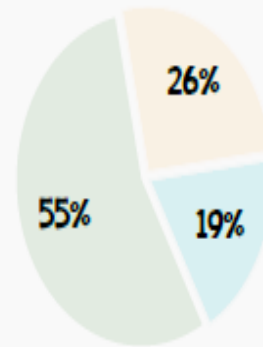
Education:

High School
Graduate School
College Grad



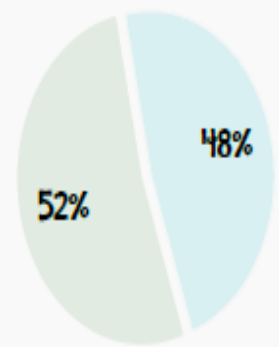
Income:

Less than 50k
More than 100k
50k - 100k



Gender:

Gentlemen
Ladies



BY THE NUMBERS:

EXPECTED ART BASEL ATTENDEES - 80K



EARLY ADOPTERS

86% EXPRESS WILLINGNESS TO TRY NEW PRODUCTS/BRANDS



READY TO SPEND

69% PURCHASED GOOD/SERVICES ON-LOCATION



DIVERSITY

58% ASIAN, AFRICAN-AMERICAN OR LATIN

TECH SAVVY

70% ARE COMFORTABLE WITH SOCIAL MEDIA PLATFORMS
60% MAKE ONLINE PURCHASES REGULARLY



*ESTIMATES BASED ON 2013 ART BASEL ATTENDANCE

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ART BASEL
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MEDIA PLAN:

Press:



Total unique Press reach for
Radio, TV, Print, & Web:

— **2.2M**

Social:



Social Media reach between
media partners + artists:

— **820K**

Promo:



20K

Promo flyers in
every Chef Creole
purchase



5

Promotional Pop-up
events around the
city with local
Meetup groups



QR Code Scanning app provided by
the Scan App - www.SCAN.me

Complimentary shuttle service between Now or Neverland
& Wynwood Events and Parking provided by GMCVB



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

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BRAND ACTIVATION & SPONSORSHIP DECK

\$2k

SUPPORTER LEVEL PARTNER

- ◆ 10x10 foot exhibit space
- ◆ Company name on official T-shirts
- ◆ Logo on event marketing materials and signage
- ◆ 8 general admission + 2 VIP passes
- ◆ Logo on flyer inserted in 20,000 Chef Creole bags
- ◆ Verbal recognition during event
- ◆ 10 social media post

Return on investment
for our partners:

Lead Generation — Thought Leadership — Brand Awareness — Product Sales On-Location

\$7k

PROVIDER LEVEL PARTNER

- ◆ 10x10 foot exhibit space
- ◆ Company name on Official T-Shirts & Merchandise
- ◆ Logo on event marketing materials and signage
- ◆ Banner/Signage denoting premier sponsorship
- ◆ Mention on all partner websites with hyperlink
- ◆ 12 general admission + 4 VIP passes
- ◆ Logo on flyer inserted in 20,000 Chef Creole bags
- ◆ Create a custom experience for your brand
- ◆ Daily Social Media posts/mentions/shares
- ◆ Inclusion in promotional video

NOW OR NEVERLAND

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\$14k

NOW LEVEL PARTNER

- ◆ 10x10 foot exhibit space
- ◆ Banner on stage and/or fenced perimeter
- ◆ Mention on all partner websites with hyperlink
- ◆ Logo on event marketing materials and signage
- ◆ Company name on Official T-Shirts & Merchandise
- ◆ 14 general admission + 6 VIP passe
- ◆ Daily Social Media posts/mentions/shares
- ◆ Inclusion in promotional video
- ◆ Logo on flyer inserted in 20,000 Chef Creole bags
- ◆ Recognition with our sister organization SoFlowwebfest

Return on investment
for our partners:

Lead Generation — Thought Leadership — Brand Awareness — Product Sales On-Location

\$20k

NEVERLAND LEVEL PARTNER

- ◆ Option A: [Company] Presents Now or Neverland
- ◆ Up to 20x20 foot exhibit space
- ◆ Full integration in QR code Scavenger Hunt
- ◆ Banner/Signage denoting premier sponsorship
- ◆ Mention on all partner websites with hyperlink
- ◆ Logo on Official T-Shirts & Merchandise
- ◆ Sponsored installations with featured artists
- ◆ Option B: Now or Neverland Presented by [Company]
- ◆ 16 general admission + 8 VIP passes
- ◆ Daily Social Media posts/mentions/shares
- ◆ Inclusion in promotional video
- ◆ Printed materials inserted in 20,000 Chef Creole bags
- ◆ Media playing on screens throughout the event
- ◆ Create a custom experience for your brand
- ◆ Recognition with our sister organization SoFlowwebfest

\$500 DONATION

- ◆ (4) General admissions tickets
- ◆ (2) Vip Tickets
- ◆ Logo on website and social media
- ◆ Personalized mentions on social media outlet
- ◆ Recognition during live performances at Now or Neverland Art Basel 2016.

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THANKS FOR LOOKING,
SEE YOU IN NEVERLAND!

CONTACT

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