

TRANSART

A CELEBRATION OF TRANSGENDER TALENT, VISION & POSSIBILITIES

JANUARY 25-26, 2020 | MIAMI

TRANSART BRINGS INTERNATIONAL ART, ARTISTS, AUTHORS & INSPIRATION TO SOUTH FLORIDA | A collection of talents, individuals & artistic genres to create awareness, nurture aspiring artists and enlighten the general population about the many layers of this community. Celebrating its 6TH successful year, TRANSART is produced by Unity Coalition | Coalición Unida (UC | CU), the First & Only organization for the So. Fla. Latinx | Hispanic | LGBT community - advancing Equality & Fairness -through Education, Leadership and Awareness, since 2002.

Presentando el Talento, la Visión y las Posibilidades dentro de la comunidad transgénero y no conformista de género, la Exposición y Conferencia Anual de Artistas de TRANSART reúne una colección de talentos, individuos y géneros artísticos para crear concientización, nutrir artistas aspirantes e iluminar a la población en general sobre las muchas capas de esta comunidad.

Started in 2015, TRANSART is the first ever juried Art Exhibition and Conference featuring international transgender artists and their works, and was created and envisioned by Trans-Miami founder & UC | CU Vice President ARYAH LESTER, and DEBORAH PLUTZIK-BRIGGS, Vice President for Marketing and Philanthropy at The Betsy-South Beach. The goal is to showcase various layers, possibilities, hopes & dreams of the Transgender community, to those that may not know or understand this vibrant community and its many talents.

LINE UP FOR 2020

CONFERENCE | We feature local, national & International speakers, authors and various experts on issues of importance and relevance to today's transgender community. Programming includes: Developing, promoting & selling your art; Finding your inner Poet; The Art of Body Transformation; Mundo Trans Latinx; The Trans Man of Color; and Being of Two-Spirit.

ARTISTS SHOWCASES | in 2017, our Artists Exhibits featured a variety of works and mediums, from photography to video, Canvas to sculpture.

TRANSLivesProject | As part of TRANSART, we recognized the lack of documentation and representation of regular people who happen to identify as Trans. In 2015, UC | CU's TRANSLivesProject was born – A video archive of individuals – local, national and international – telling their stories on their terms. To date, we have documented over 42 individuals and share via our online Video Library. We also create an annual TRANSLivesProject video, with 10-12 interviews, and showcase as part of TRANSART.

Celebrate ORGULLO FESTIVAL is proud to count on the support of The Trans Justice Funding Project, Care resource, Pridelines, Betsy Hotel, Gaythering Hotel, Miami beach Community Church and many more.



Celebrate ORGULLO FESTIVAL | EVENT SPONSORSHIPS | PATROCINIOS

All in-kind Sponsorships are valued at 50% of Sponsor Level.
Tax deductions available for Sponsorships to extent of the Law.

We have secured Partnerships & Media coverage from...

- HotSpots** - Weekly paper publication that can reach 100,000 readers.
- EDGE Media** - Largest online gay media network in the US - Nationwide coverage.
- Ambiente Magazine** - English, Spanish & Portuguese bi weekly online publication since 2003. Reaching 30k readers monthly.
- Greater Miami Convention & Visitors Bureau** - LGBTQ page views in 2018: 127, 000. Whole site visits: 13+Million a year.
- Printed posters & flyers** to be distributed across Dade & Broward; as well as online presence with Evensi, Purple Roofs, Facebook, Twitter, Instagram and others. **Listing on our UC | CU & Celebrate ORGULLO Apps.**



ABOUT TRANSART & ITS AUDIENCE

Going into our 6th year, TRANSART has the attendance, demographic and brand loyalty to support and offer significant return to Sponsors. Annual attendance average 600+ for the combined festival & events.

Our event covers demographics in every age category, orientation, ethnic & economic bracket. It is organized and directed by a Trans led committee, directed to showcase the Trans and gender non-binary community, for the general public as the intended audience.

- The Greater Miami Convention & Visitors Bureau has conducted on-site surveys on attendees, demographics, shopping habits & more.
- UNITY COALITION | COALICIÓN UNIDA is a Florida non-profit whose focus is the Leadership, Protection & Promotion of the Latinx | Hispanic LGBTQ community – The only organization of its kind since 2002.

	JANUARY 25-26, 2020 SOUTH FLORIDA unitycoalition.org	PRESENTING SPONSOR \$10,000	TURQUOISE SPONSOR \$5,000	PINK SPONSOR \$2,500
UNITY COALITION COALICION UNIDA'S TRANSART A CELEBRATION OF TRANSGENDER TALENT, VISION & POSSIBILITIES	PRESENTED BY on all ADS & Social UC CU App	Co-Sponsored by Web, ADS, Social ORGULLO App	LOGO on WEB, ADS & Social ORGULLO App	
EXCLUSIVE LEAD NAME & LOGO Listed on all Ads & Promos	✓			
NAME & LOGO Listed on Ads & Promos	✓	✓	✓	
SOCIAL MEDIA Promos with Name & Logo	6	4	2	
BANNER PLACEMENT at event	4	2		
MARKETING PROMO MATERIALS PLACEMENT in Gift Bags	✓	✓	✓	
DONATION IS TAX DEDUCTIBLE to the extent of the law	✓	✓	✓	

COMMUNITY DEMOGRAPHICS

LGBT POPULATION – Census estimate of adults 18 and older in the U.S. suggests that more than 11 million adults identify as LGBT in the country today. Millennials who identify as LGBT expanded from 7.3% to 8.1% from 2016 to 2017

ANNUAL BUYING POWER - The combined buying power of U.S. LGBT adults rose about 3.7 percent to **\$917 billion** in 2017

LOYALTY RATE – Highest loyalty rate – **88%** - among diverse markets Witeck-Combs/Harris

HISPANIC U.S. BUYING POWER \$ 1.2 Trillion LOCALLY

MIAMI-DADE COUNTY POPULATION 2,662,00 U.S. Census

LGBT BUYING POWER IN MIAMI -DADE (per capita) \$45,000 LGBT

GDP \$7,8333,600 Witeck-Combs/Harris Poll stats

LGBT TOURISTS VISITING ANNUALLY 1,200,000

ANNUAL ECONOMIC IMPACT \$1,7000,00 Miami Convention & Visitors Bureau

5 FACTS...

<p style="text-align: center; font-size: 2em; font-weight: bold;">1</p> <p style="text-align: center; font-weight: bold;">BUYING POWER: \$917 BILLION</p> <p>Nationally, the LGBT sector has a buying power of \$917 billion, rapidly approaching \$1 trillion. In comparison, the buying power of black Americans is estimated at \$1.2 trillion and Hispanics, \$1.3 trillion. The Asian market's buying power is \$825 billion.</p> <p><small>SOURCE: University of Georgia's Selig Center for Economic Growth</small></p>	<p style="text-align: center; font-size: 2em; font-weight: bold;">2</p> <p style="text-align: center; font-weight: bold;">LGBTs SHOP AND BUY MORE, TOO</p> <p>LGBT households make 10% more shopping trips in a year than the average U.S. household. They spend 10% more at checkout, too – 7% more than non-LGBT households.</p> <p><small>SOURCE: Nielsen, "U.S. LGBT Shoppers Make More Trips, Spend More Than Average," Aug. 2015</small></p>	<p style="text-align: center; font-size: 2em; font-weight: bold;">3</p> <p style="text-align: center; font-weight: bold;">HIGHER HH INCOMES</p> <p>The pre-tax income of gay and lesbian couples is higher than that of heterosexual couples. Most of that is driven by the average earnings of male same-sex couples: \$176,000. On average, male same-sex couples earn \$52,000 more than married lesbian couples and \$63,000 more than married heterosexual couples.</p> <p><small>SOURCE: IRS, reported by The New York Times</small></p>	<p style="text-align: center; font-size: 2em; font-weight: bold;">4</p> <p style="text-align: center; font-weight: bold;">SPEND MORE ON ELECTRONICS</p> <p>LGBT households spend 43% more on computer and electronic products. They also spend 35% more on liquor; 19% more on coffee and 48% more on wine than non-LGBT households.</p> <p><small>SOURCE: Nielsen, 2015</small></p>	<p style="text-align: center; font-size: 2em; font-weight: bold;">5</p> <p style="text-align: center; font-weight: bold;">LGBT AUDIENCE IS ENGAGED</p> <p>Consumption of LGBT media is up – and it's not all online. Circulation of LGBT print publications nationally rose a whopping 13% in 2015. While traditional print media usage is soft or down, LGBT print media readership is robust.</p> <p><small>SOURCE: Rivendell Media, Gay Press Report 2015</small></p>
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UNITY COALITION | COALICIÓN UNIDA is LATINX | HISPANIC | LGBTQ Leadership and Pride in Equality, Education & Empowerment, for South Florida since 2002.

Liderazgo y Orgullo LATINX | HISPANX | LGBTQ en Igualdad, Educación y Empoderamiento.

