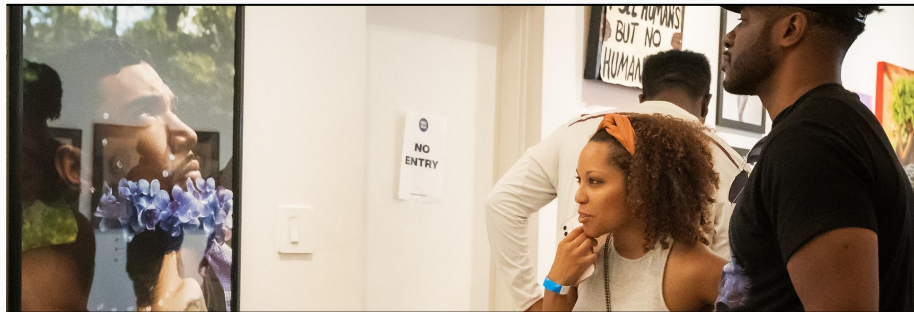


OFcOLOR  
PRESENTS



B L A C K   A R T   A I R W A Y S

# Our Vision



**Aug 9th, 2025**

*Distribution Hall*

1500 E 4th St, Austin, TX 78702

**This marks the third year of Black Art WKND.** What began as a weekend of celebration, connection, and showcasing Black creativity has now evolved into something even bigger.

**Introducing Black Art Airways** — the next chapter in our journey. A new format designed to deepen the experience of seeing, exploring, and creating Black art.

While Black Art WKND brought us together through exhibitions and celebration, **Black Art Airways takes the next step:** creating an immersive, travel-themed experience where community meets creativity in motion.

# This is more than a show — it's a departure from the expected, where artists, audiences, and ideas take flight.

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01

Curated like an airport  
for the arts.

Offers guided pathways through exhibitions, performances, and immersive zones — all designed for discovery.

02

Designed for artists  
on the move.

Provides resources, connections, and opportunities to showcase, sell, and grow.

03

Rooted in culture.  
Reaching for the future.

Features culturally rich programming that blends tradition with forward-thinking expression.



\_OFCOLOR is a non-profit organization, an emerging arts alliance dedicated to cultivating a community of creatives and launching inclusive spaces for artists of color to showcase their craft and talents. Established out of a need to spotlight underrepresented communities in Austin, the organization devotes its efforts to uplifting the work of BIPOC artists, initiating visibility, and forging opportunities.

[OFCOLOR.ORG](https://ofcolor.org)

# Our Mission



# WHY IT MATTERS: CREATING CULTURAL EQUITY IN CENTRAL TEXAS

- **Less than 3% of gallery representation in the U.S. is for Black artists**  
*(Artnet/ATA Studies, 2022)*
- **Black and Brown artists in Texas receive a disproportionately low share of public arts funding**  
*(Texas Commission on the Arts Equity Reports)*
- **As Austin grows, Black creatives are being priced out, pushed out, and left out of the city's cultural narrative**  
*(City of Austin Cultural Equity Plan, 2020)*



# THE EXPERIENCE

## What to Expect at BAAW:

## Terminal

### Passport Activation Zones

Stamp your way through art, music, and culture stations.

Departure Gates

### Black Culture City Guide

Your in-flight guide to Black-owned gems in Central Texas.

Departure Gates

### Curated Art Exhibitions

A showcase of local and national artists redefining the culture.

Gallery Cabin

### Art Exhibitions + Live Battles

Immersive showcases and live painting from rising artists.

Gallery Cabin

### Fashion Shows + Artist Market

Shop streetwear, prints, and handmade goods from Black creatives.

Duty-Free Market

### Hands-On Creative Workshops

Print, stitch, and build with guided creative sessions.

Maker's Runway

### Evening Performances + DJs

Music, movement, and celebration after dark.

In-Flight Entertainment

# FEATURED PANELS

Each panel includes 2–3 featured speakers and a moderator, designed to foster transparency, connection, and action.

Panelist are on standby - Working on Big Names and Local heroes.



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## 01 The Layover: Why Artists Should Travel

Boarding

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## 02 The State of Black Art

Boarding

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## 03 Fashion

Boarding

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## 04 Finding Opportunity: From Galleries to Grants

Standby



# OUR IMPACT

Engaged & Amplified

200+ 91%

Artists of Color

- Helped increase artists' presence on digital and traditional media platforms.
- Provided education on gallery standards for displaying art.

of our budget (\$20.5k) went to local BIPOC contractors, suppliers, and performers

80%

Total art sales (\$11.3k) went directly to 63 artists of Color and growing daily.





# SPONSORSHIP TIERS

Tier	Investment	Benefits
<b>Runway Sponsor</b>	\$50,000	"Presented by" title across all platforms, VIP suite access, custom activation, email campaign inclusion, full-page ad in booklet, logo on all signage, 10 VIP passes
<b>Terminal Partner</b>	\$10,000	Sponsored workshop or panel, vendor booth, featured in emails, half-page booklet ad, logo on all signage + website, 5 VIP passes
<b>Gate Co-Pilot</b>	\$2,000	Logo on signage + passport booklet, quarter-page ad in event booklet, vendor booth, 4 VIP passes
<b>Culture Booster</b>	\$500	Social media shout-out, logo on website and printed event listing, 2 GA passes

# The Passport Experience

**The Passport Experience is more than a booklet — it's a ritual. A stamped record of where you've been, what moved you, and who you showed up for.**

Distributed to every guest at Black Art Airways (a Black Art WKND Experience), this beautifully designed pocket guide transforms the weekend into a curated journey. Attendees collect stamp stickers by engaging with artists, vendors, and activations — earning their way toward exclusive rewards: a limited-edition tote or art pin.

## How It Works

- Guests receive their **Printed Passport Booklet** at check-in — a tool of reflection and exploration.
- They collect Stamp Stickers after making a purchase or engaging deeply with a booth.
- Collect 5 stamps for a collectible pin or 8 stamps to unlock a tote bag rooted in Black expression.
- Participating sponsors get branded stamp stickers + "Passport Stop" signage.

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## Why It Works for Sponsors

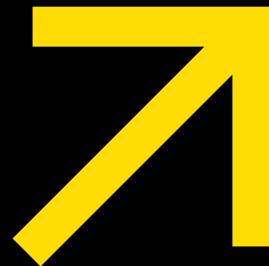
Your Brand = A Destination

- **High-Intent Foot Traffic:** Attendees are looking for your booth — each visit is purposeful, not passive.
- **Printed Presence with Staying Power:** Your brand is featured in a keepsake booklet that lives on long after the weekend ends.
- **Real Engagement, Not Just Impressions:** Every stamp collected comes with a conversation, a purchase, or a connection.
- **Cultural Alignment:** You're not just supporting an event — you're investing in Black stories, creativity, and soul.
- **Post-Event Visibility:** Even if you're not on-site, your graphics and ads inspire attendees to follow up, visit, or support you after the event ends.

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## Projected Reach

- 800–1,000 guests
- 70%+ complete the passport
- 85% take the booklet home
- 9–12 stops per guest
- Post-event sponsor report provided



# OUR MARKETING REACH

Your brand becomes part of an experience that celebrates Black creativity, culture, and community — while reaching a wide, engaged audience in Texas and beyond.

## Email

4,000+ email subscribers



## Social

20,000+ Instagram followers  
(event + partner orgs)



## Street team flyer campaign

(Austin, San Marcos, San Antonio)



## Press

Paid ads + press (Austin Chronicle, Whereyallatthough, community newsletters, radio)



## Recap

Video recap & reel content post-event



# MEET THE TEAM



**Steven Hatchett**  
Co-Founder &  
Organizational Strategy



**RuDi Devino**  
Co-Founder and Board  
Chair



**Nathan Ward**  
Director of Partnerships



**Chris Tobar**  
Creative Director/Curator  
Co-Founder of BAW



**Kyla Gaganam,**  
Marketing  
Communications

# OUR COMMITMENTS

With your support, we will continue to  
build a coalition of creatives  
of color through events grounded in:

AUTHENTICITY  
COMMUNITY  
TRANSPARENCY



# LET'S PARTNER

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This isn't just a sponsorship — it's a liftoff.

**Black Art Airways** invites you to help us build a cultural runway where art forms expand, communities connect, and new narratives take flight.

Join us as we travel beyond borders — reimagining what art can be, where it lives, and who it's for.





# Thank you!

Your support fuels the journey.  
Let's take off together.



Black Art Airways (BAAW) is a signature program and experience produced by OFCOLOR as part of BLACK ART WKND. All associated branding, content, and event programming fall under the intellectual property and creative direction of OFCOLOR. Use of the BAAW name, logo, and event materials without prior written consent from OFCOLOR is strictly prohibited. Sponsorship contributions do not grant ownership or control over programming but may include approved co-branding benefits as outlined in official sponsorship agreements. For official inquiries, permissions, or partnership requests, please contact [info@ofcolor.org](mailto:info@ofcolor.org).

Questions?  
Please reach out to  
[BAW@ofcolor.org](mailto:BAW@ofcolor.org)  
[Ofcolor.org](https://ofcolor.org)

# Workshops

● Company name

Full Name Role in the project	Full Name Project lead -	Full Name Role in the project
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Full Name Role in the project	Full Name Role in the project	Full Name Role in the project
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Full Name Role in the project	Full Name Role in the project	Full Name Role in the project
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● Workshop

Full Name Primary decision-maker -
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Full Name Role in the project
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Full Name Role in the project
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# RUN OF SHOW

