

INTERNATIONAL CONFERENCE ON ART FOR SOCIAL TRANSFORMATION

ARTIZEN

NOVEMBER 3rd - 7th, 2023 Zimbabwe



The cultivation of the ARTIZEN

ARTIZEN: an artist that has been trained to merge best practices of sustainable development into their various art forms, encourages every sector to think creatively about how to manifest a solution-oriented society that can imagine a better world.

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Comprised of workshops, performances/film screenings, panel discussions, and demonstration stations, the conference is an opportunity for practitioners from every sector to understand and respect the innovative power of the Artist Class, by learning to think with the imagination of creatives and explore the Art of Possibility on the symbolic landscape of their countries.

Our focus is dedicated to using the innovation of Art Culture and Artist as an approach to sustainable development, the conference engages key players from the Business, Health, Government, Education Agriculture, Energy, Architecture and Tourism industries into healthy dialogue with Art and Cultural stakeholders from around the world to determine the role of an **ARTIZEN** in civil society and ultimately the conference region's sustainable development.

The ARTIZEN 2023 conference will attract international participants who will have the opportunity to meet with a diverse population of Zimbabwe citizenry and together explore implementing strategies of the 5-year master plan in various areas of interest. Selected Zimbabwean, from across the continent and major international artists and social engineers will be present, conducting various workshops, master classes and related activities to engage audiences and encourage a mutual understanding of Art for Social Transformation.

We will host the 7th Annual International Conference on Art for Social Transformation ARTIZEN 2023 in Zimbabwe November 4th - 7th 2023 It will include an intensive worldwide publicity campaign, which will acknowledge you as an official sponsor or investor, among many other benefits outlined in this proposal.

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EXECUTIVE SUMMARY

With this proposal, we want to demonstrate the potential for a mutually beneficial collaboration between ARTIZEN 2022 and companies interested in positioning their brand in African markets that drive tourism and culture while investing in community development.

Exponentially, based on the success of the conference convening, the brand recognition of this partnership may continue throughout the period of our Art for Social Transformation master planning conducted post conference in alignment with the National Development Plan of Zimbabwe.

During the conference, stakeholders will have the opportunity to interact with participants of similar interest but diverse methodologies to cultivate social entrepreneurial ventures that fuse best practices of Art Culture with Sustainable Development in Zimbabwe and beyond. As our convening is focused innovation, each year we work to include a new approach to synthesizing our vision and refining **ARTIZEN** best practices.

ARTIZEN 2017: 1st Annual International Conference on Art for Social Transformation Ghana set the precedence for our model and laid a strong foundation to using the innovation of Art Culture and the Artist class as an approach to sustainable development. In addition the widespread international attendance across sector established our convening as cutting edge in the industry.

ARTIZEN 2018: 2nd Annual International Conference on Art for Social Transformation Gambia allowed our convening to demonstrate the full capacity of our grass roots grass tops conference best practices by facilitating discuss between the major local artist unions and the president of the country in intimate close encounters. In addition our best practices introduced the concept of "**IMAGINEERING**" and deep roots art for social master planning beyond the conference in each host country.

ARTIZEN 2019: 3rd Annual International Conference on Art for Social Transformation Uganda dug deep into the importance of sustainability for Art for Social Transformation projects and integrated the Art Tank pitch competition to encourage local **Art-prenuers** focused on community development to share their missions with the audience for a chance to be given a monthly stipend and career coaching for twelve months that includes an all expense paid participation in the upcoming **ARTIZEN** conference.



Meet Beat Boxer Scooter: 2019 UGANDA ARTIZEN and winner of the 1st Art Tank competition intergrated into the final day of the ARTIZEN Conference. His program uses the art form of Beatboxing to teach leadership development to Youth across Uganda and South East Africa.

With this proposal, we demonstrate our conference's long-standing Cooperative relationship with stakeholders across the African Continent. Our ARTIZEN conference only operates in region where we are invited.

ARTIZEN History Timeline

ARTIZEN 2020: 4th Annual International Conference on Art for Social Transformation Tanzania focused on amplifying the Community Integration element of our gathering and celebrated plans to construct a permanent representation of the innovation demonstrated by the **ARTIZEN's** mission at the Havilah Orphanage and Zanizbar Ministry of Women and Orphanage.

ARTIZEN 2021 : 5th Annual International Conference on Art for Social Transformation South Africa focused on promoting and preserving elements of social justice and cultural narrative of the South African Symbolic landscape and contribute to the Sustainability ecosystem of South African and International Artist

ARTIZEN 2022: 6th Annual International Conference on Art for Social Transformation Kenya

Focused on Intergenerational Connections, Peacebuilding and Restorative Justice thru the lens on Artistic Expression. Special attention was given to youth engagement in sustainable development of Kenya.

ARTIZEN 2023: 7th Annual International Conference on Art for Social Transformation Zimbabwe is focused on opportunities to explore environmental stewardship and a healthy dialogue around Water, Agriculture, Sanitation , and Hygiene with the ARTIZEN mindset



Meet Visual Artist Joel Katteba of ARTIZEN Uganda 2019. His painting was Commissioned to depict life cycle of a butterfly and presents our ARTIZEN process. This image served as the Cover art for our ARTIZEN 2020 Conference and is on display at our headquarters in USA Office of Teaching Artist Institute



OBJECTIVES

To organize the 7th Annual International Conference on Art for Social Transformation: **ARTIZEN 2023 Zimbabwe**

To create the industry's largest platform encouraging idea exchange of artists, community developers, the media, decision /policy makers and the potential investors in sustainable development

To recognize, promote, and underscore the importance and value of Art for Social Transformation in development aspirations and best practices.

To foster and promote creativity in the social development sectors of Zimbabwe in order to bolster national development

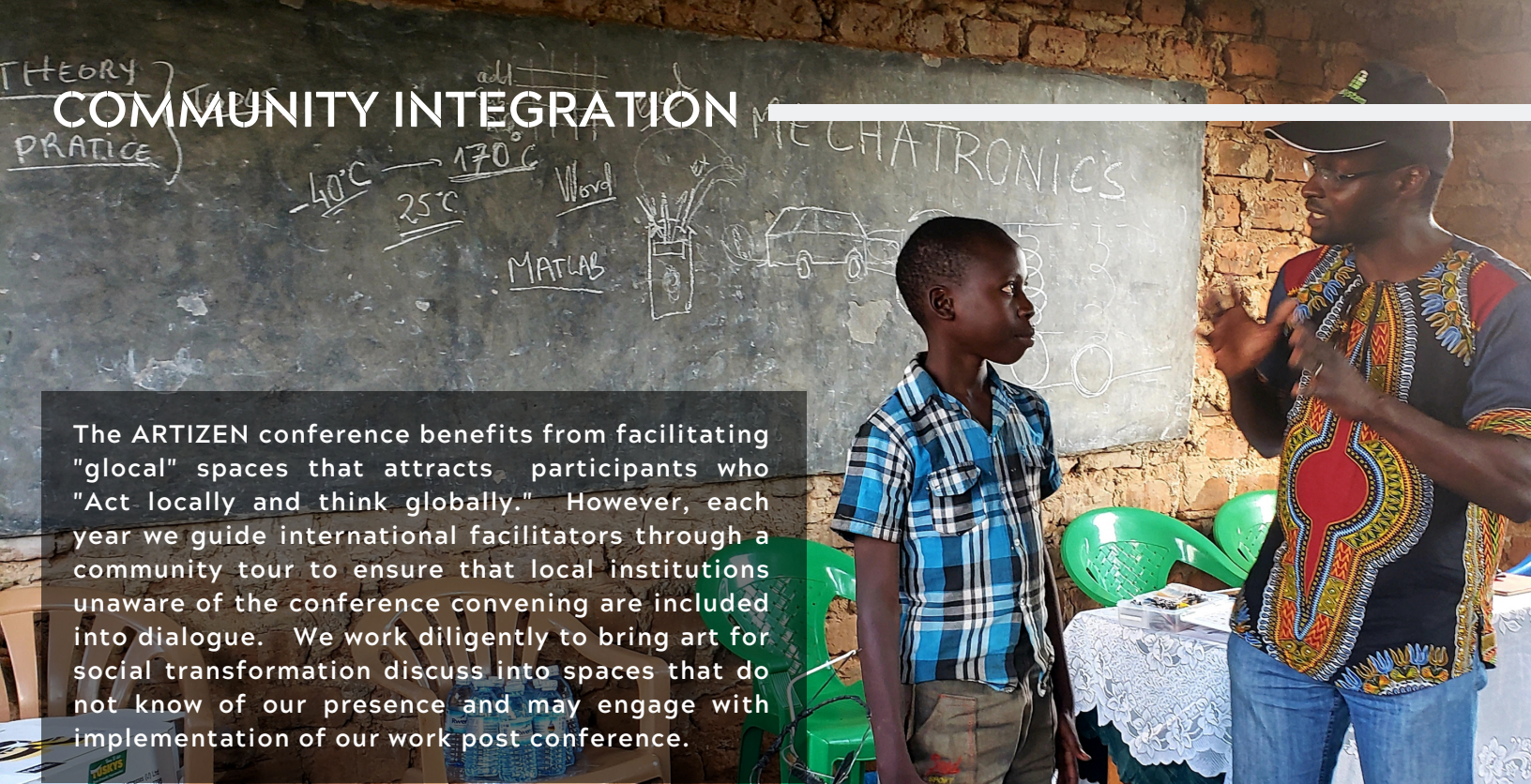
To connect event messaging to all young **Art-preneurs** in Africa and the world at large by using popular artist to influence Youth Popular culture

To effectively use local labor, talent and materials to create a unique new Conference that will be the reference point/benchmark for all other coming Art for Social Transformation developments of such nature.

To recognize and reward stakeholders who have committed to nurturing aspirations and power of the Artist Class and talent development.

To increase social togetherness, harmony and promote creativity in all development sectors of Zimbabwe





COMMUNITY INTEGRATION

The ARTIZEN conference benefits from facilitating "glocal" spaces that attracts participants who "Act locally and think globally." However, each year we guide international facilitators through a community tour to ensure that local institutions unaware of the conference convening are included into dialogue. We work diligently to bring art for social transformation discuss into spaces that do not know of our presence and may engage with implementation of our work post conference.

Dr. Dabo - France, Teaching Mechatronics to youth during the community integration stop at Saint Andrews Primary School in Uganda 2019



Commitment to Community Conferencing Model

Our conference ensures that local innovators across sector are engaged in our ongoing sustainable development discuss before, during and after the conference is implemented.



Gambia Angola China Global Group (GACH) Tomato Factory, The Gambia

"Follow the 12month development journey of Boikie Sipho as he works to bring creativity in all its forms to his neighborhood and school"

ART TANK
South Africa

Winner,
Boikie Sipho Khubeka & Vosloorus Comprehensive Secondary

ARTIZEN is committed to moving beyond conversations and brain-trust sessions into clinics, hands on training and investigative research led by the Artist Class.

OUR REACH DEEP ROOTS: UNEARTHING THE SYMBOLIC LANDSCAPE

In preparation for the ARTIZEN conference, the Teaching Artist Institute commits to hosting roundtable discussions and town hall-style meetings of stakeholders across sector focused on connecting art culture to sustainable development in the region where the conference is held. In partnership with local stakeholders, over 50 invitations are sent to engage participants in order to clearly identify the resources, deficits, opportunities, threats and the overarching narrative of the region. The result of this engagement determines the breakout session themes.

The planning and production of these meetings result in the formation of a local delegation coined ARTIZEN Ambassadors. This group is comprised of approximately 40 leaders representing nonprofit organizations, government agencies, foundations, and independent teaching artists, who explore opportunities to further integrate Art culture into the local environment preceding the conference date.

This year ARTIZEN Ambassadors are led by local organizations such as Moments EntertainmentLtd and African Children and Youth Channel South Africa. In August both entities will partner to host Pre-conference dialogues around Art culture and community development.

In 2018 Office of the President in The Gambia organized over 40 ARTIZEN Ambassadors to discover The Gambia's symbolic landscape and in 2019 FEMRITE (Female Writers Association of Uganda) and Bavubaka hosted by convening the traditional and contemporary Artist Class of Uganda. Below is a sample list of key stakeholders...

Business Sector:

Abdoulaye Ngom | Member Music Union of Gambia (MUSIGAM) | Owner Resort | Vocalist, Gallowa
Ebou Nget | CEO of Fresh Foods Holding Company | Senior Economist, Ministry of Finance and Economic Affairs
| Artizen Ambassador | Bakary K.S. Fattey | Co Network Manager -Gam Cell Secretary General, Telecom Professionals Union

Government Sector:

Sora Ceesay | Principle Policy and Investment Analyst, Office of the President | Shareholder Fresh Foods Holding Company | Minister of Education | Minister of Tourism & Culture | Sanna B Ceesay Officer, Gambia Revenue Authority

Education Sector:

Department Head Visual Arts, Muslim Senior Secondary School | Mixed Media Artist & Photographer Malang Jarju | Professor of Arts and Craft, Gambia College - School of Education | Cartoonist

Communication Sector:

Abubacarr Saidykhan | Journalist, Star FM, Trumpet Newspaper | Adama Makasuba Journalist, The Voice Newspaper



His Excellency President Adama Barrow, President of The Gambia & Kim Poole, Soul Fusion Artist and Founder of TAI

OUR REACH CROSS POLLINATE: FERTILIZING THE COMMONS



Strength of the ARTIZEN conference model lies in our ability to cross-pollinate grassroots and grass tops communities, in order to amplify underrepresented voices and decipher leadership. As divergent conveners, both underground/mainstream and traditional/non-traditional artist learn alongside each other how to interface across sector with practitioners in sustainable development. By highlighting the value of human capital through conference creative brain-trust sessions, our conference brings participants to an equitable and inclusive space that stimulates a paradigm shift in emerging economies.

Conference 2017 Grass Tops

Ghana Ministry of Tourism and Culture
United State of America Embassy - Public Affairs Office
NAFTI -National Film and Television Institute

Conference 2018 Grass Tops

Office of the President, His Excellency President Barrow
Gambia Ministry of Tourism and Culture
National Center for Arts and Culture
Hydara Textile and Form Manufacturing

Conference 2019 Grass Tops

Uganda National Theater Centre
African Youth Federation
Baganda Kingdom of Uganda Chieftancy
International Relief and Human Rights Initiative

Conference 2020 Grass Tops

Bagamoyo College of Arts and Culture
African Youth Federation
Ministry of Women & Youth Zanzibar.

Conference 2021 Grass Tops

Constitution Hill Johannesburg
International Civil Rights Musuem.
Turquoise Harmony Institute

Conference 2017 Grass Roots

African American Association of Ghana
African Artist Peace Initiative (AAPI)
Musicians Union of Ghana (MUSIGA)

Conference 2018 Grass Roots

SHEROES Sisterhood of Gambia
The Voice Newspaper
Film Producers of The Gambia
Fresh Foods Holding Company

Conference 2019 Grass Roots

Grow to Build Uganda
Saint Andrew Primary School
Uganda Broadcasting Corporation
FEMRITE Female Writers Association

Conference 2020 Grass Roots

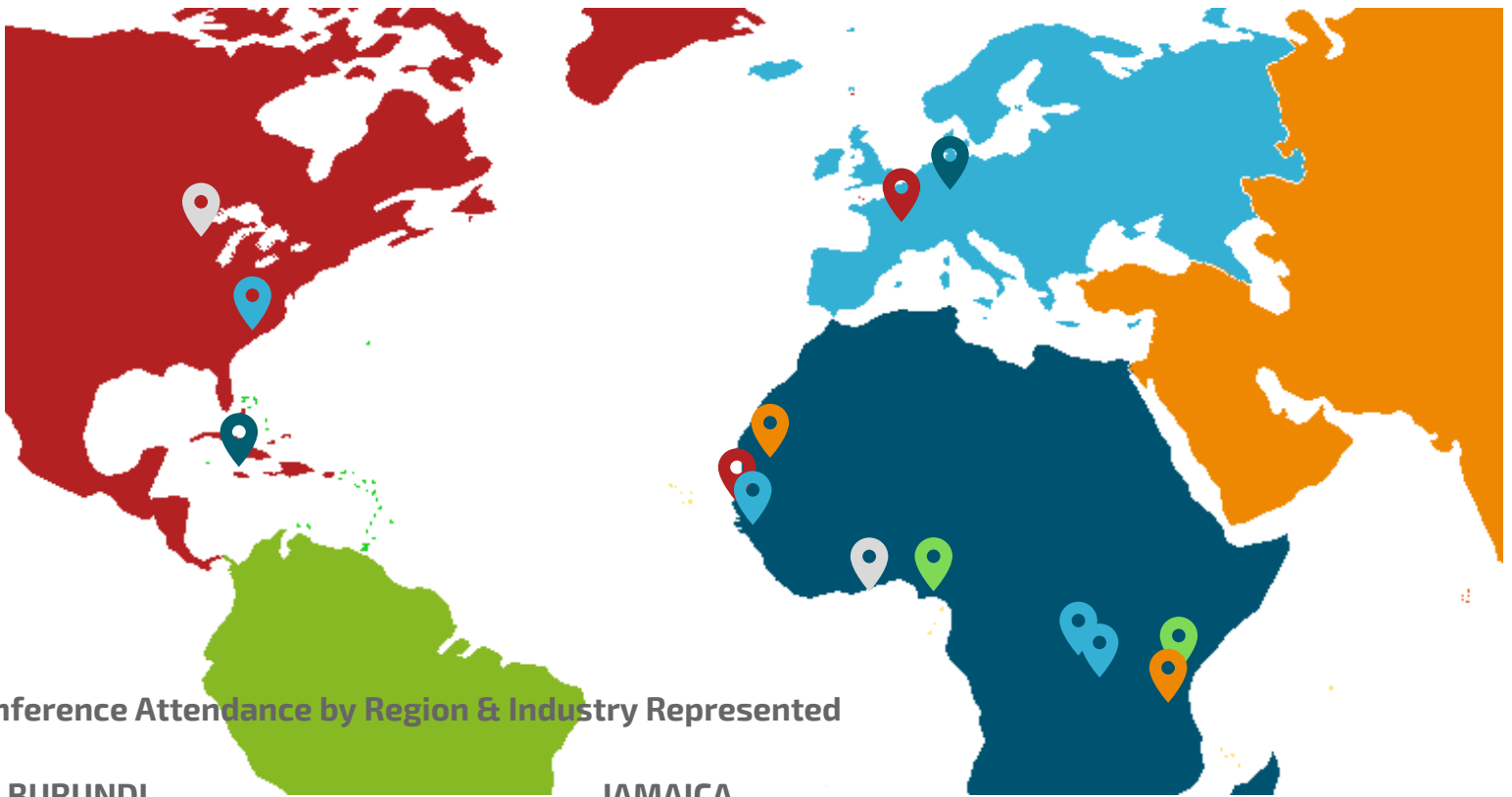
Havilah Orphanage Arusha
BeSwahilid LLC
Daily News Tanzania

Conference 2021 Grass Roots

Opiyart Farm Capetown
F Show
Turtle Island

OUR REACH INTERNATIONAL BUZZ

Attracting International participation and attention from artist and community developers alike has bolstered the budding publicity efforts. Still with 70 percent of the primary conference beneficiaries still operating offline, the international community helps to bridge the digital divide found in the emerging economies where our conferences are held.



Conference Attendance by Region & Industry Represented

BURUNDI



Women's Rights
Entrepreneurship

FRANCE



Communications
Media

THE GAMBIA



Youth Development
Film Makers

GHANA



Performing Artist
Entrepreneurship
Government
Community Dev.

GERMANY



Film Industry
Healthcare Sector
Youth Development

South Africa



Film Industry

JAMAICA



Women's Rights
Entrepreneurship

KENYA



Diplomacy
Youth Works

MAURITANIA



Human Rights

NIGERIA



Performing Artist
Religious Leaders

SENEGAL



Performing Artist
Linguistics

TANZANIA



Performing Artist
Entrepreneurs
Educators

UGANDA



Authors
Craftsmen
Politicians
Educators

USA



Art Therapists
Poets
College Students
Roboticians
Performing Artists



SPONSORS

We invite you to become a Sponsor for our
7th Annual International Conference for Art for
Social Transformation
ARTIZEN 2023 Zimbabwe

(Projected Attendance: 300-500 participants)

Breakdown of our request are as follows:

PRESENTING SPONSOR

\$10,000 usd

- Five (5) conference & Dinner Gala tickets in VIP seating
- Opportunity to bring welcome remarks at conference & reception
- Company logo on all event marketing materials
- Briefly address delegates at a plenary session

Sponsorship will cover the cost of any AV equipment needed, printing of programs, banners, signs and other promotional needs.

COMMUNITY TOUR SPONSOR

\$750 usd

- One (1) conference & Dinner Gala tickets in VIP seating
- Sponsorship Acknowledgement during plenary sessions
- Company logo placed on conference invitation, admission badge and in program

Sponsorship will cover the cost of regional tour, including guide(s) allowance, transportation, meals for participants and special activities.

YOUTH SUMMIT SPONSOR

\$5,000 usd

- Three (3) conference & Dinner Gala tickets in VIP seating
- Participate in a shared program showcase at Conference or a webinar afterward
- Advertisement in Conference program

Sponsorship will cover the cost of Keynote Speaker amenities, such as travel, meals, accommodations and speaker fee. Participants will be provided with session workbooks.

LOCAL SPONSORS

\$500 usd

- Two (2) conference Registrations
- 8'x10' exhibit space in our Expo Hall to showcase or sell your company's products
- Company logo in conference program

Sponsorship will cover the cost of food and beverages throughout sessions of conference, breaks, lunch and Gala Dinner as well as catering staff support.

ART TANK PITCH SPONSOR

\$2,000 usd

- Two (2) conference & Dinner Gala tickets in VIP seating
- 1 promotional item included in conference goers welcome packet
- Company logo placed on onsite Welcome Sign

Sponsorship will cover the cost of artists' participation including special performances, workshops, materials and other production items relevant to conference.

INTERNATIONAL ARTIZEN AMBASSADORS \$100 usd & above

- One (1) conference registration
- Company Name with Biography listed in program
- Opportunity to lead your own breakout session*

Sponsorship will cover the cost of support staff's amenities including travel, meals, accommodations as well as cover any other costs associated with conference not covered in other sponsorships.

INVESTMENT LEVELS

	TITLE \$10,000 usd	PLATINUM \$7,500 usd	GOLD \$5,000 usd	SILVER \$2,500 usd
Complimentary registrations included for main conference & Gala (Thursday - Saturday)	20	16	16	8
Acknowledgement I in interviews on International Media (incl. CNN, BBC, etc.)	X	X	X	X
Receive Exclusive Conference Summary Report detailing revenue & impact of the conference. 5-year Strategic Plan details	X	X	X	X
Receive access to Conference participant directory with email addresses of those who opt in; list shared before and again after the conference	X	X	X	
Opportunity for Company Logo to be placed in Sponsorship Proposal for future Conferences	X	X	X	
Invitation to Board of Investors	X	X		
3-min presentation (or video message) at media launches in Uganda, USA., Ghana, South Africa, Liberia, Cameroon, Nigeria, The Gambia, Tanzania and Zimbabwe	X			

MEDIA/COMMUNICATION

Direct publicity to tourists and Africans in the diaspora. Main target: U.S.A, France and Other African Countries. We will run a special media campaign, including adverts on TVs, radio stations and social media, to push this agenda- A Comprehensive Communication Plan would be sent to you as soon as we move to the next stage of discussion.

ARTISTE ENDORSEMENTS

- During the performance at the main event, two (2) musicians from the traveling list would mention (and praise) one of your products/services, which we will film for you. Could be used for social media campaign for at most 6 months
- Specially branded T-Shirts would be used by the band during the performances. A huge photo opportunity for brand's visibility worldwide.

BRANDING, VISIBILITY, CELEBRITY PHOTO OPPORTUNITIES

Your logo will appear prominently on all backdrops for the International Media Launch in all the participating countries. Priority branding at conference venues. Special prominent sharing at the local university to university students.

CORPORATE ADVERT IN LATER TELECAST OF WORLD LAUNCH ON TV

Your 30-second Corporate 1VC targeting the international market will run at least 3 times at all preliminary events in the International guest facilitator countries during Live streamed breakout sessions. In Addition, a 3-min message by your product or service Manager/CEO

CORPORATE TVC & VIDEO MESSAGE FROM CEO/COUNTRY MANAGER

Your 30 sec 1VC will run in a 15 min well-packaged version of the ARTIZEN conference in local media outlets

PRESS, PRINT & WEB PRESENCE (SEPTEMBER - NOVEMBER 2022)

- ATV Publicity: Acknowledgment with logo placements on local and international television stations
- Radio Publicity: Acknowledgment as Official sponsor in promos on all radio stations in the country
- Billboards: Logo placement as on 10 billboards
- Street Light Boxes: Logo placement

PUBLICITY (ADVERTISING OPPORTUNITIES)

- **ARTIZEN 2023 Official Conference Brochure:** One full pages color advertisement. 1,000 copies to be distributed at the Conference and another 1,000 copies to our clients and sponsors as an element of the Conference Summary Report and in combination with the 5-year Master Plan in Art for Social Transformation.
- Online Publicity: One-year Editorial & Banner Advert at our website, advertisements will acknowledge you.
- Social Media- Bulk SMS, Facebook (sponsored ad for 6 month), Instagram coverage amongst Artist collective



Thanks to our wonderful sponsors!
 We extend our sincere appreciation to our partners, without whom our work would not be possible.

International Conference
 on *Art* for Social
TRANSFORMATION

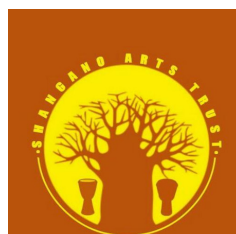


Zimbabwe

Nov 3rd - 7th 2023

Contact Information:

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The Butterfly Effect

The TAI Land Commissioned cover art painted by Winfred Amoah is an interpretation of the ARTIZEN logo representing the butterfly in its Metamorphosis and a reflection of Art for Social Transformation.



WINFRED AMOAH

TAI-Lander Commissioned Cover Artist

Creator of an art platform in Uganda named "MUNZE" meaning "with in me" to unveil strengths of artists using their inner special abilities to create artistic solutions in life, Joel is self taught, driven and considers himself to be a solution in communities with severe war attacks, bringing hope back through art therapy, mentorship and recycling of materials to create harmony, peace and love in souls of mankind using art.