



BISON AT BASEL
POWERED BY THE CHADWICK A. BOSEMAN COLLEGE OF FINE ARTS

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OVERVIEW:

Bison at Basel is back for its fourth consecutive year, and it's bigger than ever!

Join Howard University in Miami Beach for an unforgettable celebration of art, culture and creativity at Art Basel. This dynamic week brings together Howard alumni, friends and art lovers to honor the brilliance of Bison artists and the power of innovation through the arts.

Experience inspiring conversations, bold artistic expression and meaningful connections with the Howard community, all set against the electric energy of one of the world's most iconic art destinations.

OBJECTIVES:

- Articulate a clear vision for the Chadwick A. Boseman College of Fine Arts.
- Engage and inform alumni how resources and funding have been utilized.
- Create spaces for alumni, supporters and students to align around their passion for the arts.
- Showcase student art presented from a Black perspective.
- Highlight opportunities within the industry.
- Facilitate intentional networking to build mentorship and partnerships.

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ACADEMIC AREAS:

Ceramics and Sculpture
Electronic Studio
Fashion Design
Graphic Design

Interior Design
Painting
Photography

Students will have the opportunity to compete for features in the following Bison at Basel categories:

- General Trip and Student Exhibit
- Basel after Dark
- VIP-only reception

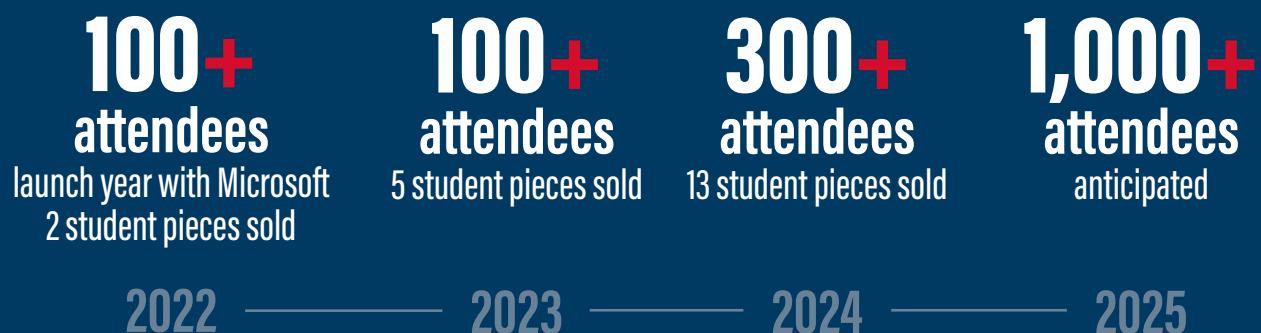
FUNDRAISING PRIORITIES:

- Impact Fine Arts
- Art Department
- Art Endowment
- Gallery of Art

TARGET AUDIENCE:

- Alumni
- Student
- Donor-Focused
- General Population

OVER THE YEARS...





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BISON AT BASEL 2025 PROGRAMMING

WEDNESDAY – 12/3

\$200,000 exclusive all week | **\$50,000** per day, Tuesday 12/2- Sunday 12/7

6 p.m. — Howard University Student Art Exhibition,
Wednesday, Dec. 3 – Sunday, Dec. 7

\$100,000

7:30–9 p.m. — VIP Collector's Reception and Wine Salon
(Alumni and Donors, Art Lovers) *"Wine Down Wednesday"*

Host a private evening reception for notable alumni, major donors and art collectors.

Overview:

- Include a wine tasting led by a Black-owned winery (e.g., alumni-owned if possible).
- Host a curated art discussion on collecting Black art.
- Provide exclusive VIP bottles.
- **VIP First Look at the Student Art Exhibition.**



\$50,000

Art and Impact Marketplace (*Open to the public*) Wednesday, Dec. 3 – Sunday, Dec. 7

Pop-up marketplace showcasing Howard-affiliated designers, fashion artists and creatives.

Overview:

- “Shop Howard” concept.
- Feature a Howard Fine Arts student or young alumni startup zone.
- Add performance elements.

THURSDAY – 12/4

\$100,000

10–11:30 a.m. | Brunch (Lunch and Learn) 11:30 a.m.–1 p.m. | 1:30–3 p.m. IDEAS Salon: Innovation, Design, Equity, Art and Society (*Alumni, Donors, Students, Art Lovers*)

A branded Howard panel and networking brunch series on topics like:

- “The Role of HBCUs in the Global Art Market.”
- “Philanthropy and Cultural Equity.”
- “Art, Activism and AI: Where Do We Go from Here?”

Panelists could include:

- Alumni artists, gallerists or curators.
- Faculty from the Chadwick A. Boseman College of Fine Arts.
- Notable cultural thought leaders.
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6–10 p.m. — Howard University Student Art Exhibition Opening Reception (*Open to the Public*)

FRIDAY – 12/5

\$150,000

Soul Basel Art Tour in the Historic Overtown Neighborhood (*Alumni, Donors, Students, Art Lovers*)

Organize a private or semi-private docent-led tour of key Art Basel exhibits with a focus on Black and African Diaspora artists.

Overview:

- Led by a Black art historian or curator.
- Provide customized tour booklets branded with Howard.
- Offer branded Howard swag bags with event itineraries.

7 p.m. — Howard Alumni Artist Showcase (*Alumni, Donors, Students, Art Lovers*)

Theme: *Afrofuturism and Cultural Legacy*

Curate a gallery featuring visual artists, photographers and multimedia creators from the Howard alumni community. This could be a pop-up or part of a larger satellite event.

Overview:

- Include emerging and established alumni artists.
- Feature artist talks or “Meet the Artist” sessions.

SATURDAY – 12/6

\$100,000

Basel After Dark: Howard House Party (*Alumni, Donors, Students, Art Lovers*)

Throw a lively, upscale evening event to celebrate culture, connection and creativity.

Overview:

- Live entertainment plus digital art projection mapping.
- Alumni hosts and influencers.
- Closing reception with students and their featured art.

Howard Feature Discussion



ADDITIONAL OPPORTUNITIES

Bison at Basel Conference App - \$25,000

Basel Business Prep - \$100,000

**VIP (with accommodations 2 in 1 room) — \$15,000 |
VIP (1 per room) - \$10,000**

- 4 room nights 12/3-12/7
- 1 VIP-only event
- VIP sections at sponsored events
- 1 personalized student art piece per VIP attendee
- Entry into all Bison at Basel events, food and drink inclusive
- Exclusive VIP Welcome Bag
- Transportation from Hotel to sponsored events

**VIP (no accommodations) — 2 people - \$7,500 |
1 person — \$5,000**

- 1 VIP-only event
- VIP sections at sponsored events
- 1 personalized student art piece per VIP attendee
- Entry into all Bison at Basel events, food and drink inclusive
- VIP Welcome Box
- Transportation from Hotel to sponsored events

Sponsor a student: \$10,000

- Travel
- Accommodations plus meals
- Transportation plus insurance of artwork





Chadwick A. Boseman College of Fine Arts

For more information, contact:

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