



PRESERVING CULTURE
THROUGH ART

kcüü
LIFE

**SALSA'S GREATEST
LEGENDS PROJECT**



FROM US:

We will guarantee a remarkable event that brings the Little Havana community together.
We've done it before and we can again, with your help.

Our previous great success was in the beginning of this year with our Gloria and Emilio Estefan mural done by Disem 305 located at Casa De Los Trucos, 1343 SW 8th St, Miami, FL 33135. Our mural unveiling was sponsored by Jim Bean and received public attention from Only In Dade, Billboard, CBS News, and. The local Commissioner Joe Carollo and hundreds attended the event!

In 2020, we also received city-wide attention for our Celia Cruz mural done by Miss Lushy which is located at 1356 SW 8th St, Miami, FL 33135, in front of the beloved singer's Walk of Fame Star. Flashy salsa dancers moved to the rhythm legend Celia Cruz left behind as ongoing passers joined the reunion and welcomed the mural. The event was a success with the help of Barcadi and Commissioner Joe Carollo. Its accomplishment was publicized by Community Newspaper and Vibras TV.

OUR GOAL

The mural we present is a collection of Salsa's Greatest Legends involved in the genre's multinational movement.

Our Salsa's Greatest Legends Mural will showcase:

**Celia Cruz
Oscar D'León
Rubén Blades
Willie Colon
Hector Lavoe
Tito Puente**



CYSTI's Render

We would like to host a Salsa competition attended by big-name artists. Most Miami natives have been raised in Hispanic cultures filled with dancing to these Salsa legends. Our goal is to continue educating the younger generations about the impact Salsa had on our culture during the 1960s and 1970s while also bringing cultural awareness to out-of-state guests. We will continue our journey to educate others by providing a 90-minute documentary about the process behind the cultural event and mural.

UNVEILING: MARCH 16 2023

MEET CYST1: THE ARTIST



CYST1

Graffiti/mural artist from Miami, FL. Painting since he was 12 years old now with over 25 years of experience. With a wide range of different art forms medias from spray paint to acrylic and oil to chalk and ink painting and works on everything from canvas to walls , cars , boats , and even aircrafts.

His evolution has been self-taught, the amount of meticulous de- tail, smooth gradients, emotion, and saturation in his pieces set him apart from other artists.

He has evolved from writing graffiti to curating hyper-realistic pieces ranging from portraits, natural scenery, commissioned & independent eye-popping new murals each month, technical graffiti burners and a relentless hunger to push the envelope.

He is on his way to become a well-known & sought-after name in the public art world.





ABOUT KCULL LIFE

Kcull Life, Inc. is a non-profit organization that was created from the need for cultural preservation in overlooked neighborhoods. We started our first project in Little Havana, FL, where we currently run our brick and mortar shops. The surrounding buildings and areas were neglected and we realized the immense need for culturally relevant art.



OUR MISSION

Our mission is to introduce murals that reflect the rich culture and history of a neighborhood. We began collabing with a local artist to paint one wall. Now, we have inspired a movement with local business owners and have completed numerous murals with more in the works.

Today, the neglected spaces are filled with gravitating art .



UNVEILING: MARCH 16 2023

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N°	SERVICE	DESCRIPTION
1	CYST1	<ul style="list-style-type: none"> ● Compensation to CYST1 Team ● Mural Rendering ● Mural Creation ● Paint Supplies ● Equipment Rentals ● Pre/Post Production ● Limited Edition Prints
2	Marketing	<ul style="list-style-type: none"> ● Press Release & Distribution ● Marketing Collateral: flyers, graphic design ● Social Media Platform Marketing Ads ● Event Coordination & Planning
3	Mural Reveal	<ul style="list-style-type: none"> ● Ribbon and Scissor Ceremony ● Step and Repeat ● Microphone and Speakers ● Videography ● Seating Accommodations ● Food Entrees ● Red Carpet ● Branded Photo Booth ● Video Projector ● Event Uniforms
4	Kcull Life Operations	<ul style="list-style-type: none"> ● Social Outreach ● Event and Mural Preparation Services ● Community Organizing ● Digital Marketing
5	Videography	<ul style="list-style-type: none"> ● 9 professional videos will include: ● Placement of sponsor logos ● Some history of Fania and Salsa artists ● A clip of the wall before the mural is done ● Shows the process of the mural being done ● Film the day the mural is revealed ● Possible traveling to interview Salsa Artists:
6		

TOTAL : \$10,000.00



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WWW.KCULL.COM/LIFE



KCULL LIFE SPONSORS

SPONSOR PACKAGE

The Kcull Life Foundation Sponsor Package is a curated value offer for potential sponsors.

Our Sponsor Package Includes:

- **Local, state and national media coverage** projected at tens of thousands of dollars (Based on past events media coverage)
- **Sponsor logo** featured across all event markings and publicity materials
- Prominent feature in our **Newsletter**
- **EBlast** to all Kcull Vendors
- Sponsor becomes an **Instagram post and story feature partner**
- **10% discount** on all Kcull merchandise, excluding art
- **10% off ad space** on the Kcull website
- Sponsors get to showcase their logos on our professional videos



EVENT ENTITLEMENTS

- Opportunity to speak at the start of the unveiling
- Logo featured on all banners, flyers, or step & repeat backdrop
- Giveaways and Promotional Opportunities