



6<sup>th</sup>  
Annual



# IGNITE THE CULTURE WEEKEND

A **Free** Youth Culture Festival & Community Experience

## GOALS



To create free spaces people can access for inspiration and creative opportunity

## SUSTAINABILITY



Ignite the Culture aligns with several UN Sustainable Development Goals

## PARTNERS



We are a network of 30+ organizations across the globe with a shared cause

## AUDIENCE



ITC weekend has impacted over 50,000 guests and attendees since 2020



The 6th Annual Ignite The Culture Weekend is a multi-day cultural experience taking place **December 4-6** in **Broward County** during Art Basel weekend. The event blends music, sports, mental wellness, and community programming that showcases world-class entertainment that uplifts, inspires, and unites without promoting violence, degradation, or harmful messaging.

The weekend features a celebrity basketball game, a national music talent search, a live music festival, and impactful mental health panels designed to inspire, educate, and unite the community through entertainment.

This weekend positions Broward County as a complementary cultural destination during one of the world's most influential arts weekends while establishing Ignite the Culture as a signature platform for positive culture entertainment and youth engagement.

## PROGRAMMING EXPERIENCE

- Live Music Festival (Headliner + Emerging Artists)
- Athlete & Industry Panels
- Youth Creative Workshops
- Celebrity Sports Event
- Community Vendor Marketplace
- Brand & Career Activation Zones



All programming is **family friendly** and designed to remain **free** and accessible, removing economic barriers to participation.

## PARTNERSHIP OPPORTUNITY

Ignite the Culture Weekend offers brands, organizations, and community partners the opportunity to align with a purpose-driven cultural platform.

- Large-scale community engagement activation
- Youth-focused educational and cultural programming
- Regional media visibility and digital exposure
- Economic activity generated by attendees and vendors
- Alignment with community development and cultural initiatives

ignitetheculture.org

**BRAWLEY**

305-409-0327

INFO@ABOVE500.ORG

