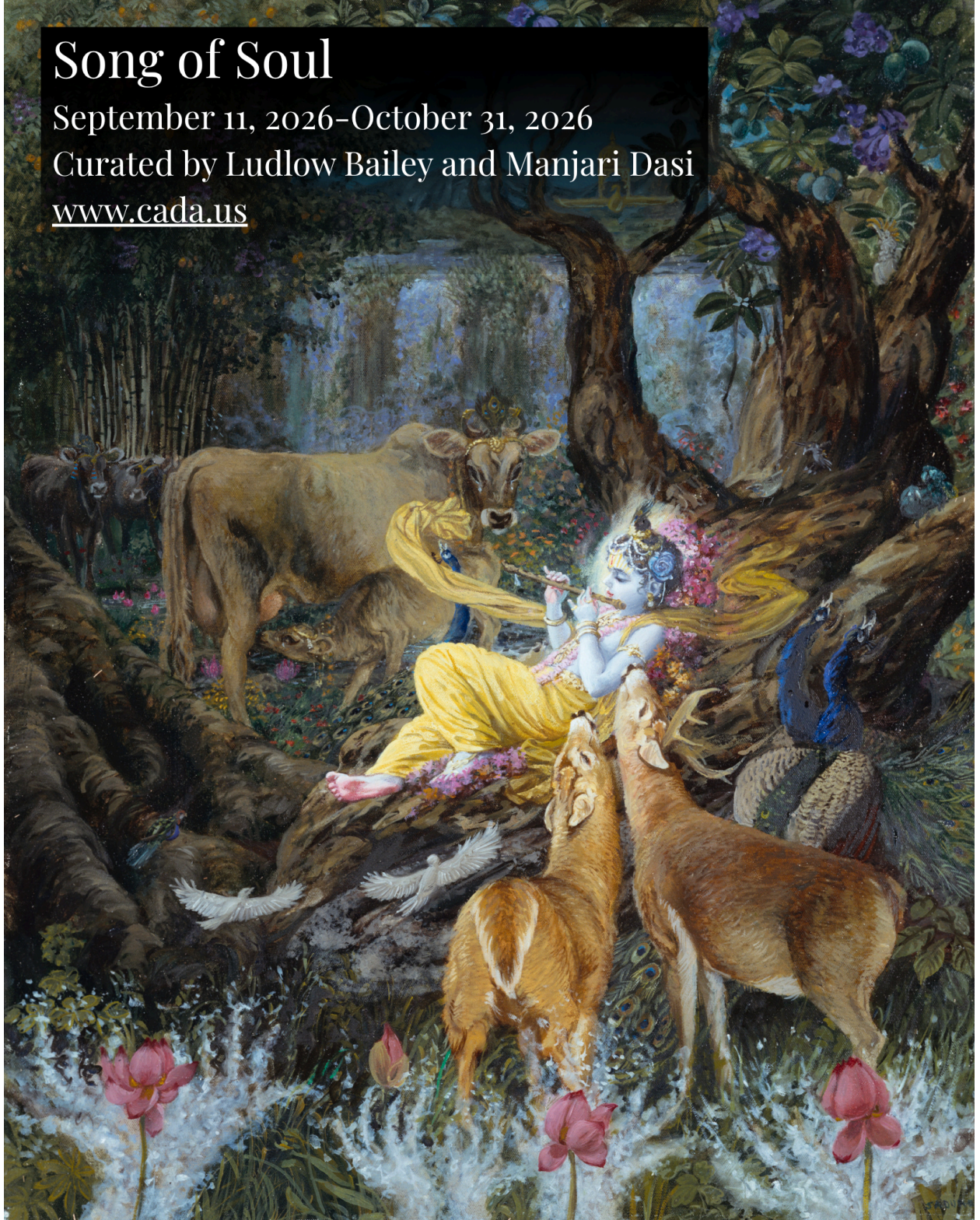


Song of Soul

September 11, 2026–October 31, 2026

Curated by Ludlow Bailey and Manjari Dasi

www.cada.us



SONG OF THE SOUL

Devotion, Identity, and the Sacred in Krishna Consciousness

A Multicultural Arts, Wellness, and Community Engagement Initiative

September 11 – October 31, 2026

Marshall L. Davis Sr. African Heritage Cultural Arts Center

Miami, Florida

Presented by

Sacred Vedic Arts and Contemporary African Diaspora Art, curated by Ludlow E. Bailey and Manjari Dasi

EXECUTIVE SUMMARY

At a time when communities across the country are searching for common ground, Sacred Vedic Arts (SVA) and Contemporary African Diaspora Art (CADA) are stepping forward with *Song of the Soul*. This six-week art exhibition and accessible event series that fosters inclusivity among Miami's many diaspora communities through contemporary art, music, drama, and food.

Held at the nationally recognized Marshall L. Davis Sr. African Heritage Cultural Arts Center (DAHAC), with 4,000 estimated attendees, 500+ students engaged through educational partnerships with Florida International University (FIU), a week-long lecture series by Dr Graham Schweig, and a projected digital reach exceeding 500,000 impressions, *Song of the Soul* is one of the most ambitious cultural initiatives of 2026.

Sacred Vedic Arts is a registered 501(c)(3) nonprofit organization. All contributions are tax-deductible to the fullest extent permitted by law.

WHY THIS PROJECT MATTERS NOW

“The false claim of proprietorship by the human race on earth is partly or wholly the cause of all disturbances of peace.” - Srila A.C. Bhaktivedanta Swami Prabhupada, *The Peace Formula*

These insights, written by a great teacher renowned the world over for his translation of India's great poem the *Bhagavad Gita*, a 5,000 year old text commonly known as the *Gita*, point to something deeper than politics or economics. The fractures we see in communities — the distance between neighbors, the suspicion between cultures, the erosion of shared civic life — arise from a fundamental false premise: that what belongs to our shared human inheritance can be individually claimed, divided, and held apart. Art is one of the few vehicles capable of dissolving that premise.

Although a religious text, the *Gita* has inspired secular thought leaders, artists, and social reformers across cultures and generations. Mahatma Gandhi drew lifelong guidance from its teachings. Steve Jobs was profoundly shaped by it. George Harrison wrote his greatest works from it. Tupac Shakur studied it during his broader quest to find internal peace amidst intense pressure.

It speaks wherever people are asking fundamental questions about purpose, identity, and how to live with integrity in a world that often feels divided. Great cities are built on the strength of their diversity, and that strength deepens when communities share their ancestral wealth in a mood of understanding.

SVA and CADA have partnered to present sacred art depicting scenes from *Gita* in a secular, contemporary context to explore universal human themes: the relationship between individuals, the role of elders, and the nature of the self beyond the body. They believe this project will bring together the next generation of thought and cultural leaders and give them a shared language and tools to create a harmonious and equitable society.

COMMUNITY AND EDUCATIONAL PARTNERS

Confirmed Partners

Marshall L Davis Sr. African Heritage Cultural Arts Center (DAHCAC) — Presenting Venue A 51-year-old institution nationally recognized as a model for empowerment through the arts.

Miami-Dade County Department of Cultural Affairs Grant funding approved.

Florida International University, Public Humanities Lab Academic partner providing programming and promotional support.

Florida International University, School of International and Public Affairs Academic partner providing space for a week long activation and promotional support.

Partnerships in Development

Active conversations are underway with many regional and national institutions, organizations, and civic leaders.

KEY EVENTS

September 11-13, Opening Weekend Opening remarks, curator talk, private tours, and dramatic performances.

September 19, Yoga and Wellness Festival A day of yoga, meditation, and wellness programming connecting the exhibition's philosophical themes to embodied practice.

September 26, Ancient Roots, Common Resonance A seminar on the relationship between ancient Indian and African sacred culture, featuring a demonstration of the parallels between their sacred drumming traditions.

October 3, Traditional Music Night An evening of kirtan and bhajans performed by Manjari Dasi.

October 10, Yoga of Despair with Dr. Graham Schweig A lecture exploring the Bhagavad Gita's contemporary relevance. Dr. Schweig is one of the world's foremost scholars of the Bhagavad

Gita. His award-winning translation of the Bhagavad Gita has sold over 50,000 copies, his publications span Princeton, Oxford, Columbia, and HarperCollins, and he has delivered more than two dozen lectures at the Smithsonian Institution over the past twenty years.

October 13-18, Song of the Soul Pop-Up Activation at FIU A week-long university activation featuring a temporary gallery of giclée prints, class lectures, seminars, panels, and a keynote address by Dr. Schweig.

October 24, Artist Talk with Srimati Syamarani Dasi The artist discusses her work, practice, and creative process in conversation with the exhibition's curators.

October 30, Contemporary Indian Culture and Music Festival for Diwali A celebration of India's festival of lights featuring nationally touring performers.

PROJECTED AUDIENCE AND COMMUNITY IMPACT

Driven by the presenting partners' long-standing community relationships, *Song of the Soul* is anticipated to reach a diverse audience of burgeoning and established creative and intellectual leaders.

The venue is already highly respected within the region. Gallery manager Bayunga Kialeuka has meticulously developed a refined and multicultural audience for the center's shows. The principal artist, Srimati Syamarani Dasi, is held in high esteem within the South Asian community for her recognition by India's and the United States' highest cultural institutions and for her years of continuous work in the region. Additionally, FIU is committed to engaging their student body in the exhibition and surrounding events by activating it on campus.

The exhibition places a strong focus on youth and young adults ages 18 to 35, particularly those with a shared interest in exploring themes of identity, purpose, and life's deeper questions. This is a generation actively seeking meaning, community, and cultural substance. Miami is one of the most culturally influential cities in the United States, and the venue's neighborhood Liberty City and surrounding areas like Little River and Wynwood, is where these groups are.

The exhibition's programming is further designed to engage spiritual and contemplative audiences, creative and culturally engaged individuals, and educators and youth mentors working across Miami-Dade County.

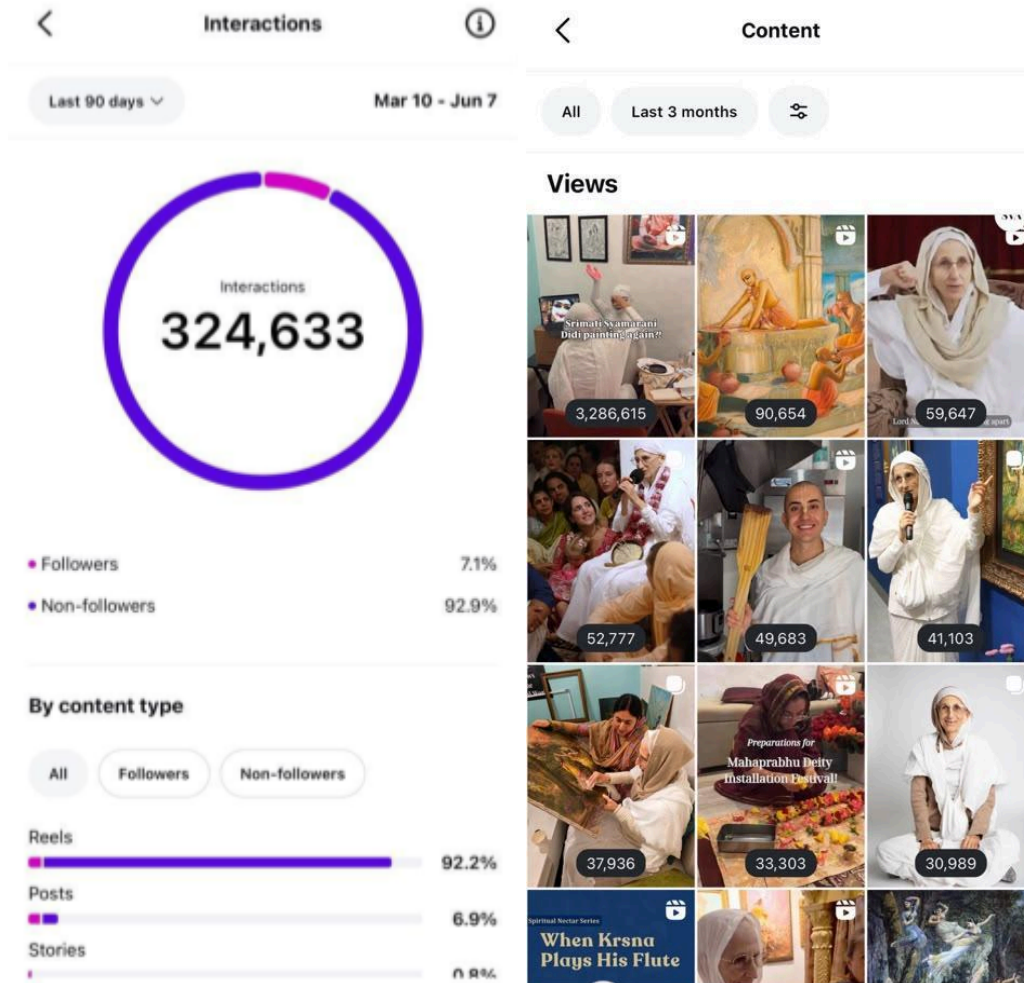
- 4000+ exhibition and events visitors over six weeks
- 500+ university students and faculty engaged through university programming
- 20+ community and institutional partners
- 10+ public programs and special events
- 75+ volunteers and community ambassadors

VISIBILITY AND MARKETING STRATEGY

Song of the Soul will be promoted through a coordinated marketing campaign leveraging the combined digital presence, mailing lists, and community networks of SVA, CADA, and the

DAHAC, alongside paid advertisements, influencer partnerships, and institutional collaborations. The campaign is projected to generate:

- 500,000+ social media impressions
- 75,000+ digital engagements
- 50,000+ unique email marketing impressions
- 15,000+ website visits
- 5,000+ Eventbrite impressions
- Earned media through television, radio, podcasts, blogs, and print publications



SVA's content routinely reaches tens of thousands of viewers and has proven viral potential.

Traditional outreach will include the distribution of printed posters and flyers throughout Miami-Dade County, with particular focus on Liberty City, Wynwood, Little River, Little Haiti, Midtown, and Overtown, as well as university campuses, libraries, and local hospitality venues including cafés and plant-based eateries.

Digital outreach will include coordinated email campaigns through SVA, CADA, DAHCAC, and FIU mailing lists, targeted social media promotion across Facebook, Instagram, LinkedIn, X, and

YouTube, and event listings through regional cultural and tourism networks. The exhibition will be promoted through the Greater Miami Convention & Visitors Bureau website, and SVA is in conversation with multiple community partners to circulate information to their subscribers. University newsletters and community partner mailing lists will extend reach into academic and civic networks.

DAHACAC will coordinate a media day within the first week of September, hosting press contacts, influencers, and cultural commentators for a preview of the exhibition ahead of the September 11th opening. Press releases will be distributed to local television stations, radio programs, podcasts, and arts and culture publications.

Community engagement will extend beyond advertising into active presence across the county. SVA and CADA will coordinate preview events and activation presentations at Florida International University, Miami Dade College, and the University of Miami, leveraging sustained relationships with religious studies departments and faculty leadership. Additional outreach will extend into cultural and faith-based communities through established relationships with organizations including South Florida Hindu Temple and Unity on the Bay, inviting diverse audiences into cross-cultural dialogue and participation.

Efforts are underway to develop a partnership activation at Liberty Square development in Liberty City, expanding the exhibition's visibility through pop-up engagements and community-based programming.

Private tours will serve as a central audience development strategy. SVA, CADA, and DAHCAC will jointly identify and invite college classes, high school groups, civic leaders, and community stakeholders. Invitations will extend to local leaders including Commissioners Christine King and Keon Hardemon, whose district includes DAHCAC, as well as arts-focused members of the Miami-Dade Commission, strengthening civic awareness and institutional visibility.

CULTURAL TOURISM AND ECONOMIC IMPACT

The exhibition is expected to generate significant economic activity in Liberty City and surrounding neighborhoods through:

- Visitor spending
- Hospitality and tourism activity
- Transportation services
- Local restaurant and retail spending
- Cultural tourism engagement
- Increased visibility for Liberty City and surrounding neighborhoods

SPONSOR RETURN ON INVESTMENT

Sponsoring Song of the Soul positions your organization alongside a landmark cultural event with proven reach, a prestigious partner network, and an audience representing Miami-Dade's most engaged civic and cultural community.

Brand Visibility — Prominent placement across six weeks of programming, digital campaigns, printed materials, signage, and earned media anticipating a reach of 500,000+ impressions.

Institutional Association — Co-branding with institutions representing credibility, community trust, and cultural leadership across Miami-Dade; DAHCAC, Florida International University, CADA, and Miami-Dade County Cultural Affairs.

Audience Access — Direct connection to approximately 4,000+ culturally engaged students, educators, artists, influencers, and thought leaders across six weeks of free programming.

Media Recognition — Named recognition in press releases, earned media coverage, social media features, and the exhibition publication distributed throughout the run.

Exclusive Experiences — Private guided tours with the artist, reserved VIP seating at key events, employee engagement programming, and corporate networking opportunities with Miami-Dade's civic leaders, institutional partners, and fellow sponsors.

Community Goodwill — Visible association with an event designed for South Florida's full diversity of communities, signaling your organization's commitment to cultural access and civic life.

Tax Deductibility — Sacred Vedic Arts is a 501(c)(3) nonprofit organization. All contributions are fully tax-deductible to the extent permitted by law.

CONCLUSION

At a time when division and distrust define so much of public life, *Song of the Soul* offers a remedy, drawn from thousands of years of tested wisdom and delivered through world-class art. It models a new way to present and engage with the vehicle of sacred art. Your partnership helps establish this model in Miami and supports the artists, students, and community members who will carry it forward for generations to come.

SPONSORSHIP LEVELS

Sponsorship Tiers

All contributions are tax-deductible - Sacred Vedic Arts 501(c)(3)

Presenting Sponsor \$20,000 <small>EXCLUSIVE - 1 AVAILABLE</small>	Premier Sponsor \$10,000	Supporting Sponsor \$5,000	Community Partner \$2,500	Friend of the Exhibition \$1,000
<ul style="list-style-type: none"> ✓ Exclusive presenting title and naming rights ✓ Logo on ALL printed and digital materials ✓ 20 VIP seats for all seated events ✓ Private guided tour and artist meet & greet ✓ Social media campaign – 5 dedicated posts ✓ Prominent signage throughout venue ✓ Feature in all press releases ✓ Logo in exhibition publication ✓ Certificate and recognition letter 	<ul style="list-style-type: none"> ✓ Logo on all major materials ✓ 10 VIP seats for all events ✓ Guided tour and artist meet & greet ✓ Social media feature – 3 posts ✓ Signage at venue ✓ Recognition in press releases ✓ Recognition in publication ✓ Certificate and recognition letter 	<ul style="list-style-type: none"> ✓ Logo on select materials ✓ 6 VIP seats for all events ✓ Social media feature – 2 posts ✓ Signage at venue ✓ Recognition in program and publication ✓ Certificate and recognition letter 	<ul style="list-style-type: none"> ✓ Name recognition in materials ✓ 4 VIP seats for select events ✓ Social media mention – 1 post ✓ Recognition in program ✓ Certificate and recognition letter 	<ul style="list-style-type: none"> ✓ Name in exhibition program ✓ 2 tickets to opening reception ✓ Certificate and recognition letter