
A FINE ART FAIR
"BUTTER"
LOS ANGELES

- BUTTER is a Black-led fine art fair that centers the care and economic viability of artists across the African diaspora.

- A blueprint for equity in the arts, BUTTER has set a new industry precedent with 100% of artwork sales going to artists.

- BUTTER is a contemporary fair and a multi-day cultural and educational experience celebrating artistry and creativity.

"New and relaunched satellite fairs have spread across Los Angeles during Frieze. With lower costs than the main event, and in some cases models that are centered on artists, these smaller events seek to offer an enticing alternative to the blue-chip global fairs."

THE ART NEWSPAPER



ANDRÉ 3000
BUTTER LA, 2026



BUTTER LA, 2026

Exhibiting the works of emerging, mid-career, and established visual artists, BUTTER maintains a commitment to the local economy, reserving 50% of the exhibition for artists in California.

Produced in partnership with GANGGANG, the inaugural BUTTER LA carried the mission and introduced the model to one of the world's largest art markets, selling more than 60% of the exhibition in three days. The fastest growing fair in the country, BUTTER is bound for LA again in 2027 and 2028, returning to Inglewood, the home of the 2028 Olympic games.

"The fair is designed to spotlight L.A.'s established and emerging Black artists. In a rare move, 100% of artwork sales go directly to the artists, showing an emphasis on accessibility and equity."

Los Angeles Times

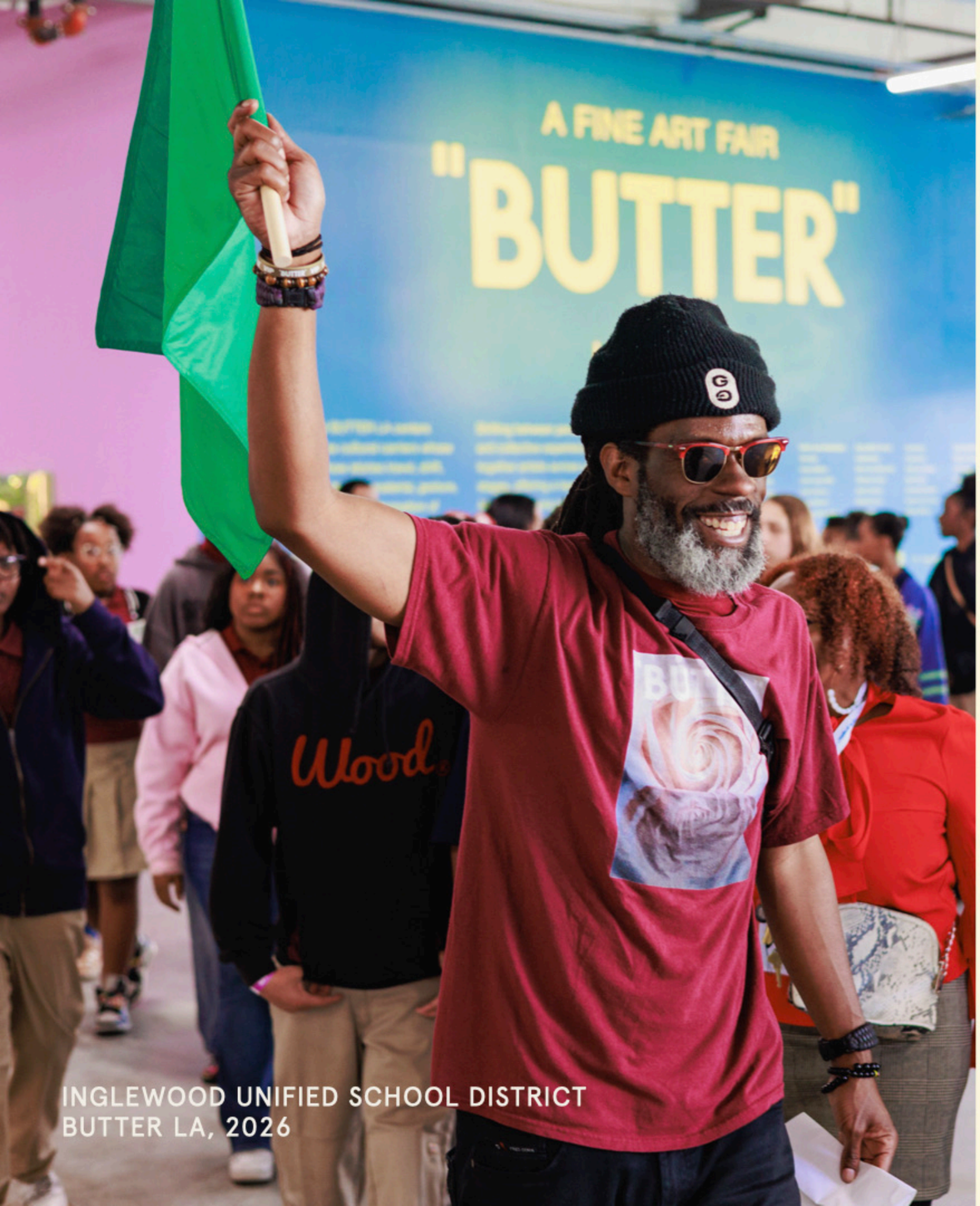
$1.5M+ Artwork Sales

Globally recognized, BUTTER has become a premier destination for museums and private collections. BUTTER's alumni portfolio touches all corners of the world.

National Museum of African American History and Culture at the Smithsonian Institute; SF MoMA; The Whitney; The Rubell Family Collection; LACMA; Art Institute of Chicago; Dakar Biennale; Tate Britain Galleries (London); The Studio Museum in Harlem; Cranbrook Art Museum; Contemporary Museum of East Africa (Nairobi); Richmond Art Museum; Detroit Institute of Arts; Princeton University Art Museum; The National Taiwan Museum of Fine Arts; National Library of France; Tampa Museum of Art; Newfields; Indiana State Museum; Fort Wayne Museum of Art; Brooklyn Museum of Art; Yale University; Chicago Art Expo; NADA House Artist Residency on Governors Island; the Pepco Edison Place Gallery (Washington, D.C.); Project Row Houses (Houston); Museum of Fine Arts Houston; Frist Museum (Nashville), Corridor Gallery (Brooklyn); Contemporary Arts Museum Houston, Houston Museum of African American Culture; Young Masters Exhibition (London); Archive at Centre George Pompidou (Paris); and Museum of Science and Industry (Chicago).



TYRESE HALIBURTON
BUTTER, 2024



INGLEWOOD UNIFIED SCHOOL DISTRICT
BUTTER LA, 2026

Undeniable Impact

- 6-YEARS OF FINE ART
- 65,000 ATTENDEES
- 15,000+ YOUTH ADMISSION (FREE)
- 5,000 STUDENTS AT EDUCATION DAY
- 281 ARTISTS
- 26 CURATORS
- 16 MUSEUM ACQUISITIONS
- 15 GALLERIES

Meet the Founders

Talented husband and wife duo helping to redefine the creative landscape and traditional art industry standards.

MALINA SIMONE BACON

@MALINASIMONE
FOUNDER + CREATIVE DIRECTOR

GANGGANG
BUTTER FINE ART FAIR
STOODEO

Wallpaper*

USA 400: The people shaping Creative America in 2025

IBJ

Top 250: Most influential and impactful leaders

ALAN K. BACON, JR

@ALANBACONJR
FOUNDER + CREATIVE DIRECTOR

GANGGANG
BUTTER FINE ART FAIR
STOODEO

Wallpaper*

USA 400: The people shaping Creative America in 2025

IBJ

Top 250: Most influential and impactful leaders

FAST COMPANY

Social Impact Council 2024



More than 1 billion impressions in 6 years





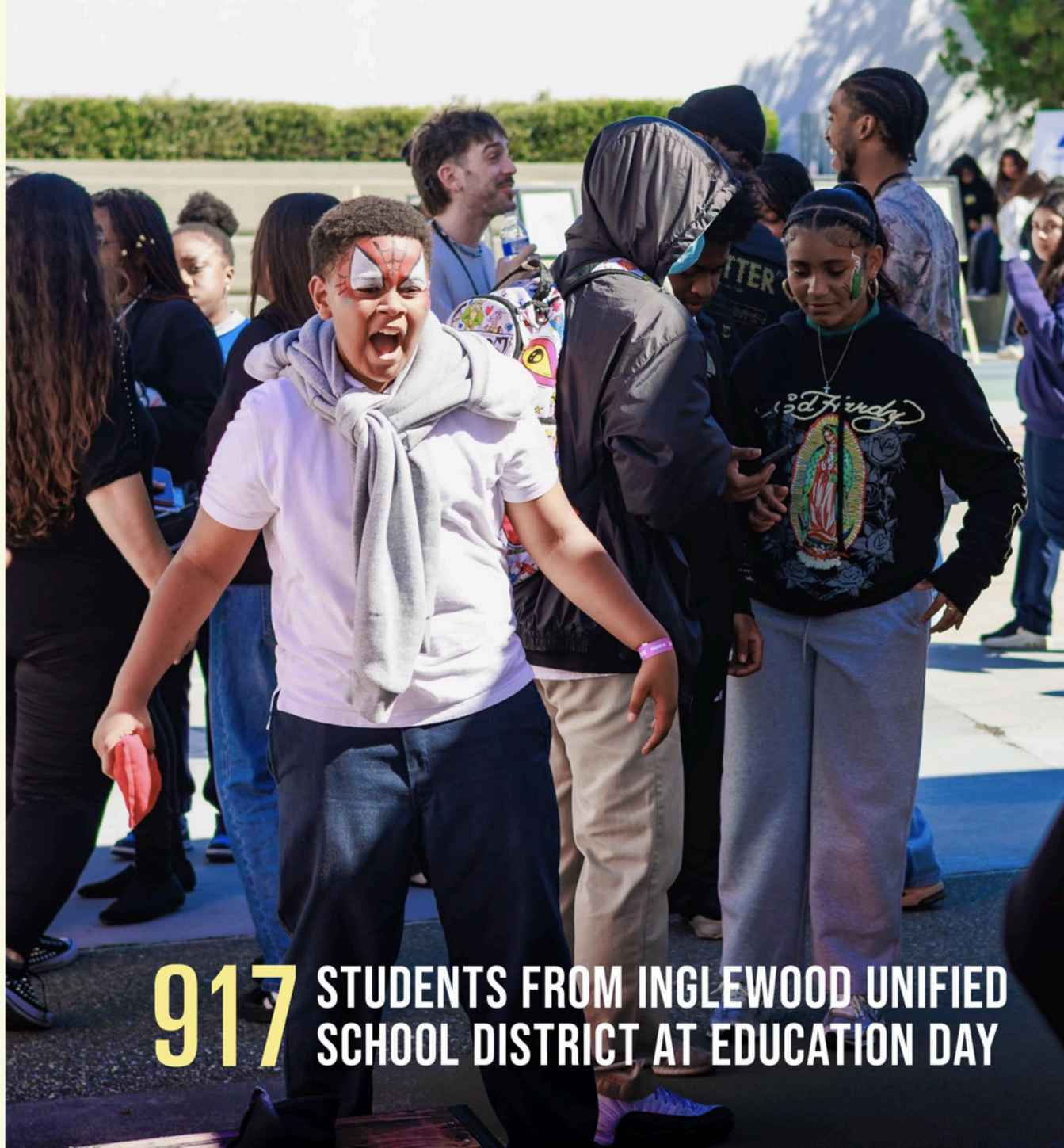
CONVERSATION STAGE
COLLECTING WITH INTENTION PANELISTS:
Kia Davis, Chelsea Crowder-Luke, Alahna Jade Brim, Ingrid Best
BUTTER LA, 2026

Youth Programming & Impact

- BUTTER's signature student initiatives are designed to meet young people where they are academically, creatively, and socially, exposing them to new pathways for expression and opportunity.

- BUTTER educational programs include:
  - 18 and under Free Admission
  - BUTTER Education Day (K–College)
  - BUTTER Creativity Zones
  - Camp BUTTER

- All youth programs prioritize accessibility, cultural relevance, arts education, and direct engagement with working creatives.





KYRA AND MIKE EPPS
BUTTER LA, 2026

"The response we received during LA Art Week reinforces what we've always known—Black artists are not niche; they are central to the contemporary art market."

"The sales from the first-ever LA show reflect both collector confidence and the power of creating a space where culture and commerce can coexist without compromise."



NATIONAL ANIMATION MUSEUM
SPONSOR: BUTTER LA, 2026

LA Sponsors + Partners

ArtProjects, Annie's, Anthem Hotel, ARTLOUDLA, ARTNOIR, Barnes & Thornburg, Blick, CAAM: California African American Museum, City of Inglewood, ComityWorks, Context Projects, Elevate Culture, Happening, Inc., Google, Haus of Grams, Hollywood Park, IBest Wines, Inglewood Unified School District, JPMorgan Chase, Kettle Brand, KJLH, L.A. Works, Manulife, Mount Hagen, National Animation Museum, Museum of the African Diaspora (MoAD), Orange Barrel Media, Summaeverythang CC, TEDxInglewood, and Valence Projects



SUPPORT BUTTER

BUTTER is seeking philanthropic and corporate partners to invest in access to the arts and support for the creative industry.

SUPPORTING PARTNER: $50,000

- Speaking at Preview Night
- Logo in materials
- 20 All-Access Preview Night passes
- 2 tickets to BUTTER Founders' Dinner
- Inclusion in post-BUTTER recap video
- Custom social media
- One (1) piece of brand content
- Curate Conversation Stage panel

EDUCATION DAY PARTNER: $25,000

- Co-curation and/or naming rights for BUTTER Education Day
- Logo inclusion in all major materials
- 12 All-Access Preview Night passes
- Artist meet-and-greet
- Inclusion in youth focused social media reel
- Integration into press releases and media

INSTITUTIONAL PARTNER: $20,000

- Supports educational programs and artwork care
- Logo and name inclusion on artist comms and online
- Artist meet-and-greet
- 10 All-Access Preview Night passes
- Inclusion in artist social media reel
- Integration into press releases

BUTTER welcomes custom sponsorship packages and opportunities, including cash and in-kind contributions. Our in-kind needs each year include printing, dedicated advertising space, paid media support, donated food and beverage, hotel accommodations, exhibition materials, and support services like lighting and construction.

SUPPORT BUTTER

BUTTER is seeking philanthropic and corporate partners to invest in access to the arts and support for the creative industry.

ARTIST CARE PARTNER: $10,000	YOUTH ACCESS PARTNER: $5,000	COMMUNITY PARTNER: $2,500
‣ Supports artwork shipping and artist travel and hospitality ‣ Logo and name inclusion on artist comms ‣ 6 All-Access Preview Night passes ‣ Integration into select press releases and social media content	‣ Supports free admission for 18 under ‣ Name inclusion in select materials and online ‣ 4 All-Access Preview Night passes ‣ Integration into select press releases and social media content	‣ Name inclusion in select materials and online ‣ 2 All-Access Preview Night passes ‣ Integration into select press releases and social media content

BUTTER welcomes custom sponsorship packages and opportunities, including cash and in-kind contributions.
Our in-kind needs each year include printing, dedicated advertising space, paid media support, donated food and beverage, hotel accommodations, exhibition materials, and support services like lighting and construction.

GET IN TOUCH

Thank you for your consideration!

Keri Kirschner
keri@ourstoodeo.com

Jacqueline `Jac' Forbes
jacqbrn@gmail.com

www.butterartfair.com | @butterartfair

"BUTTER"