



Angele Etoundi Essamba



FLASC
FLORIDA
AFRICANA
STUDIES
CONSORTIUM



sponsor@afrikin.org

305.900.5523

AFRIKIN ART 2022

THE BEAUTYFUL ONES ARE ~~NOT YET~~ BORN - SPONSORSHIP

"A people's art is the genesis of their freedom"
Visual + Performing Art + Lectures + Panel Discussions

December 1 - 4, 2022

Maison AfriKin, 650 Ali Baba Ave, Opa-locka, FL 33054

**A CONTEMPORARY AFRICANA ART FAIR ON THE
OCCASION OF ART BASEL/MIAMI ART WEEK**

Welcome

The Beautiful Ones Are ~~Not Yet~~ Born



sponsor@afrikin.org 305.900.5523

An Africana deployment of the contemporary for opening a window to the world as it could be! AfriKin Art 2022 sketches a possible world that opposes the barbarism of our current order to open possibilities for rebirth.

Rebirth is here seen in the Osirian myth of dismembering and remembering, a painful reminder of our human vulnerability to division, fragmentation and degeneration, and at the same time a symbol of our equally human capacity for unity, cooperative action and creative regeneration.

The artists in this edition, the curated panel discussions, lectures and performances provide a site for immersion into a new way for understanding that what we have in common is far greater than that which divides us. Through the tribulations of a world that seems to have gone mad, the artists point to the possibility of rebirth.

Content:

Contemporary Visual + Performing Arts + Panel Discussions + Lectures

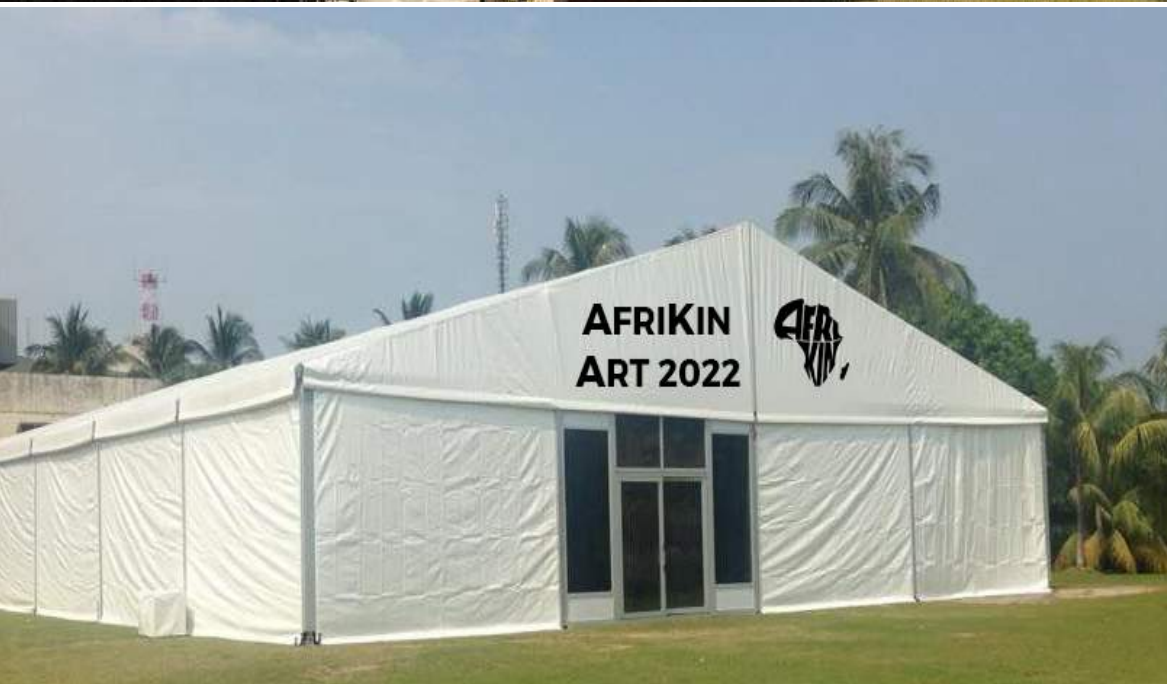
A new way of being - A new manner of seeing

"A people's art is the genesis of their freedom"

Afrikin = Africa + Kinship

art.afrikin.org





Why Opa-locka?

AfriKin Art 2022 is using art to transform the historical Moorish-inspired neighborhood of Opa-locka with The Beautiful Ones Are ~~Not Yet~~ Born.



sponsor@afrikin.org
305.900.5523

Opa-locka is one of the most unique cities in America. Founded by internationally known aviator Glenn Curtiss in 1926, it has one of the largest if not the largest collection of Moorish Revival architecture in America and includes 20 buildings that are listed on the National Register. Opa-locka was built during the Florida Land Boom of the 1920s.

In a city where the town hall is a sheik's palace, the Chamber of Commerce is a Turkish harem, and the train station is a mosque, you would probably expect to be somewhere in the Middle East. But no, this is Opa-locka, Florida, a diminutive Black city northwest of Miami where streets were given names such as Ali Baba Avenue and Sabur Lane.

Today, Opa-locka is predominantly a Black municipality with mainly Black political leadership and city administration. Although many of the original buildings have been altered, several outstanding structures have been recently restored and a walk through the little town still offers a look at the 1920s' idea of classical luxury. The city also has an adjacent area settled by Black World War II veterans called Bunche Park, named in honor of the Black Leader Ralph Bunche. The site for AfriKin Art 2022 — Opa-locka — speaks to our commitment to community transformation through the arts.



Anticipated Artists:

Barthélémy Togu - Cameroon

Abdoulaye Konaté – Mali

Viyé Diba – Senegal

Phillip Thomas - Jamaica

George Edozie – Nigeria

Angèle Etoundie Essouma - The Netherlands

Najee Dorsey - United States

Juan Roberto Diago Durruthy - Cuba

Aisha Tandiwe Bell - Jamaica

Siriki Ky - Burkina Faso

Obinna Makata - Nigeria

Yrneh Gabon - Jamaica

Christina Nicola - United States

Ras Mosera - Sint Maarten

George Camille – Seychelles

Bryan McFarlane - Jamaica

Saddi Hadi - United States

Gregory Vorbe - Haiti

Musah Swalla - Ghana

Produced by **Alfonso D'Niscio Brooks**
and Dr. **Babacar Mbow**

sponsor@afrikin.org



305.900.5523



AFRIKIN ART FAIR 2022

AfriKin 2022 Programming “The Beautiful Ones Are ~~Not Yet~~ Born”
A varied program to discover and celebrate!



sponsor@afrikin.org

305.900.5523

- VIP Opening Reception
- Visual Art Exhibition
- Performance Arts
- Traditional African Drumming
- Fashion Runway
- Speakeasy Poetry Lounge
- Marketplace Pop-Up
- Sponsored Curated Cocktail Bar
- Sensory Culinary Palate Pleasing Experience
- VIP Meet & Greet with Artists
- Panel Conversations on Contemporary Issues
- Jam Sessions
- Film Screenings
- Keynote Speakers

Distinguished evenings for welcoming our invited collectors and guests for an experience fusing the arts and the Moorish architectural ambiance of Opa-locka that rearticulate the sophistication of what it means to be independent. The depth and breadth of the exhibited artworks, the elegance of attendees and the irresistible performances will recenter the aesthetics of beauty in Black culture.

The Lectures launch conversations about issues in politics and aesthetics and their resonance in the contemporary era.





sponsor@afrikin.org

305.900.5523

Curating the Black world

How does *The Beautiful Ones Are Not Yet Born* help us navigate our current political, environmental and economic conditions? How has it prepared us for such a time as this? Has it prepared us?

The Programs

The programs are designed to add texture to the annual African/Diasporic Art Exhibition by pegging articulations relevant to contemporary arts. Our 2022 Edition titled ***The Beautiful Ones Are Not Yet Born*** is scheduled from December 1 - 4 at the AfriKin Art tent near the Opa-locka Executive Airport in Miami. About thirty artists from the African continent and the Diaspora are anticipated to present their works.

The Exhibition builds on the 1968 novel *The Beautiful Ones Are Not Yet Born* by Ghanaian writer Ayi Kwei Armah. However, *The Beautiful Ones Are Not Yet Born* departs from the hard-to-avert prophecy from a lamenting unicentric criticism by ink benders atop African/diasporic contemporary issues.

NEVER MISTAKE THE MAP FOR THE TERRITORY!



PAST EVENTS

AFRIKIN 2022: THE BEAUTYFUL ONES ARE ~~NOT YET~~ BORN brings together a variety of artistic exhibitions and performances for a diverse audience interested in authentic cultural experiences. Through our responsibility to the world and to better the lives of others, AfriKin will inspire others to do the same.



sponsor@afrikin.org

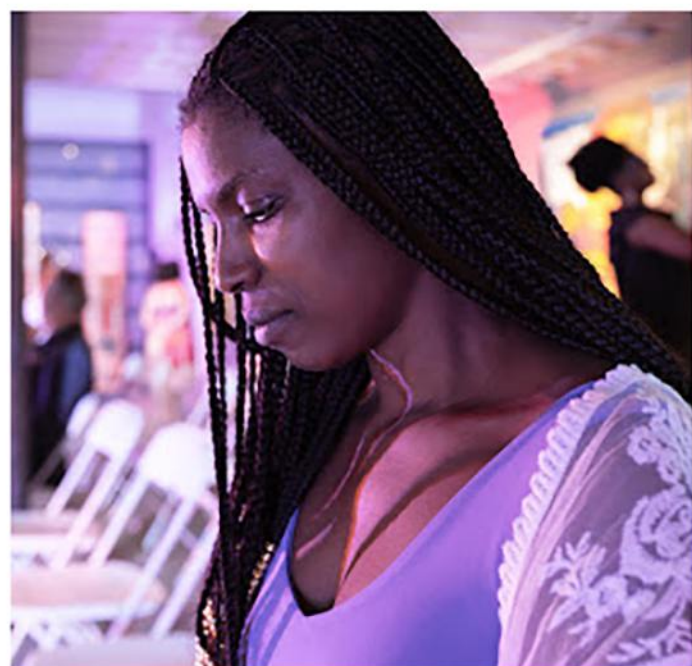
305.900.5523

View our accomplishments below:

- AfriKin 2022 | Safe Spaces Juneteenth Event (Opa-locka, FL): 2022
- AfriKin 2021 | AfriKin Art Fair (Miami Ironside, FL): 2021
- AfriKin 2021 | Black History Month (Virtual): 2021
- AfriKin 2020 | A New Way of Being (Virtual): 2020
- AfriKin 2019 | Love Is The Way Forward (Miami Beach, FL): 2019
- Mélange (Pompano Beach, FL): 2018
- AfriKin 2018 | Art Culture Community (Miami, FL): 2018
- AfriKin | Reggae Brunch (North Miami, FL): 2017
- AfriKin 2017 | Healing Our Nation (Miami, FL): 2017
- AfriKin 2016 | Launch (Miami, FL): 2016
- Art & Reason, Museum of Contemporary Art MOCA (North Miami, FL): 2015
- Nelson Mandela Day Denver (Denver, CO): 2014 - 2015
- Budweiser One Love Nutrifest (Miami, FL): 2012
- Miami Reggae Festival (Miami, FL): 2011 - 2021
- Bayside Rocks Festival (Miami, FL): 2010
- WBLS Reggae Music Fest (Long Island, NY): 2008 - 2009
- Reggae Carifest (New York, NY): 1998 - 2007

Past Presenters include Ambassador Abena P.A. Busia, Ambassador David Comissiong, Professor PLO Lumumba, David Banner, Samia Nkrumah, Prince Ermias Sahle-Selassie, Mutabaruka, Aja Monet, Dr. Carole Boyce-Davies, Dr. Rupert Lewis, Dr. Keisha Khan-Perry, Dr. Frank C. Martin II, Dr. Pashington Obeng, Professor Ezra Aharone, Dr. Karren Dunkley, Dr. Francio Guadeloupe, Dr. Julius Garvey, Jah9, Adama Delphine Fawundu, Dr. Keshia Abraham, Terri Williams, Vaughn Benjamin, Magueye Kasse, Philip Agnew and more.







sponsor@afrikin.org

305.900.5523

About AfriKin Arts

A 501(c)3 nonprofit organization, AfriKin creates cultural connections through masterful artistry and meaningful conversations. The term AfriKin is the fusion of two words -- Africa and kinship. For over 15 years, AfriKin has sustained cultural programming designed to highlight the role of art and culture in the development of South Florida. AfriKin exists as an effort to create opportunities for positive transformation through thought and action sustained by: academic articulations, aesthetic imaginations for the development of cultural industries.

AfriKin emphasizes cultural connection and kinship across ethnic lines. It focuses on engagement and quality of care, re-branding the Black world's image to allow more strategic partnerships.

AFRIKIN
A NEW WAY OF BEING FOR A NEW HUMANITY



AfriKin Art Fair, the annual art exhibition on the occasion of Art Basel Miami Beach is the signature event of our series. It brings to Miami, international visual artists whose works have been acclaimed on world stages.



sponsor@afrikin.org

305.900.5523

The annual exhibition is most sought after by collectors, curators and art lovers. It is accompanied by a series of surrounding programs that include lectures, panel discussions and performances making the site a landscape of sophistication and glamor.

AfriKin Education is a series of lectures and panel discussions that bring scholars from various parts of the world to enlighten South Florida about contemporary world issues. The series has partnered with various local colleges and universities to bring much needed information to our various communities.



BUILDING BRIDGES THROUGH ART & CULTURE



sponsor@afrikin.org

305.900.5523

Who We Are

Team Legendary --- the team that produces AfriKin Art --- is a dedicated and accomplished group of professionals in the arts, cinema and entertainment, academics, marketing, media and productions. These pool their expertise together to create acknowledge quality events. As a leading provider of live entertainment in the U.S., their services range from event management and programming to booking first-rate performing artists and developing effective campaigns. The team's unparalleled skills in creating new experiences with social impacts demonstrate how creative people use their efforts to solve problems.

THE OBJECTIVES

Creating and curating elegant and memorable experiences for our invitees by integrating your brand into our event. Guests include art collectors, fashion industry leaders, media personalities, executives, socialites, celebrities and influencers.

THE MEASURE OF WHO WE ARE IS WHAT WE DO WITH WHAT WE HAVE





AfriKin Art is a multicultural articulation from all continents and presented from an intercultural world-view. AfriKin provides a platform for both emerging and established artists through the following mediums:



sponsor@afrikin.org

305.900.5523

AfriKin Culinary Arts – A curation of the finest handcrafted world cuisines by notable chefs for the enjoyment of participants and patrons. The menu offers a voyage through the finest culinary arts through time and geography.

AfriKin Fashion - Explores new frontiers of style, substance and quality through couture, street fashion and experimental photography. AfriKin is a new platform for artists and designers whose works reflect trending global styles at a point where fashion becomes wearable art of self-expression born from everyday living, moods, and community influences.

AfriKin Literary Arts – Writing, editing, critiquing, reviewing, teaching, works by writers of the human experience. Conversations, lectures and symposiums under social sciences.

AfriKin Performing Arts – Classical and contemporary dance, music from various part of the world provide a perspective on how different cultures occupying the same space and time. This approach allows for the growth and progress of the performing arts as a universal language; instruments for the promotion of peace and stability.

AfriKin Visual Arts – Provides a platform through curated exhibitions that highlights multimedia art from Africa and the African Diaspora. In addition to presenting works by major contemporary African and African Diaspora artists, AfriKin provides an opportunity for collectors to expand the depth and breadth of their collections.

WITHOUT ART, THE CRUDENESS OF REALITY WOULD MAKE THE WORLD UNBEARABLE.



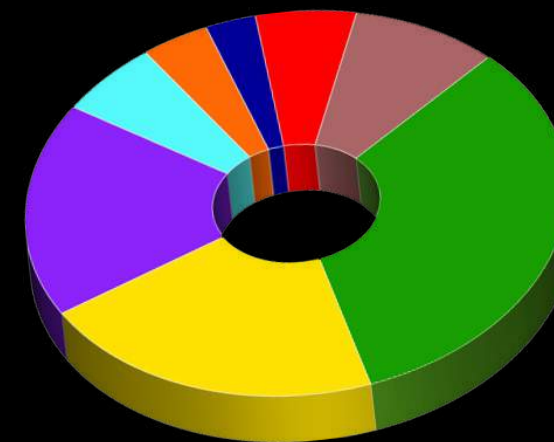


THE NUMBERS AT AN EVENT

TALENT: 50
EXHIBITIONS: 150
EXPECTED ATTENDANCE: 5000+ per day
EVENT SCOPE: GLOBAL

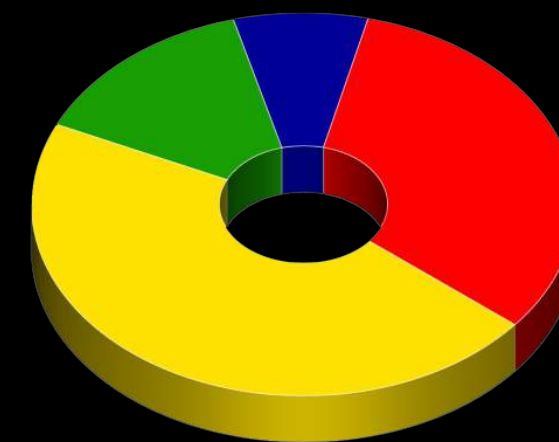
INCOME

UNDER \$25,000 : 2%
\$25,000 – 49,999 : 4%
\$50,000 – 74,999 : 7%
\$75,000 – 99,999 : 13%
\$100,000 – 149,999 : 16%
\$150,000 – 199,999 : 20%
\$200,000 – 249,999 : 17%
OVER \$250,000 : 21%



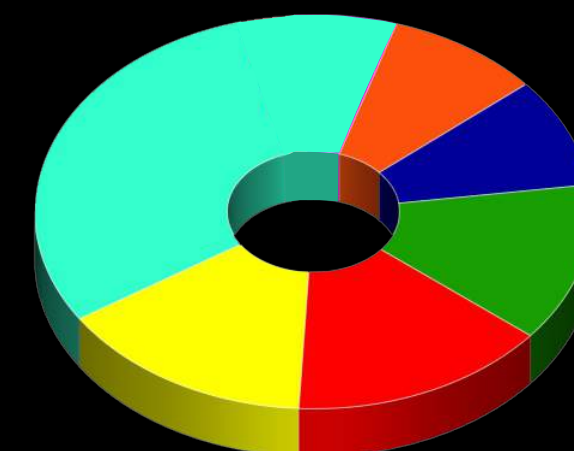
EDUCATION

HIGH SCHOOL : 8%
SOME COLLEGE : 32%
COLLEGE GRAD : 36%
POST GRADUATE : 24%



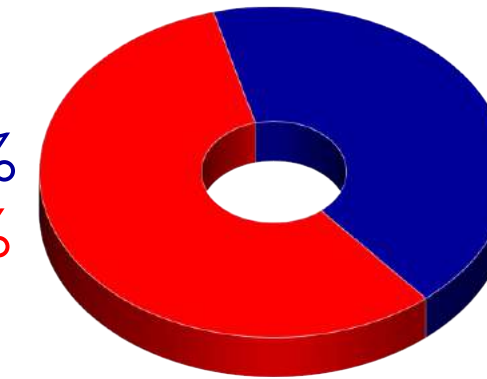
AGE GROUPS

18 – 24: 10%
25 – 34: 23%
35-44: 17%
45-54: 17%
55-64: 24%
65+ : 9%



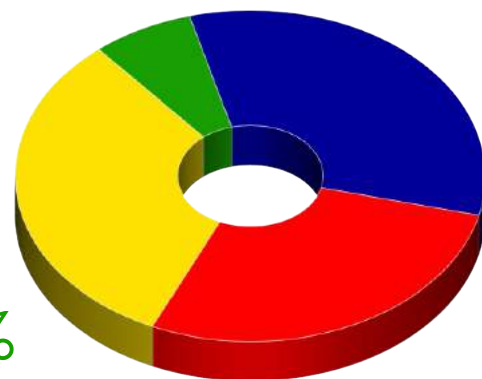
GENDER

MALE : 37%
FEMALE : 63%



ETHNICITY

BLACK : 43%
WHITE : 31%
LATINO : 12%
OTHER : 14%

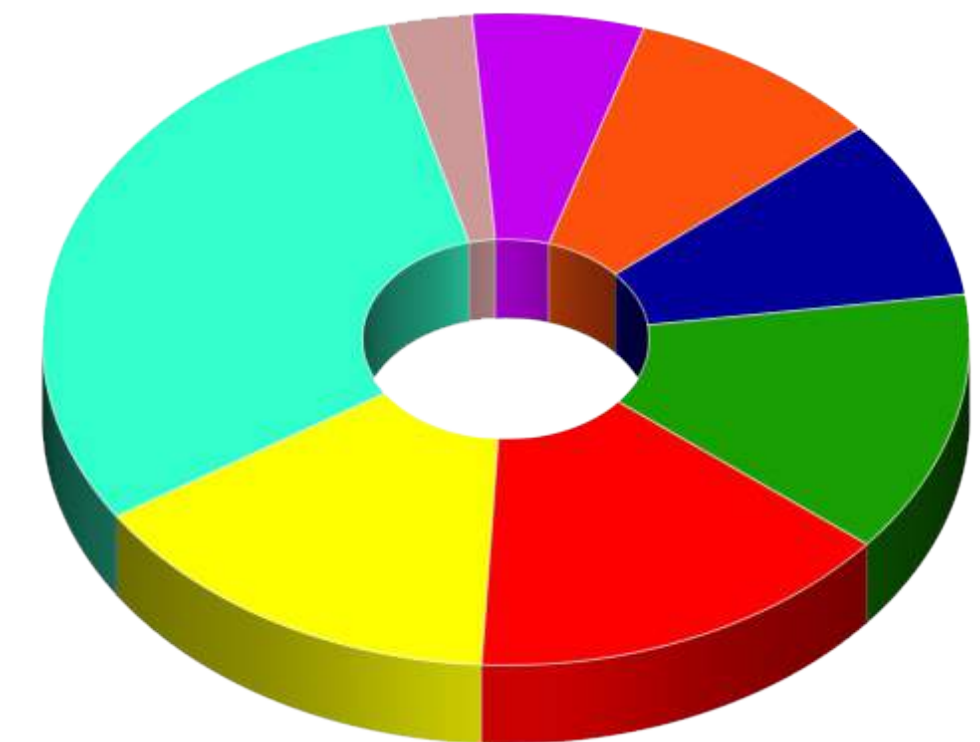


MARKETING

Team Legendary has been recognized as an important marketing resource in the arts and entertainment industry. Whether through the placement of content and products or through media, our team has the ability to communicate with the public in an appropriate and culturally relevant way. Team AfriKin uses a well-planned promotional strategy to reach our target markets from grassroots to mainstream via electronic media, print, radio and television.

A great deal is placed on digital marketing in an effort to reach the growing number of people who rely on the internet and mobile devices to access information and services.

STREET PROMOTIONS : 3%
PR : 4%
PRINT : 7%
TV ADS : 8%
BILLBOARDS : 13%
SMARTPHONES : 25%
RADIO : 15%
INTERNET : 25%



Contributions for the purposes of AfriKin are tax-deductible to the extent permitted by law. For more information, visit <https://afrikin.org>



FLASC
FLORIDA
AFRICANA
STUDIES
CONSORTIUM



PARTNERSHIPS

FAMU's MMERI
New World Symphony
Pan-African Heritage Museum
Florida Africana Studies Consortium
Tito's Handmade Vodka
Monster Energy
Miami Airport Hilton Blue Lagoon
Barbados Tourist Department
Greater Miami Convention and Visitors Bureau - GMCVB
Miami-Dade County Cultural Affairs
Art of Black Miami
Opa-locka Community Development Corporation
Blinkist
Bombay Sapphire
Jack Daniels
Lagunita's Brewery
Guayaki Beverages
Pro-Bar
Macy's
Publix

MEDIA COVERAGE

Miami Herald
Face2Face Africa
South Florida Times
South Florida Nights Magazine
SouthFlorida.com
Sugarcane Magazine
BlackPRwire.com
Miami.eventful.com
Miami Times Online
GMCVB
WLRN Radio
Hot105 FM
WEDR 99 Jamz FM
MusicUnitesAfrica.org
Yelp
Paper Magazine
Culture Owl
Black PR Wire
Miami Art Guide
Sun Sentinel
WPLG -CH. 10
WSVN -CH. 7
DecoDrive

sponsor@afrikin.org



305.900.5523



SPONSORSHIPS

AfriKin presents a vast array of opportunities to promote your brand. Your sponsorship provides the opportunity to place your brand among influencers, investors, celebrities, and early brand adopters. Your brand will achieve its business goals by expanding product reach through brand activation and immersion amongst AfriKin patrons who share an interest in the future of our global community.



sponsor@afrikin.org

305.900.5523

AfriKin is pleased to present a selection of opportunities for your sponsorship consideration. Each sponsorship level is designed to offer unique benefits for your brand, and will reinforce your commitment to advancing the ingenuity, promise and future of our people – globally.

We're happy to customize benefits to ensure that your company's advertising needs are met!

In-kind donations are accepted and tiered to the Sponsor level equated to the monetary value of products submitted. For YOUR BRAND's in-kind donation you will receive:

- VIP Preview passes to AfriKin
- Recognition as a Friend of AfriKin

*Minimum in-kind donation value to be considered for on-site activation of YOUR BRAND is \$5,000.00

*VIP Passes and General Admission tickets mentioned in the sponsor tiers are for the special event presentations and exhibits with artists during AFRIKIN 2022: THE BEAUTYFUL ONES ARE ~~NOT YET~~ BORN.





sponsor@afrikin.org

305.900.5523

Selecting one of the following sponsorship packages allows you additionally:

- The rights to the AfriKin mark and logo in pre-approved advertising, marketing, and packaging. The permission to activate co-branded promotions using the AfriKin logo (subject to approval and at your expense)
- YOUR BRAND name and / or logo included in the promotional invitation and press materials with your respective sponsorship level
- Naming on wire caption utilized to expose YOUR BRAND
- YOUR BRAND reaches its target market through our cohesive and effective marketing and PR campaign
- Inclusion in post media release
- Engagement with social media
- Name inclusion and recognition on on-site collateral material.
- Verbal recognition at event
- Opportunity for creative integration and collaboration with branded materials/product to support the creative vision of the program

*Your cash sponsorship is directly used for event costs, which include but are not limited to: production, promotions, hotel and transportation, talent, venue fees, and other related expenses. Customized proposals are available upon request.



TITLE SPONSORSHIP *(please call...)*

The TITLE SPONSORSHIP package represents the ultimate commitment to the initiatives of AfriKin. This option is the best value for YOUR BRAND, as it offers unparalleled visibility through our marketing efforts.



sponsor@afrikin.org

305.900.5523

Pre-Event

- Preferred supplier/category exclusivity
- Acknowledgement as the series Title Sponsor and as the exclusive industry presenting Sponsor
- An email announcement (200,000 subscribers) of YOUR BRAND's title sponsorship
- Exclusive sponsor profile highlighted across all marketing efforts
- Title Branding in all pre-event media coverage and press releases
- Inclusion of YOUR BRAND's logo in all press releases and invites for guaranteed media and online impressions
- Title Branding in all ads

Day of Event

- Exclusive meet-and-greet and group photo session with select artists
- Prominent title logo placement on the red-carpet Step and Repeat position TBD
- Opportunity for a representative to address the audience
- Ten (10) verbal mentions as Title Sponsor during the event
- Premier on-site signage that will be displayed throughout the event venue for the duration of the event
- Free AfriKin merchandise

Post-Event

- Title Branding in all post-event media coverage and press releases
- Acknowledgement of support via logo and a link to your website on the AFRIKIN official website for one (1) full year
- Inclusion in monthly AfriKin newsletter and announcements to our subscriber base (200,000 subscribers) for one (1) full year
- Title logo placement in all photo recaps and event thanks
- Custom made recap video with YOUR BRAND's logo on the video
- First option to renew at this level





sponsor@afrikin.org

305.900.5523

PLATINUM SPONSORSHIP \$35,000

This sponsorship package represents an immense level of commitment to the initiatives of AfriKin. This package is an optimum value for YOUR BRAND as it offers substantial visibility through our marketing efforts.

Benefits included in the PLATINUM SPONSORSHIP are:

Pre-Event

- YOUR BRAND's name on the event invitation
- Preferred supplier/category exclusivity
- Dedicated promotion as Platinum sponsor via select marketing channels
- Sponsor mention in all pre-event media coverage and press releases
- Inclusion of YOUR BRAND's logo in all press releases and invites for guaranteed media and online impressions

Day of Event

- Six (6) verbal mentions as Platinum Sponsor during the event
- Dedicated on-site activation/space with tables and chairs with electrical outlet for branding and sponsorship giveaways
- Premier on-site signage that will be displayed throughout the event venue for the duration of the event

Post-Event

- Acknowledgement of support via logo and a link to your website on the AFRIKIN official website for six (6) months
- Inclusion in monthly AfriKin newsletter and announcements to our subscriber base (200,000 subscribers) for six (6) months
- Custom made recap video with YOUR BRAND's logo on the video
- First option to renew at this level



GOLD SPONSORSHIP \$25,000

The Gold Sponsorship level represents a great commitment to the initiatives of AFRIKIN. This package is an exceptional value for YOUR BRAND as it offers extensive visibility through our marketing efforts.



sponsor@afrikin.org

305.900.5523

Benefits included in the GOLD SPONSORSHIP:

Pre-Event

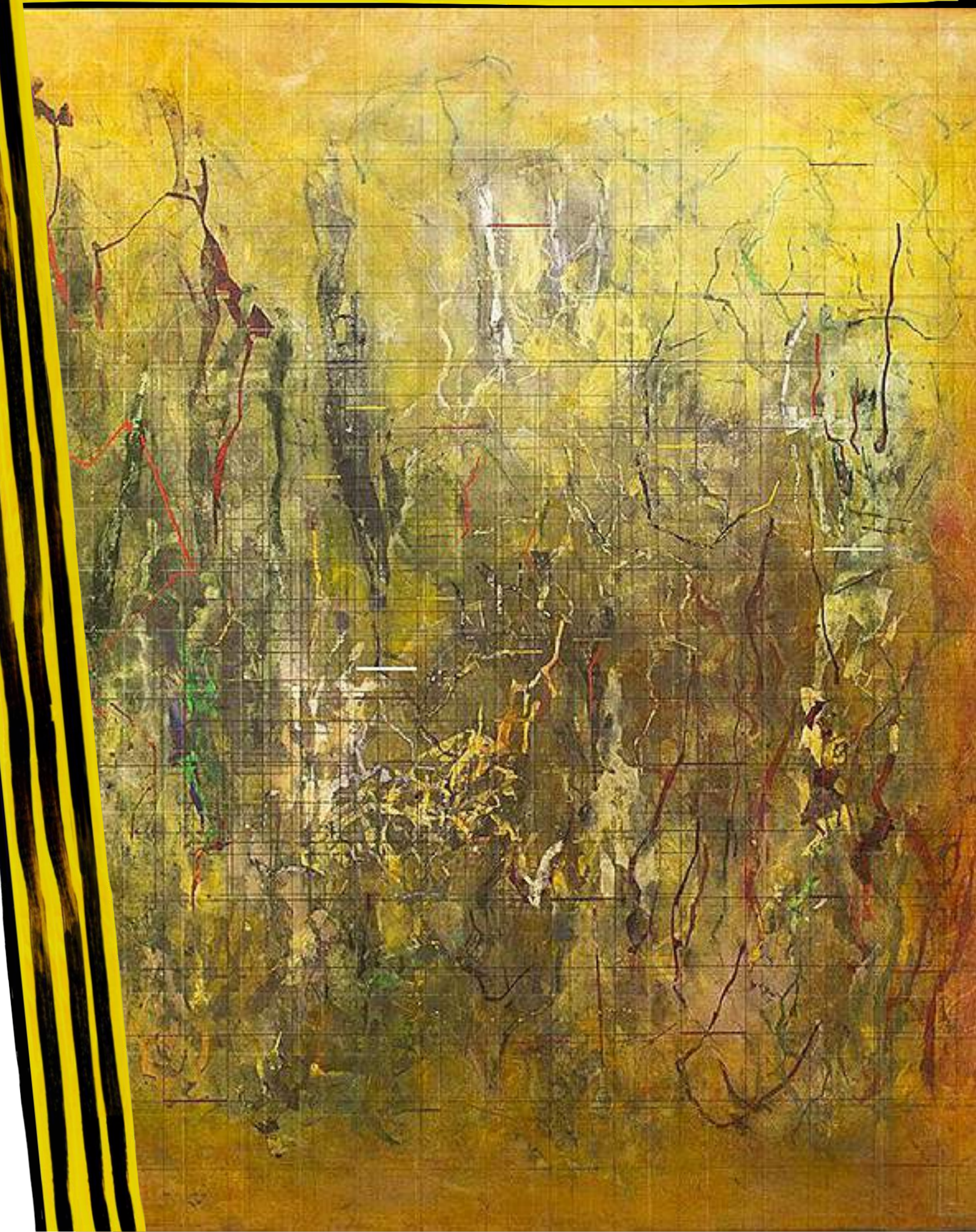
- Dedicated promotion as Gold sponsor via select marketing channels
- YOUR BRAND's logo or name included in flyers, posters, and select print ads as Gold Sponsor

Day of Event

- Four (4) verbal mentions as Gold Sponsor during the event
- Dedicated on-site activation
- Shared logo placement on TV monitors, LED and projection screens with recognition as Gold Sponsor
- On-site signage that will be displayed throughout the event venue for the duration of the event

Post-Event

- Acknowledgement of support via logo and a link to your website on the AfriKin official website for three (3) months
- Custom made recap video with YOUR BRAND's logo on the video





sponsor@afrikin.org

305.900.5523

SILVER SPONSORSHIP \$15,000

This sponsorship package is a fantastic value for YOUR BRAND as it offers significant visibility through our marketing efforts.

Benefits included in the SILVER SPONSORSHIP:

Pre-Event

- YOUR BRAND's name on the event invitation
- Dedicated promotion as Silver sponsor via select marketing channels
- YOUR BRAND's logo or name included in flyers, posters, and select print ads as Silver Sponsor

Day of Event

- Two (2) verbal mentions as Silver Sponsor during the event
- Dedicated on-site activation
- On-site signage that will be displayed throughout the event venue for the duration of the event

Post-Event

- Acknowledgement of support via logo and a link to your website on the AfriKin official website for two (2) months



BRONZE SPONSORSHIP \$7,500



This package offers great value to YOUR BRAND through unique marketing opportunities.

sponsor@afrikin.org

305.900.5523

Benefits included in the BRONZE SPONSORSHIP:

- YOUR BRAND's name on the event invitation
- Acknowledgment as Bronze Sponsor during the event
- On-site signage that will be displayed throughout the event venue for the duration of the event
- Acknowledgement of support via logo and a link to your website on the AfriKin official website for one (1) month





sponsor@afrikin.org

305.900.5523

IN-KIND SPONSORSHIP OPPORTUNITIES



- Media Partner
- Streaming Software
- Event Platform
- Musical Performance
- Art Transportation
- Event Set Décor, Furniture & Lighting
- Paint and Scaffolding/Lift
- Art Supplies for Youth
- Printing
- Artwork for Auction
- Sculptures
- Warehouse Space
- Police/Security
- Valet Parking
- Staffing/Volunteers/Models
- Host
- Staging
- Photography
- Videography
- Auction Items
- Photo Booth
- Food & Beverage
- Air, Hotel & Transportation
- Pop-Up Location

AFRIKIN SPONSORSHIP AGREEMENT

Thank you for considering a sponsorship for AfriKin. For your convenience, we included this sponsorship response form. Kindly indicate your sponsorship level by completing and returning the form to sponsor@afrikin.org or by mail to the address below.



sponsor@afrikin.org

305.900.5523

Company _____

Contact Name/Title _____

Phone _____ Email _____

SPONSORSHIP LEVEL

___ TITLE ___ PLATINUM ___ GOLD ___ SILVER ___ BRONZE

PAYMENT

We attached our payment, payable to AfriKin in the form of a:

___ Check ___ Money Order

Please send check/money order to:
AfriKin, 2408 Florida Street, West Palm Beach, FL 33406

If paying by credit card please fill in below:

Card holder's Name: _____

Credit Card (Circle One): MasterCard Visa American Express Discover

Account Number: _____

Expiration Date: CVV/Sec. Code: _____

Authorized Amount: \$ _____

Card holder's Billing Address: _____

Phone Number: E-mail: _____

Reservation Details/Special Instructions: _____

By signing this form, I authorize AfriKin, to charge my credit card for the amount listed above. I understand that all purchases are considered donations. All donations are non-refundable. All donations are tax-deductible. AfriKin Foundation, is a 501(c)3 Non-Profit organization, Tax ID# 85-2592611.

Card holder's Signature: X Date: _____



sponsor@afrikin.org

305.900.5523

AfriKin Foundation, Inc d/b/a
AfriKin®

2408 Florida Street
West Palm Beach, FL 33406

(305) 900-5523
info@afrikin.org
art.afrikin.org

THANK YOU

**AfriKin builds bridges through African and African Diaspora arts and culture,
as we advance global understanding in the 21st century.**

Consideration for the necessity of mutual understanding amongst our diverse communities as central to the politics of AfriKin. As we renew fundamental values of what makes us human, AfriKin sketches a way of being human, in a global changing society. Universal values are the active ingredients for a move forward articulated through works of art that removes the barriers that divide us for the fostering of understanding, mutual respect in the 21st century. AfriKin builds on these to articulate a world as it should be.

AfriKin aims at advancing social justice through education geared towards affecting how individuals can see themselves only through others. As humanity finds itself at a crossroads -- a place where what we have in common is far greater than what divides us, AfriKin highlights the need for necessary exchanges that cross the boundaries of race, class and sexual orientation.

AfriKin -- African art and cultural content for the advancement of human development and social justice culture.

Contact us at:

Alfonso D'Niscio Brooks at 305.900.5523 or by email brooks@afrikin.org for questions or more information.

Visit us at art.afrikin.org to learn more.