



3rd Annual “*CaribFest*” Festival
Dates: 18-19 July 2008
THEME: “*Wonders of the Caribbean*”

The Virginia Caribbean American Cultural Association Inc. (VCACA) is making a difference in the Hampton Roads area by bringing world-class Caribbean culture, from all the islands, to you, in downtown Norfolk, Virginia.

The organization recognizes that a critical component necessary to uplifting human dignity is cultural and artistic expression. They believe that exposure to the world’s cultures, including subcultures in our society, leads to tolerance and more appreciation of oneself and others. Simply put, they are building “*bridges among cultures*” that will foster mutual knowledge and understanding.

This year, the *CaribFest* Committee will once again bring the people of Hampton Roads a festival and themed parade that reflects the Caribbean traditions of a colorful and vibrant celebration that enjoys a feast of floats, street performers, community groups, entertainers, local businesses and organizations.

CaribFest is a vital resource in the Hampton Roads area that celebrates the diversity that is part of the rich fabric of Norfolk and its surrounding communities. It is a Caribbean cultural festival designed to engage wide audience participation and attract attendees from across the United States, the Caribbean and elsewhere. It is a celebration of Caribbean culture and heritage, while providing a forum for education, community togetherness, and civic pride.

The *CaribFest* committee is extending an invitation to all (Businesses, organizations, churches, colleges, etc.) to participate. This is an excellent

opportunity to gain exposure for your business or organization. Last year we had more than 5,000 attendees at the festival, and this year we are hoping to top 6,000 patrons!

There are many ways you can participate in the festival:

- Have a booth to give out information about your organization or product.
- Have a vendor booth to sell your products or services
- Have a food booth
- Be one of the entertainment acts
- Help out the day of the festival
- Be a sponsor of the festival. See various sponsorship level by visiting <http://www.virginiacaribfest.com> , email: info@vcaca.org or call 1-877-822-2764 for further participation details.

The *CaribFest* Committee will be running a Parade Competition and will award a prize for the category of Best Float, Chariot, Individual Costume or Band/Troupe. Your entry must pertain to the theme “*Wonders of the Caribbean*” in order to be considered for an award. Spectators and judges will see your entry for about 30 seconds as you pass by. Be **BOLD**, be **BIG**, be **UNIQUE**, be **CREATIVE**, be **COLORFUL**, and most of all be **ENTERTAINING!** Consider the effective use of **SOUND**, **SPECIAL EFFECTS**, and **ANIMATION**.

Floats add so much to any parade and the *CaribFest* committee is looking forward to your willingness to participate. What a great way to bring attention to your company or organization? The *CaribFest* committee invites you to join them in making this year’s the biggest and most exciting ever!

Respectfully,

vcaca

Virginia Caribbean-American Cultural Association

Email: info@vcaca.org

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