13th Annual “CaribFest” Festival
“Celebrating Diversity”

TOWN POINT PARK, NORFOLK VA

AUGUST 18, 2018

Sponsorship Opportunities
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“Come savor the many flavors of Caribbean Culture through Live performances, Exhibits, International Cuisine, Arts & Crafts, Music, Dance and more!”
MAKE A DIFFERENCE
...and have fun doing it.

IT’S A WIN-WIN.

Sponsoring CARIBFEST Festival provides you the unique opportunity to connect with the Norfolk community, to build brand awareness and show your company’s support of an important cause: The Arts!

CARIBFEST reaches a diverse audience segment and provides a fun, entertaining and engaging way for you to “wow” clients, vendors and employees. Feel good about supporting our local arts, heritage and cultural organizations as you enjoy an unforgettable evening.

WE’LL FIND THE RIGHT FIT.

Looking for the opportunity to become a part of one of the biggest cultural events of the year? To put your company name in front of hundreds of sophisticated festival goers? Want to show your employees and investors your dedication to our community? Consider a sponsorship at CARIBFEST.

More in the mood for an intimate networking opportunity? Looking for a one-of-a-kind experience to make a big impression?

Learn more about sponsoring at CARIBFEST.

If you want to be part of a fun, funky, festive evening, a CARIBFEST sponsorship is just the right thing for you. Get your name in front of thousands of people, reward your employees and show your clients how cool you really are.

Associate your name with art, support our local artistic activities and receive long-term recognition when you sponsor an exhibit at the CARIBFEST festival.
An Invitation To Invest In CaribFest

Dear Potential Sponsor,

We welcome and invite you to be a part of the 2018 Caribbean Festival “CaribFest.” This year we embrace “Celebrating Diversity” as our festival theme and marks our 13th Anniversary of producing Norfolk’s largest Caribbean celebration. The festival will be held at waterfront Town Point Park, on Saturday, August 18, 2018 and is designed to appeal to people of all orientations and walks of life.

With your support, we can show members of our community that the Norfolk metropolitan area is a vibrant and inclusive area to live, work, raise our families and to have fun.

As a project of The Virginia Caribbean-American Cultural Association, a 501(c)3 organization, we rely on the kind and generous support of corporations, local businesses and donors in the community to fund the success of CaribFest each year. The CaribFest Committee works hard to maximize the impact of your exposure, on the festival and the community at large.

As a sponsor, you will be part of a devoted team of partners supporting an award-winning line up of Caribbean music artists along with some of the finest regional and local talent. In the past, The CaribFest Festival has featured Caribbean music legends such as Third World, Morgan Heritage, the calypso king Mighty Sparrow and many other luminaries.

We’re excited about this year’s event and look forward to discussing with you ways we can maximize exposure of your company’s products and services!

We have included a detailed sponsorship proposal for your review and express our sincerest thanks and appreciation for your consideration and support. We stand ready to tailor a package that offers your organization a way to reach a captive audience of over 8,000 attendees.

Sincerely,

Michael C. Forde
President & CEO
About CaribFest

CaribFest Festival had its inaugural year in 2006. While many music festivals fall victim to the same genre of music and lineup over and over again, this soulful festival has a relaxed vibe, perfect if you want to experience the Caribbean culture without traveling many miles to do so.

CaribFest draws a niche crowd of exuberant fun-lovers to Norfolk’s waterfront Town Point Park for a weekend of parading, dining, socializing (liming) and dancing in the sunshine.

CaribFest is an exhilarating celebration of performing arts, outdoor entertainment, and community spirit. It is an exciting cultural explosion of Caribbean, Latin, African, Folk music, cuisine, and revelry.

Over the years, CaribFest has become a major international event and the largest cultural festival of its kind in Norfolk and in the State of Virginia. The great metropolis of Norfolk hums with energy and good vibes as the city explodes with the pulsating rhythms and melodies of Steel Pan music. While Soca music is still a focus, you’ll find a sampling of other genres including Reggae, Latin, Chutney, Soca, Calypso, African and folk.

The festival kicks-off with a colorful parade, similar to New Orleans’ Mardi Gras and Rio de Janeiro’s carnival, a high-octane Carnival merriment you don’t want to miss.

Although the music is usually the heart of any festival, the array of culinary experiences served up at CaribFest gives any performer some serious competition. Whatever you do, bring your appetite for the wide array of foods available. We challenge you to find another festival where you can choose from jerk chicken to roti (Caribbean Indian style); fried plantains, curry goat to oxtail and everything in between—including your standard snow cones, funnel cakes and festival food—you can find it all here.

In addition to the music, food, and adult beverages, CaribFest hosts a variety of diversions to keep patrons entertained in the park.

Wandering the festival grounds will typically yield experiences that include, but by no means are limited to, the following: folkloric dancers, limbo (how low can you go), mini horse racing game (place your bet), acrobatic acts, zumba (work up a sweat), kids bounce houses, comedy, stilt walkers, handicrafts, and drinking lots and lots of beer and other mixed drinks...that ought to keep you busy!

As the festival enters the next phase of its development, it continues to attract a diverse audience of thousands, and the best Caribbean performers from around the world. As witnessed in the past few years, the festival is becoming more of a cultural and social destination, and less about a specific concert-going experience. The dramatic growth of the festival in size and range of offerings parallels its growth in reputation as a major and international festival-presenting arena.
Exposure Opportunities

There are multiple ways to engage your organization with the CaribFest Festival. The following types of activities and exposure are available, depending on your level of engagement.

❖ Promotional Vendor Presence
❖ Product Sampling
❖ Product Sales & Distribution
❖ Banners & on-site display advertising
❖ Festival Souvenirs
❖ Festival and satellite event flyers and posters
❖ Radio Spots
❖ Community Announcements
❖ Volunteer T-Shirts
❖ Media Interviews
❖ Satellite events: Caribbean Boat Cruises and Waterfront Outdoor Live Performances

Please browse the following pages to familiarize yourself with the details.
Media Plan

PROMOTIONAL APPROACH
To reach our prospective attendees and supporters, we will use a variety of media tailored to the target demographics and opportunity target markets. The primary media sources include:

TELEVISION
Paid commercials promoting the event and other promotional exposure through participation in talk shows and interviews on programs addressing issues such as entertainment and cultural enrichment.

Commercials on such TV stations as:
COX, WVEC TV, WAVY10 TV, FOX TV, SKY4 TV

RADIO
Paid commercials promoting the event, and other promotional exposure through public service announcements on reggae and community based stations, participation in talk shows.

Commercials will be aired on such stations as:
WNVZ 104, WVKL 95.7, WPTE 94.9, WWDE-FM 101.3.

PRESS RELEASE
Primarily in Hampton Roads area, we will host pre-event promotional activities to showcase artists, announce our title sponsor, maintain momentum for the event and provide on-going exposure for weekend event celebration.

PRINT
CaribFest will utilize several print media to reach our prospective patrons, including newspapers in local markets, military newspapers in addition to flyers, posters, billboards, street-boards and other promotional materials.

WEBSITE PROMOTIONS
To promote CaribFest in the expanding e-commerce market, we add to major calendar-of-events of various National and International Caribbean websites. Surfing prospects are be able to view our website from around the world providing additional exposure to the event and our sponsors. This highly targeted marketing strategy identifies buying preferences, the constraints of each market, and provides information and a purchase opportunity to each prospective attendee. Additionally, it provides broad exposure of the event and its sponsors among these prime target markets.
Sponsorship Impressions

Here is a breakdown of the exposure opportunities that CaribFest Festival generates each summer. Your sponsorship package may be tailored to include additional specific exposure opportunities. Talk to our representative about constructing a campaign with your organization in mind.

Advertising Campaigns
These impressions occur in advance of the Festival, in June/July

<table>
<thead>
<tr>
<th>Print Media</th>
<th>Approx. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>123,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Broadcast Media</th>
<th>Approx. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio spots</td>
<td>750,000</td>
</tr>
<tr>
<td>Television spots</td>
<td>462,000</td>
</tr>
<tr>
<td>Community announcements</td>
<td>500,000</td>
</tr>
</tbody>
</table>

Printed Collateral
These impressions occur in advance of the Festival, in June/July

<table>
<thead>
<tr>
<th>Printed Collateral</th>
<th>Approx. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters</td>
<td>50,000</td>
</tr>
<tr>
<td>Flyers</td>
<td>10,000</td>
</tr>
</tbody>
</table>

On-site Exposure
Exposure during the Festival

<table>
<thead>
<tr>
<th>On-site Exposure</th>
<th>Approx. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners &amp; display ads</td>
<td>50,000</td>
</tr>
<tr>
<td>Stage, Beverage Garden, Concessions, Parade</td>
<td>60,000</td>
</tr>
<tr>
<td>Product sampling</td>
<td>50,000</td>
</tr>
<tr>
<td>Volunteer T-Shirts</td>
<td>50,000</td>
</tr>
<tr>
<td>Souvenir Booklet</td>
<td>15,000</td>
</tr>
<tr>
<td>Parade Participation</td>
<td>8,000</td>
</tr>
</tbody>
</table>

Online
This exposure is available all year long

<table>
<thead>
<tr>
<th>Online</th>
<th>Unique Visits (annual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CaribFest Website</td>
<td>32,000</td>
</tr>
<tr>
<td>Other Websites</td>
<td>82,000</td>
</tr>
<tr>
<td>Festival Facebook Fan page and more</td>
<td>52,000</td>
</tr>
</tbody>
</table>
Our Past Sponsors
Our Audience

Attendance Estimates
CaribFest Festival in the Park: Saturday 8,000+ attendees
Street Parade 5000+ spectators
Caribbean Boat Cruises 725 patrons
Volunteers and others 150 stakeholders

APPROX. PATRONS EXPOSURE Approx. 13,875

Attendance Demographics
(Sample study, 100 attendees)

Gender
Male 44.4 %
Female 55.6 %

Geography
Hampton Roads Region 59.60 %
Other U.S. States 38.00 %
Outside USA 2.40 %

Age
Kids under 10 8.00 %
Teens: 13-19 years 10.00 %
20 - 24 years 21.00 %
25 - 49 years 50.00 %
50 + 11.00 %
Community Benefits

Our Mission
The Virginia Caribbean-American Cultural Association is an organization dedicated to providing cross cultural understanding, acceptance and interaction between peoples of diverse nationalities and heritage through our art, music and respective talents and abilities. We bring the highest quality of performing arts and cultural experiences that enrich the cultural, economic and social vitality of our citizens and the community; while serving as a charitable services provider to economically vulnerable individuals in our community. We aim:

- To contribute to the development of Hampton Roads culture.
- To present an event comprising various ethnic groups and cultures reflecting the diversity of the Caribbean mosaic.
- To display arts and crafts, music, dance and food of the Caribbean as well as that of other cultures in a setting of harmony.
- To inspire individuals to actively participate in the community at large
- To raise in our youth awareness of the existing Caribbean and other cultures in Hampton Roads.
- Develop a Caribbean Community Cultural Center in Hampton Roads area.

Our Social Services
Over the years, the VCACA has sponsored a number of social and cultural initiatives such as:

- **Back-to-School Drive** – we provide school supplies to Elementary and Junior High Schools students.
- **Operation Warm Heart** – we provide new/in good repair winter coats to children and the homeless.
- **Food Drive** – we distribute food to vulnerable community residents to help fight hunger.
- **Scholarships** – we provide scholarships to High School Seniors and second year College Students with demonstrated financial need.
- The Association has been actively involved in supporting aid initiatives for Caribbean nations such as fundraising for the January 2010 earthquake disaster in Haiti.
- Additionally, VCACA offers a variety of charitable programs/services that serve economically vulnerable community residents and contributes to the economic vitality of the region.
CaribFest Kudos

10 things you need to know about Caribfest

By Malcolm Venable
The Virginian-Pilot
© August 13, 2000

A hot time, island style, is coming to Norfolk this weekend. The Virginia Caribbean-American Cultural Association is presenting its annual CaribFest at Harbor Park. Some local people with ties to the Caribbean islands and culture have been preparing for weeks. Here’s what you need to know to get ready.

The night before a carnival is called jouvert (pronounced “joo-vey”), an informal pre-celebration that includes partying, music, dancing and general revelry.

Testimonials

"I loved the parade. ... Thank you for your efforts in organizing the CaribFest Festival." - Jillian Tang-How of FL

More kind words from other Festival attendees:

"Once again, the VCACA has done an outstanding job. I have volunteered for the festival in the past and always try to attend (at least for the live stage performances)." Trevor Trim of VA

"The Panmasters Steelpan Orchestra is amazing." - Trevor Trim of NY

"It's a fantastic event that’s a lot of fun and definitely worth the trip from New Jersey." - Jackie Willins of NJ

"It was my first time at the CaribFest Festival event, but what a perfect way to spend a Saturday!" - Unknown

"The CaribFest festival was amazing, I come every year for the entire Weekend; love the shopping as well; everything is walking distance." - Patricia St. Hill of MD
Sponsorship Opportunities

Corporate sponsorships are good business. As a sponsor of the CaribFest Festival, your company will realize tangible marketing benefits in return for your sponsorship investment, while supporting one of the premier cultural arts programs in the Hampton Roads region. Position your company, as a partner, with one of the region’s most highly attended public events. Sponsorship opportunities begin at the $500 level, with benefits accruing as the level of sponsorship increases. However, regardless of the sponsorship level you select, the festival’s staff will be pleased to work with you in creating an integrated sponsorship package designed to meet your company’s unique marketing objectives.

**TITLE SPONSOR**

**BENEFITS**

- Overall naming rights
- Category exclusivity for your product or service
- Right of first refusal for the following year’s Event
- Four (4) commercial announcements at CaribFest main stage
- Logo inclusion on event website with link to your company/organization
- Customized on-site marketing opportunity
- Sponsor Appreciation Banner at main stage
- Ability to buy discounted admission tickets for employees, vendors or clients
- Prominent booth/mobile space on-site
- Corporate Logo on flyers/posters/website
- Thirty (30) VIP All-Access passes
- Twenty (20) complimentary general admission tickets
PRESENTING SPONSOR

BENEFITS

- Category exclusivity for your product or service (subject to approval)
- Two (2) commercial announcements at CaribFest main stage
- Logo inclusion on event website with link to your company/organization
- Customized on-site marketing opportunity (subject to approval)
- Sponsor Appreciation Banner at entry point
- Ability to buy discounted admission tickets for employees, vendors or clients
- Booth/mobile space on-site
- Corporate Logo on flyers/posters
- Sixteen (16) VIP Access passes
- Ten (10) complimentary general admission tickets

MAJOR SPONSOR

BENEFITS

- One (1) commercial announcements at CaribFest main stage
- Logo inclusion on event website with link to your company/organization
- Customized on-site marketing opportunity (subject to approval)
- Sponsor Appreciation Banner at entry point
- Ability to buy discounted admission tickets for employees, vendors or clients
- Booth/mobile space on-site
- Corporate Logo on flyers/posters
- Eight (8) VIP Access passes
- Six (6) complimentary general admission tickets
SUPPORTING SPONSOR

BENEFITS

❖ Logo inclusion on event website with link to your company/organization
❖ Marketing opportunity (subject to approval)
❖ Sponsor Appreciation Banner at entry point
❖ Ability to buy discounted admission tickets for employees, vendors or clients
❖ Booth/mobile space on-site
❖ Corporate Logo on flyers/posters
❖ Four (4) VIP Access passes
❖ Four (4) complimentary general admission tickets

IN-KIND SPONSOR

BENEFITS

❖ VIP All-Access passes
❖ Logo inclusion on event website with link to your company/organization
❖ Corporate Logo on flyers/posters
❖ Complimentary VIP/General admission tickets

FRIEND SPONSOR

BENEFITS

❖ Four (2) VIP Access passes
❖ Name listed on CaribFest Website
Frequently Asked Questions

When is the Festival?
This year’s Festival is scheduled for August 18, 2018

How many [advertisements, printed collateral] are you going to print/run this year?
We have a minimum advertising spend each year which is funded by the Virginia Caribbean-American Cultural Association. On top of that budget, we purchase exposure based on the needs and commitments of partners and sponsors. The more a sponsor commits, the higher our level of advertising spending and exposure can be for them.

How do you know how many people attend?
The Festival is paid entry and therefore accurate patron counts are possible. Attendance count is based on ticket sales.

How are impressions statistics gathered?
Advertising impressions figures are pulled from vendor-supplied figures.

When is the closing date for advertising participation and logo delivery?
Most of the printed runs require commitment and logo delivery by early June. Send us your logo as soon as you can and we will do our best to get you in as soon as possible.

Do you invoice?
We will generate an invoice for you. We require an installment payment to open your account, and full payment by press time.

Is it too late for this year?
We are seeking organizations that wish to be engaged not only this year, but for 2019 and beyond.

Contact Us
Be a part of the largest single-weekend cultural festival in Norfolk, Virginia, and reach an audience of over 8,000 patrons with advertising exposure of over 2-million impressions. To proceed, please contact our Marketing & Media Information department below.

Marketing & Media Information
Message Line: 877-822-2764
www.virginiacaribfest.com
marketing@vcaca.org

Festival Director
Mr. Michael C. Forde
Direct: 757-766-0532
president@vcaca.org
Sponsor Agreement  

(PLEASE PRINT OR TYPE)

ORGANIZATION/COMPANY: ____________________________________ PHONE: ______________

COMPANY NAME: ____________________________________________

ADDRESS/CITY/ZIP: __________________________________________

EMAIL: __________________________________ TYPE OF BUSINESS: ________________

SPONSORSHIP OPTIONS

□ Calypso (Title) ($25,000)
□ Spice (Presenting) ($15,000)
□ Mango (Major) ($7,500)
□ Coconut (Supporting) ($5,000)
□ Friend ($500)

□ In-Kind Sponsor

IN-KIND AND CUSTOM EVENT SPONSORSHIP

EXPLAIN: ___________________________________________ VALUED AT: ______________

METHOD OF PAYMENT

AMOUNT ENCLOSED: $ ______________  □ Business Check  □ Money Order  □ Cashier’s Check

By signing this agreement, party confirms that they have read and understand the attached terms and conditions and have entered into a legally binding contract with VCACA, Inc.

SIGNATURE: ____________________________________ TITLE: ______________DATE: __________

MAKE PAYABLE TO:
VCACA, Inc.
P.O. BOX 10004
NORFOLK, VA 23513