



**Sponsorship
Opportunities**



NORFOLK'S BACKYARD JAM

Thank you for taking the time to review this sponsorship proposal for the annual CARIBFEST Festival. Since 2006, the CARIBFEST Festival has brought world-famous artists and breaking national acts together with local up-and-comers.

Coming off another successful and well-attended event—for thousands of people in and around the City of Norfolk—the CARIBFEST Festival has become known as a must-attend summer event for friends & family, food & drink, a warm positive vibe, and of course, world-class Reggae, Soca, Latin and Zouk. We are Norfolk's Backyard Jam.

Sponsoring the CARIBFEST Festival gives your business the opportunity to get your name in front of tens of thousands of people, to be associated with good times and great music, and to be known for helping bring the summer's best event to Norfolk's Backyard.





ABOUT THE FESTIVAL

What do Third World, Morgan Heritage, Bunji Garlin, Kes the Band, Freddie McGregor, The Mighty Sparrow, David Rudder, Patrice Roberts, Allison Hinds, Farmer Nappy, Skinny Fabulous, Destra, Krosfyah, Pumpa, Faye Ann, Ricardo Drew and Nadia Batson all have in common?

They are all top international performing artists. They've all commanded packed houses. And they have all performed at the CARIBFEST Festival—along with well over thirty other world-renowned artists, legends, breakout stars, and up-and-comers over the last few years.

What started as a tiny notion has become one of the biggest cultural events in the City of Norfolk. Now, in its 18th year, it continues to grow. This year, the festival will again feature international and regional headliners.

The CARIBFEST cultural Festival is Norfolk's Backyard Jam. It is a destination event, smack-dab in the center of Norfolk, a city with a population and domestic product the size of many large states. Where people take their weekend recreation as seriously as the weekday rat race. And not just anywhere in Virginia, but on the Waterfront in Downtown Norfolk—the City's geographical and arts center—here you will enjoy high-energy festivals and events, maritime and military cultural attractions, harbor cruises and sailboat charters, unique dining and lodging establishments, green spaces and tree-shaded benches, historic walking and biking trails, and more. Every experience along this 3-mile promenade comes with salt air, sea breezes, and ever-changing scenes of our active harbor and aquatic life.

It is a festival with a distinctly suburban backyard feel. It is a major cultural event without the major hassles of other festivals. Big-name artists and small-town friendliness. Lots to do, see, and hear, yet well-run and clean. Thousands of attendees without pushing and shoving. Blankets and lawn chairs. A **"Liming Tent,"** where folks stage a block party. Our extremely popular **Beer, Wine & Spirit Garden** for adults. A fun, safe **activity area for kids.** And our **Vendor Village** with crafts, services, and our expanded **Food Court** is a destination.



On CARIBFEST weekend, the City of Norfolk Virginia comes alive with an explosion of pulsating rhythmic sounds of the Caribbean. The festival kicks off with a colorful parade (aka biggest street party). It is a tradition with roots like New Orleans' Mardi Gras and Rio de Janeiro's carnival but fused with Caribbean folklore, culture, and revelry—it's simply a high-octane merriment with glittering costumes and exciting cultural events—this is one street party not to be missed for travelers looking to catch a glimpse of Caribbean culture and more.

Plus, a commitment to shine a light on worthy charities making a difference here and around the region. All run by well over one hundred community-minded volunteers, tasked with making sure everyone is having a wonderful time. The festival has been getting the word out by utilizing the popular regional radio stations that play World Class R&B, Rock, Reggae and more for Norfolk's Backyard.



SPONSORSHIP OPPORTUNITIES

As the CARIBFEST Festival has grown, so has our need for support from key leaders in the business community. Sponsoring the Festival allows us to bring in the high-demand talent that brings in the crowds—while providing you with valuable promotional and on-site exposure to one of the most influential demographics in the area. It forever associates your name with Norfolk’s Backyard Jam and solidifies the understanding of our audience that you help make it happen.

WHAT’S IN IT FOR OUR SPONSORS?

- Plenty. The CARIBFEST Festival offers a plethora of benefits to sponsors. They can include:
- Having a space on the festival’s Sponsor Row allows you to introduce yourself to thousands of attendees on the day of the festival.
- Naming rights to any of the three festival stages or other areas on the festival grounds.
- Sponsorship of specific performances.
- Hanging of banners on the festival grounds.
- Your organization’s logo will be included in our print ads, posters, program, and web site.
- Mentions in the festival’s extensive Social Media campaign. (We have over 4,500 followers with a reach of 50,000 per post.)

PROMOTIONAL PACKAGES

There are many numbers of ways to support the CARIBFEST Festival. Here are some package plans we have assembled that offer maximum value-added benefits for additional visibility. We are also willing to customize these packages to meet specific needs.

Exclusive Presenting:

- Representation as the “CARIBFEST Festival, brought to you by “<YOUR BRAND>” in logos and/or text in all Festival marketing and collateral material.
- 2-40 CARIBFEST Festival adult Gen. Adm. tickets
- Onsite Parking passes
- Sponsor banner placement on the Main Stage and other venue areas
- Assigned tent/booth space onsite.
- Media presence with corporate acknowledgment in all print marketing materials for the CARIBFEST website including print advertising, posters, flyers and/or event banners.
- Corporate logo on the CARIBFEST e-mail blasts
- Corporate logo on the CARIBFEST Sponsorship page with link to sponsor site
- Exclusive sponsor from your industry
- CARIBFEST Social Media mentions





Premiere: \$20,000+ (LIMIT 1)

- Main Stage naming rights
- 40 CARIBFEST Festival adult Gen Adm. & 4 VIP tickets for your employees
- Two onsite parking passes
- Sponsor exclusivity for your industry
- Sponsor banner placement on the Main Stage
- Assigned booth onsite w/1 table & four chairs.
- Guaranteed speaking slot for company Rep at the event.
- Media presence with corporate acknowledgment in all print marketing materials for the CARIBFEST website including print advertising, posters, event banners and staff shirts.
- Corporate logo on the CARIBFEST e-mail blasts
- Featured Sponsor's logo, a bio section explaining what the company does (when you hover over their logo) with link to sponsor's website.
- Increased social media impressions through our Social Media Ads
- Accelerated lead generation.

Liming Stage: \$12,500 (LIMIT 2)

- Naming rights for choice of non-stage sites on field (i.e., Vendor Village, Kid Zone, or Food Court, etc.)
- 27 CARIBFEST Festival adult Gen. Adm. & 2 VIP tickets for your employees
- One onsite parking pass
- Sponsor-provided banner placement in a high visibility location
- Assigned booth onsite w/1 table & four chairs.
- Media presence with corporate acknowledgment in print marketing materials (i.e., posters, flyers, etc.)
- Opportunity to speak at the event.
- Corporate logo on the CARIBFEST e-mail blasts
- Featured Sponsor's logo, a bio section explaining what the company does (when you hover over their logo) with link to sponsor's website.
- Increased social media impressions through our Social Media Ads

Title: \$10,000 (LIMIT 2)

- Naming rights for choice of non-stage sites on field (i.e., Vendor Village, Kid Zone, or Food Court, etc.)
- 20 CARIBFEST Festival adult Gen. Adm. & 2 VIP tickets for your employees
- One onsite parking pass
- Sponsor-provided banner placement onsite
- Assigned booth onsite w/1 table & four chairs.
- Media presence with corporate acknowledgment in print marketing materials (i.e., posters, flyers, etc.)

- Opportunity to speak at the event.
- Corporate logo on the CARIBFEST e-mail blasts
- Featured Sponsor's logo, a bio section explaining what the company does (when you hover over their logo) with link to sponsor's website.
- Increased social media impressions through our Social Media Ads

Supporting: \$7,500

- 16 CARIBFEST Festival adult Gen. Adm. tickets for your employees
- Sponsor-provided banner placement onsite
- Assigned booth onsite w/1 table & two chairs.
- Media presence with corporate acknowledgment in print marketing materials (i.e., posters, flyers, etc.)
- Opportunity to speak at the event.
- Corporate logo on the CARIBFEST Sponsorship page with link to sponsor's website
- CARIBFEST Social Media mentions

Platinum: \$5,000

- 12 CARIBFEST Festival adult Gen. Adm. tickets for your employees
- Sponsor-provided banner placement onsite
- Assigned booth onsite w/1 table & two chairs.
- Media presence with corporate acknowledgment in print marketing materials (i.e., posters, flyers, etc.)
- Opportunity to speak at the event.
- Corporate logo on the CARIBFEST Sponsorship page with link to sponsor's website

Gold: \$2,500

- 8 CARIBFEST Festival adult Gen. Adm. Tickets for your employees
- Sponsor-provided banner displayed.
- Corporate logo on the CARIBFEST Sponsorship page link to sponsor website
- CARIBFEST Social Media mentions

Silver: \$1,000

- 4 CARIBFEST Festival adult Gen./ Adm. Tickets
- Corporate logo/Individual name on CARIBFEST Sponsor page

Bronze: \$500

- 2 CARIBFEST Festival adult Gen. Adm. tickets
- Individual name on CARIBFEST Sponsor page



Partnership Programs

The CARIBFEST Festival offers sponsors unique opportunities to customize their interaction with attendees and the surrounding communities. Corporate sponsors can tailor their participation to increase visibility and spotlight their brand.

- Sample partnership programs:
- Product Sampling
- Sponsor cross-promotion opportunities.
- Exposure through additional CARIBFEST Festival events
- Additional exposure through marketing phase leading to the CARIBFEST Festival: CARIBFEST Day and other promotional opportunities.





Our Audience...who they are and why they love what we do...

For the past few years, we have averaged between 5,000 and 7,000 in attendance at the venue. Here is what we have learned about them:

- There is an 60/40 split of female and male attendees.
- The average age of our ticket buyer is approximately 35 years old.
- Twenty-one percent of our audience attends with their children.
- Seventy-nine percent of our audience comes from within a 30-mile radius of Norfolk. (That includes all of Hampton Roads.)
- Fifteen percent of our audience comes from outside the state of Virginia (i.e., Baltimore, New York, North Carolina, Atlanta, etc.).
- Our marketing area includes all of Norfolk, Hampton, Virginia Beach, Suffolk, Newport News Portsmouth, Chesapeake, and Richmond in the State of Virginia. The population in this region exceeds 2.9 million people.

CARIBFEST like events are unifying and cultural events celebrated in the Caribbean islands, United Kingdom, Canada and over twenty-one cities in the United States. Regardless of your social status, everyone is a part of the celebration. That is the drive that keeps our audience coming back year after year – and what makes them keep spending. At the end of the day, it is about the Caribbean music lovers coming together. It is like a little family reunion when it comes to CARIBFEST.



Ways your company can Leverage CARIBFEST...make your brand stand.

We recognize that activation is more than ever the key driver of your success. CARIBFEST, like most other festivals, is built around the experience, which is why we are stepping up our efforts to find relevant ways your company can engage with our target audiences. A huge chunk of our target audience spend money, they are tuned in, and they live for the experience...yes, they are the Millennials! As such, this is a prime opportunity for your brand to get exposure in the eyes of an ideal demographic with tons of purchasing power. We will help you find ways to improve that experience for attendees at the festival by adding value to their experience.

There are plenty of niches that can be carved out, and plenty of opportunities for your brand to make some music. Music has the ability, unlike any other, to transcend age, gender, and culture. At CARIBFEST, we offer the benefit of millennials armed with social media recording their every moment - including their interactions with your brand for all to see.

- ❖ Create content that is fun, extreme, and entertaining so that you can tap into our target audiences' passion.
- ❖ Leverage your mission, purpose, and cause to recruit and retain consumers.
- ❖ Provide beanbag furniture, umbrellas for shade and a phone charging station...it is a subtle, yet effective way for brands to become a memorable part of the festival for attendees.
- ❖ Real Estate companies can generate leads for their local brokers and agents, also to qualify and target them.
- ❖ Offer festivalgoers an air-conditioned space to recharge and refuel and get over their hangovers.
- ❖ Feature a fully staffed product sampling and sales bar where attendees could try your products.
- ❖ Offer outdoor games (i.e., cornhole and giant Jenga, etc.)
- ❖ Credit Cards - attract new card members and drive brand loyalty.
- ❖ Your brand can foster emotional connections and feel-good moments that only happen when your company and our audience together unlock access to exclusive experiences only your company can provide—and only your customers can engage in. It is the ultimate experiential win-win. It lets you know that your customers are thinking of you and using your products when they are going to events like CARIBFEST.
- ❖ With naming rights and privileges, you can create exclusive experiences that you can provide our attendees with (i.e., special ticket purchase, stylish spaces located inside the venue, separate entrance that allows folks to skip the lines, etc.)



- ❖ Your company can conduct on-site promotion that offers attendees rewards that tie in with your brand and products.
- ❖ Incorporate contests and giveaways to further engage attendees, while broadening the reach to create new followers.
- ❖ The festival's logo can be used on your product or promotions.
- ❖ Forge relationships with festivalgoers by encouraging Facebook 'Likes' twitter 'followers' and the collection of personal data useful for marketing initiatives.
- ❖ Foster active and interactive engagements with your brand...the aim is to create playful, imaginative, and memorable multi-sensory experiences that not only become associated with your brand but are also regarded as enhancing the festival's experience.
- ❖ Add value to attendees' experience and stimulate positive word-of-mouth coverage across social media platforms.
- ❖ Position your alcoholic brand as a fun, creative and youthful drink that could be enjoyed in clubs throughout the year while generating positive social media awareness.
- ❖ Brands that enhance our festival experience in an "unbranded" way can live in the moment with our attendees. Your brand can spotlight the winning CARIBFEST parade float/costumed band/troupe, providing great opportunities for increased brand relevance.
- ❖ Offer incentives and/or rewards (free giveaways); offer limited quantity experiential/trial products; test new products and concepts with our audience.

At CARIBFEST, memories are our new souvenirs. We are willing and ready to work with you so you can be successful. We are open to a range of creative leverage items; ideas of how you can use your sponsorship to achieve your goals, increase your relevance and deepen your relationship with our target market.

“Come savor the many flavors of Caribbean Culture through Live performances, Exhibits, Delicious Cuisine, Arts & Crafts, Music, Dance and more!”



Let us 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 a worthy 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 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, **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.



THE VENUE
TOWN POINT PARK, NORFOLK VA



Previous and Current Sponsors





SPONSORSHIP AGREEMENT

SPONSOR COMPANY: _____

CONTACT NAME: _____

BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ FAX: _____

E-MAIL: _____ WEB SITE: _____

DAY OF EVENT CONTACT: _____

DAY OF EVENT PHONE: _____ DAY OF EVENT E-MAIL: _____

LEVEL OF SPONSORSHIP

- \$20,000 Premiere Sponsor
- \$12,500 Liming / Cultural Stage Sponsor
- \$10,000 Title Sponsor
- \$7,500 Supporting Sponsor
- \$5,000 Platinum Sponsor
- \$2,500 Gold Sponsor
- \$1,000 Silver Sponsor
- \$500 Bronze Sponsor

FORM OF PAYMENT

Check Visa MasterCard

CREDIT CARD #: _____

NAME ON CARD: _____ EXP. DATE: _____

SIGNATURE: _____

Payment due with signed contract. Make check payable to "VCACA Inc," (Memo line: CARIBFEST 2021)

MAIL FORMS AND CHECK TO:
VCACA, Inc, 22 Henrys Fork Dr.
Hampton VA 23666
Attn: CARIBFEST Sponsorship

E-MAIL LOGO ART TO:
vacaribfest@gmail.com
Logo art should be in *hi-res vector format*.
(such as .ai or .pdf) so that we can scale across all appropriate media.

For further information, please contact Cherrelle Brown, Director of Sponsorship, at 757-305-7709 or vacaribfest@gmail.com, to customize a plan that works for you.

PLEASE READ, SIGN, AND SEND ATTACHED TERMS & CONDITIONS ALONG WITH PAYMENT & THIS FORM



CARIBFEST SPONSORSHIP TERMS AND CONDITIONS

Pursuant to the terms described below, you (“you” or “Sponsor”) agree to enter into a sponsorship agreement with the CARIBFEST Festival.

In consideration of the agreements, representations and obligations stated here, including those in the CARIBFEST sponsorship opportunities brochure, which is part of this agreement, (collectively the “Sponsorship Agreement”)— and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged—each of us, intending to be legally bound, have entered into this Sponsorship Agreement,

1. TERM: The term of the Sponsorship Agreement commences on the date signed by Sponsor (the “effective date”) and shall expire on the date after the event (the “Term”).

2. SPONSORSHIP INVESTMENT: As a CARIBFEST sponsor at the _____ level, or as a Sponsor for _____, the Sponsor shall pay to the CARIBFEST a non-refundable sponsorship fee of \$ _____, payable within thirty (30) days of the effective date. Payments shall be made in US dollars, by check made payable to the “VCACA, Inc.” or credit card (information supplied on signed “Sponsorship Agreement”) and mailed or delivered to 22 Henrys Fork Dr. Hampton VA 23666.

3. ADVERTISING AND SPONSORSHIP BENEFITS: The Sponsor will receive the benefits attributable to chosen sponsorship level, as set forth in the Sponsorship brochure.

4. SIGNAGE: Except as otherwise agreed by the parties, Sponsor shall be responsible for all expenses, including those directly or indirectly related to the installation, fabrication, erection, development and/or installation of any signage at the CARIBFEST. The CARIBFEST may reject, in its reasonable discretion, any signage or element thereof that it deems unsuitable in content or format for the space designated to Sponsor.

5. SPONSOR MATERIALS: Sponsor is responsible, at its sole cost and expense, for securing any consents, licenses, waivers, or any other third-party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video or other materials used or provided by Sponsor in connection with this Sponsorship Agreement (e.g., any signage, logos, web site branding, etc.).

6. SPONSOR PERSONNEL: Sponsor shall ensure that all Sponsor personnel will follow the rules and instructions provided by representatives of the CARIBFEST, on site at the CARIBFEST or otherwise, in connection with this Sponsorship Agreement (e.g., safety, ingress and egress, scheduling, etc.).

7. FORCE MAJEURE: Sponsor acknowledges and agrees that the CARIBFEST is subject to cancellation in the event of inclement weather, or other *force majeure* event, as determined in the reasonable discretion of the CARIBFEST. Accordingly, any sponsorship benefits to be provided on the day of the CARIBFEST may be withdrawn if the CARIBFEST is canceled. CARIBFEST shall have no liability to Sponsor in the event of such cancellation of CARIBFEST, and **no portion of the Sponsorship shall be refunded.**

8. INDEMNIFICATION: Sponsor agrees to indemnify, defend and hold harmless the CARIBFEST, Festevents and their directors, officers, employees, agents and representatives from and against any claim, suit or proceeding arising from following: (A) Any breach or alleged breach of this Agreement by Sponsor; (B) Any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, its personnel or persons under their control; and (C) Any alleged or actual false advertising, fraud, misrepresentation, libel or slander; illegal competition or trade practice; infringement of trademarks, trade names or titles; violations of rights of privacy or publicity; or infringement of copyrights or proprietary and intellectual property rights arising in connection with the use or display of any sponsor materials or signage.

Sponsor further agrees to reimburse any CARIBFEST indemnitee for all losses, damages, liabilities, costs or expenses (including reasonable attorneys’ and professionals’ fees and disbursements) incurred in connection with investigating, preparing, pursuing or defending any third-party action, claim, suit, investigation or proceeding arising from any of the above (whether pending or threatened, and whether any CARIBFEST Indemnatee is a party).

9. INSURANCE: [Applies ONLY to sponsors that will have a display or booth at the festival site. Cross this section out if it does not apply.] Sponsor warrants and represents that it has (or will secure prior to the CARIBFEST) and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term:

(a) Workers’ compensation insurance in compliance with statutory laws.

(b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate.

(c) Umbrella liability insurance, more than (b) above, with minimum limits of \$2 million per occurrence and \$2 million general aggregate.

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CARIBFEST SPONSORSHIP TERMS AND CONDITIONS
(CONTINUED)

(Continued from previous page)

10. MISCELLANEOUS. In case any provision contained in this Agreement, or any application thereof, shall be deemed invalid,

illegal or unenforceable, the affected provisions shall be construed and deemed rewritten to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible the intent of the parties hereto. The validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby.

ACCEPTED FOR THE SPONSOR

Signature: _____

Print Name: _____

Title: _____

Date: _____

Address: _____

Telephone: _____

E-mail: _____

Cherrelle Brown
Sponsorship Department
(757) 305-7709
vacaribfest@gmail.com

This Agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations, and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement.

This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts. When executed, each counterpart will be an original and taken together will constitute the same agreement. This Agreement may be executed and delivered via e-mail or fax, which shall be deemed for all purposes as an original.

FOR CARIBFEST

Signature: _____

Print Name: _____

Title: _____