

Abstract

CaribFest is a vibrant celebration of Caribbean culture, bringing Downtown Norfolk to life with pulsating music, colorful parades, delicious cuisine, and captivating performances. Since 2006, this iconic festival has united thousands in a joyful embrace of diversity and tradition, creating unforgettable experiences that showcase the rich spirit of the Caribbean.

SPONSORSHIP OPPORTUNITIES

D'ULTIMATE NORFOLK'S CULTURAL FESTIVAL

Thank you for taking the time to review our sponsorship proposal! Since 2006, the CARIBFEST Festival and Parade of Cultures has brought world-famous international, national and regional artists together on one stage.

For thousands of people in and around the City of Norfolk—the CARIBFEST Festival and Parade of Cultures has become known as a must-attend summer event for friends & family. We are Norfolk's Backyard Jam.

Sponsoring the CARIBFEST Festival and Parade of Cultures would give your business, your brand the opportunity to reach out to a new target audience of thousands of people, to be associated with good times and great music, and to be known for helping bring the D 'Ultimate Cultural Festival to Norfolk's Backyard.





ABOUT THE FESTIVAL

Imagine the pulsating rhythms of Caribbean legends like Third World, Morgan Heritage, Kes the Band, Freddie McGregor, Bunji Garlin, and over 30 other world-renowned artists. For nearly two decades, the CARIBFEST Festival has brought these powerhouse talents to Norfolk, transforming the city into a vibrant hub of music, culture, and community.

Since its inception in 2006, this electrifying event has grown into one of the region's most iconic celebrations, drawing thousands of attendees to Downtown Norfolk's scenic Waterfront. **CARIBFEST is Norfolk's**

Backyard Jam—a destination event where big-name performances meet small-town charm. From the sparkling "All White" midnight cruise to the lively Parade of Cultures with glittering costumes, every moment is infused with the magic of Caribbean traditions and revelry.

This isn't just another music festival. It's a clean, well-run experience that welcomes families and friends to relax, connect, and enjoy the music hassle-free. Whether it's lounging with lawn chairs and blankets, exploring the Vendor Village, or sampling the delights of the Food Court, CARIBFEST offers something for everyone. Adults love the Beer, Wine & Spirit Garden, while kids revel in the safe activity area.

On CARIBFEST weekend, Norfolk comes alive with salt air, sea breezes, and vibrant energy as over 5,000 attendees converge for



music, fun, and culture. As a sponsor, you'll have the unique opportunity to align your brand with this unforgettable celebration, introduce products to an enthusiastic audience, and support a community committed to making a difference.

Join us in bringing the **ultimate Caribbean festival** to life! Together, let's continue shining a light on Norfolk while celebrating culture, music, and unity.



Welcome to the Caribbean Festival "CaribFest"

Festival Facts

- Caribfest is one of the largest single-weekend cultural festivals in Virginia
- ➤ It is held at Town Point Park, Waterfront Downtown Norfolk
- ➤ It has been running continuously since 2006
- ➤ The 2025 Festival will be held on September 26-27th
- > Festival and satellite event attendance is approximately 7,000
- The festival has an admission fee, open to all ages, wheelchair accessible and close to public transportation.
- > The festival has multiple satellite events, including
 - o Caribbean Boat Cruise: September 26th 2025
 - o Street Parade: Starts 12 Noon, September 27th 2025
 - O Waterfront Caribbean Concert 11:00am to 10:00pm: September 27th 2025
 - o Caribbean Boat Cruise: September 27th 2025



EXPOSURE OPPORTUNITIES

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

Partnering with CARIBFEST inspires creative strategic thinking, elevates your brand by aligning it with Norfolk's iconic **Backyard Jam**, and fosters a deep connection with our vibrant audience. Together, we can ensure the ongoing success of this extraordinary event and amplify the impact for all involved.

WHAT'S IN IT FOR OUR SPONSORS?

Endless opportunities to elevate your brand! By sponsoring the CARIBFEST Festival, you gain access to an array of unparalleled benefits, including:

- **Drive Business Growth**: Generate high-quality leads, increase website traffic, and create meaningful connections that turn into lasting relationships.
- Maximize Brand Exposure: Stand out from competitors, establish credibility, and position your brand as a leader by aligning with this iconic cultural event.
- **Year-Round Engagement**: Reach thousands of attendees on festival day and extend your presence through our thriving social media channels, boasting over 10,000 followers and a reach of 50,000+ per post.
- **Premium Visibility**: Gain naming rights to the festival stage or prominent areas, sponsor specific performances, and showcase your company banners throughout the festival grounds.
- Unmatched Brand Integration: Feature your logo on print ads, posters, programs, and our website—ensuring your brand stays front and center.
- **Reinvigorate Your Image**: Reposition a stagnant brand with highvisibility opportunities that weave your messaging seamlessly into our event content.
- Engage & Connect: Participate in joint social media campaigns, establish direct connections with thousands of attendees, and engage with one of the most influential demographics in the region.



Exclusive Presenting Sponsor

- Top-tier recognition as "CARIBFEST Festival, brought to you by [YOUR BRAND]" across all marketing materials and event promotions.
- 50 General Admission tickets to the festival.
- 1-2 onsite parking passes for convenience.
- **Pre-event Giveaways**: Distribute physical prizes, swag bags, or digital offers to engage attendees before the festival begins.
- **Onsite Branding**: Prominent sponsor-provided banner placement and a **free booth** to connect directly with festival goers.
- Comprehensive Acknowledgment: Feature in print and digital marketing materials.

We're committed to customizing these packages to meet your specific goals and needs, ensuring your partnership with CARIBFEST delivers extraordinary value.



PROMOTIONAL PACKAGES: We provide tailored sponsorship packages designed to maximize value and ensure your brand achieves enhanced visibility. Explore our carefully curated plans, offering impactful benefits, or work with us to create customized solutions that align with your unique goals and needs. Let's collaborate to make your sponsorship a success!

Calypso Level (Presenting/Title) - \$20,000 (Limit 1): Become the face of CARIBFEST! As the exclusive Presenting Sponsor, your brand will take center stage and shine at every turn with unparalleled visibility and prestige.

- Main Stage Naming Rights: Put your brand in the spotlight, where the magic happens.
- **VIP Access**: 25 VIP tickets with premium perks, including special seats, exclusive merchandise, and complimentary food and drinks.
- **Broad Reach**: 50 General Admission tickets to share with clients, partners, or employees.
- **Prime Parking**: 3 onsite parking passes for hassle-free access.
- **Industry Exclusivity**: Stand out as the sole representative of your industry.
- Brand Presence: Display your sponsor-provided banner prominently on the Main Stage.
- **Direct Engagement**: Host a free booth (with a table and six chairs) to connect with attendees personally.
- Speaking Opportunity: Share your support for CARIBFEST during a speaking engagement.
- Event Recognition: Your brand highlighted during opening and closing ceremonies.
- Comprehensive Visibility: Your logo featured on print materials (flyers, posters, etc.), on the CARIBFEST website (with a clickable link), and frequent social media shout-outs to our 10K+ followers.

Reggae Level - \$15,000 (Limit 2): Make a powerful statement as one of our Reggae Sponsors, aligning your brand with vibrant Caribbean rhythms.

- **VIP Treatment**: 15 VIP tickets with premium seating, exclusive merchandise, and food and drink.
- **Expanded Reach**: 30 General Admission tickets for your network.
- **Convenience**: 2 onsite parking passes.
- **Onsite Branding**: Prominent sponsor-provided banner placement and a free booth (with a table and four chairs) for audience engagement.
- Connection Opportunities: Speaking engagement to highlight your brand's commitment to the community.
- Event Recognition: Acknowledgment during opening and closing ceremonies.
- **Strong Branding**: Your logo included in print materials, on the CARIBFEST website (with a link), and recognized on social media platforms.

Soca Level - \$10,000: Immerse your brand in the heart of the festival as a Soca Sponsor and experience powerful exposure at an affordable level.

- Exclusive Perks: 10 VIP tickets with premium seating, merch, and food and drink.
- **Share the Experience**: 20 General Admission tickets for your key stakeholders.
- Onsite Benefits: 1 parking pass and a free booth (with a table and two chairs) for attendee interaction.
- **Brand Visibility**: Sponsor-provided banner placement onsite and your logo featured on print materials.
- Community Connection: Speaking engagement to promote your involvement.
- **Digital Presence**: Logo placement on the CARIBFEST website (with a clickable link) and social media shout-outs to amplify your brand.

Samba Level – \$5,000: Elevate your brand with high-impact visibility!

- **VIP Experience**: 6 exclusive VIP tickets with premium seating, branded merchandise, and complimentary food and drinks
- **Broader Reach**: 10 General Admission tickets to share with key clients or team members.



- **Powerful Onsite Presence**: Display your sponsor-provided banner prominently onsite and enjoy a free booth with a table and two chairs for direct audience engagement.
- Speaking Opportunity: Showcase your commitment to the community by speaking about your support for CARIBFEST.
- **Recognition**: Your logo featured on print marketing materials (flyers, posters, etc.), our website (with a direct link to your site), and through energetic social media shout-outs to our engaged audience.

Kompa Level - \$2,500: Stand out and connect with a vibrant audience!

- VIP Access: 4 VIP tickets with premium perks, including special seats, branded merch, and food and drink.
- Generous Ticket Allocation: 8 General Admission tickets to share with your network.
- **Onsite Branding**: Gain visibility with sponsor-provided banner placement and a free booth equipped with a table and two chairs.
- Engagement Opportunity: Speak directly to festival goers and share why your brand supports CARIBFEST.
- **Comprehensive Visibility**: Your logo included in all print marketing materials, featured on the CARIBFEST website with a clickable link, and recognized across our active social media platforms.

Zouk Level – \$1,500: Affordable exposure with high visibility!

- Ticket Package: 8 General Admission tickets to connect with your audience.
- Brand Display: Sponsor-provided banner placement onsite for enhanced visibility.
- Recognition: Your corporate logo or individual name featured on the CARIBFEST website for year-round exposure.

Chutney Level – \$500: Support the festival and make your mark!

- Audience Access: 4 General Admission tickets for your team or clients.
- **Digital Recognition**: Your corporate logo or individual name proudly displayed on the CARIBFEST website.

Each sponsorship level is designed to maximize your ROI while aligning your brand with the vibrant culture and energy of CARIBFEST. Let's work together to bring this incredible celebration to life and make your partnership truly impactful!

Partnership Programs: The CARIBFEST Festival offers sponsors exclusive opportunities to connect meaningfully with attendees and make a lasting impression within the community. With customizable sponsorship options, corporate partners can tailor their involvement to maximize visibility, boost brand awareness, and create unforgettable experiences for festivalgoers.

Unique Partnership Opportunities Include:

- **Product Sampling:** Showcase your products directly to an engaged audience, creating memorable and impactful interactions.
- Cross-Promotion Opportunities: Collaborate with CARIBFEST to amplify your reach through shared marketing
 initiatives.
- **Event Exposure:** Extend your brand's visibility beyond the main festival through additional CARIBFEST events and activities.
- **Pre-Festival Marketing Campaigns:** Gain premium exposure during the promotional phase leading up to CARIBFEST, including CARIBFEST Day and other high-impact marketing opportunities.

By partnering with CARIBFEST, you'll align your brand with the vibrancy, culture, and energy of Norfolk's premier Caribbean festival—positioning your business as a vital supporter of community, culture, and celebration.





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

For years, the CARIBFEST Festival has welcomed an enthusiastic crowd of 5,000–7,000 attendees to Town Point Park in Downtown Norfolk, VA. Here's what we've discovered about our vibrant audience:

- 60% Female, 40% Male: A strong, diverse mix of engaged attendees.
- Average Age: 35: Trendsetters and culture enthusiasts in their prime.
- **Family-Friendly**: 15% of attendees join with their children, making it a multi-generational experience.
- **Local and Regional Draw**: 79% of attendees hail from within a 50-mile radius, including the entire Hampton Roads region.
- National Appeal: 21% travel from outside Virginia, with visitors from cities like Baltimore, New York, North Carolina, and Atlanta.
- **Strategic Marketing Reach**: We connect with communities across Norfolk, Hampton, Virginia Beach, Suffolk, Newport News, Portsmouth, Chesapeake, Richmond, and beyond—reaching a demographic population exceeding **375,000**.

CARIBFEST is more than just an event—it's a celebration steeped in tradition. Drawing on the rich cultural roots of the Caribbean, it mirrors similar celebrations in the United Kingdom, Canada, and over 21 U.S. cities. It's a space where **everyone belongs**—regardless of social status—a unifying experience that creates a community of joy, year after year.

What keeps our audience coming back? It's the unbeatable combination of **Caribbean music, vibrant fun, and mouthwatering food.** CARIBFEST feels like a **family reunion**, where everyone leaves with memories of celebration, connection, and the infectious rhythms of Caribbean culture.



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

At CARIBFEST, we know that engagement is the heartbeat of success. Our festival is centered on unforgettable experiences, making it the perfect platform for your brand to connect with our tuned-in, experience-driven audience—especially **Millennials** with significant purchasing power. This is your opportunity to elevate your brand, maximize exposure, and create lasting impressions.

CARIBFEST offers countless ways to customize your interaction with attendees, adding real value to their experience and making your brand an integral part of the celebration. With music that transcends age, gender, and culture, combined with Millennials' passion for sharing every moment on social media, your brand can become the star of the show.

How Your Brand Can Shine:

- Create Exciting Content: Develop fun, bold, and engaging experiences that tap into the passions of our target audience.
- Align With Purpose: Highlight your mission and values to build deeper consumer loyalty.
- **Memorable Comforts**: Provide festival staples like beanbag seating, umbrellas for shade, or phone charging stations to enhance attendees' comfort—and leave a lasting impression.
- **Lead Generation**: Real estate companies can connect directly with potential clients, qualifying leads onsite.
- **Recharge Zones**: Offer air-conditioned spaces where festivalgoers can relax and refuel, making your brand a key part of their festival experience.
- **Interactive Sampling**: Set up a fully staffed product sampling bar to let attendees experience your products firsthand.
- Outdoor Fun: Sponsor games like cornhole or giant Jenga for interactive, brand-linked entertainment.
- Exclusive Experiences: Provide incentives like naming rights, stylish VIP spaces, or fast-track entry options for attendees, ensuring your brand becomes synonymous with premium experiences.
- **Credit Card Partnerships**: Drive new memberships and reinforce brand loyalty by offering exclusive perks onsite.
- **Social Media Buzz**: Use the festival's active audience to amplify your brand through vibrant, shareable moments that trend online.

Make a Lasting Impact:

- Incorporate **contests**, **giveaways**, or exclusive promotions to engage attendees and expand your digital following.
- Use the **CARIBFEST logo** on your products to align with the festival's vibrant identity.
- Build strong relationships by encouraging social media interactions and collecting data for future marketing initiatives.



- Deliver **multi-sensory brand experiences** that attendees will associate with both your company and the festival.
- Stimulate **positive word-of-mouth** by enhancing attendees' overall festival experience.
- Position your brand (like alcoholic beverages) as fun, creative, and youthful, while generating buzz that extends beyond the festival.

Innovative Engagement Ideas:

- Celebrate festival winners, like the best parade float or costumed troupe, to strengthen your brand's connection to the event.
- Offer **free trials** or test new products with a curious and open audience.
- Provide incentives that reward attendees while creating lasting brand recall.

At CARIBFEST, we turn moments into memories and experiences into opportunities. We're ready to work closely with you, bringing creative ideas to the table to ensure your sponsorship meets your goals, increases your relevance, and deepens your connection with our audience. Let's create something extraordinary together.

"Immerse yourself in the vibrant flavors of Caribbean culture with live performances, captivating exhibits, mouthwatering cuisine, stunning arts & crafts, pulsating music, energetic dance, and so much more!"







Let's make a difference...and have fun doing it

IT'S A WIN-WIN.

Sponsoring the CARIBFEST Festival is more than just an opportunity—it's a powerful way to connect with the Norfolk community, elevate your brand, and show your commitment to a vital cause: The Arts.

By partnering with CARIBFEST, you'll engage a dynamic and diverse audience, "wow" your clients, vendors, and employees, and contribute to the celebration of local arts, heritage, and cultural organizations—all while enjoying an unforgettable experience.

WE'LL HELP YOU FIND THE PERFECT FIT.

Are you ready to be part of one of Norfolk's biggest cultural events of the year? Put your company's name in front of thousands of passionate festivalgoers, show your dedication to the community, and leave a lasting impression on your employees and investors alike. CARIBFEST

Sponsorship opportunities are designed to align with your goals, whether you're seeking wide-reaching brand exposure or intimate networking moments that make a big impact.

MAKE YOUR BRAND STAND OUT.

Looking for a way to shine? A CARIBFEST sponsorship offers the chance to:

- Place your name in front of thousands of attendees.
- Reward your employees with a fun and vibrant experience.
- Impress clients and highlight your brand as a creative and community-focused leader.
- Associate your name with art and cultural activities for longterm recognition.

When you sponsor an exhibit or become a part of CARIBFEST, you're supporting local creativity while gaining extraordinary exposure. Ready to take the next step? Let's create something unforgettable, together.



THE VENUE
TOWN POINT PARK, NORFOLK VA



Previous and Current Sponsors



















































SPONSORSHIP AGREEMENT

SPONSOR COMPANY:			
CONTACT NAME:			<u>-</u>
BUSINESS ADDRESS:			
СІТҮ:	STATE:	ZIP CODE:	
PHONE:	FAX		
E-MAIL:	WEB SITE:		
DAY OF EVENT CONTACT:			
DAY OF EVENT PHONE:	DAY OF EVENT I	-MAIL:	
LEVEL OF SPONSORSHIP			
O \$20,000 Calypso Level			
○ \$15,000 Reggae Level			
○ \$10,000 Soca Level			
○ \$5,500 Samba Level			
○ \$2,500 Kompa Level			
○ \$1,500 Zouk Level			
O \$500 Chutney Level			
FORM OF PAYMENT			
○ Check ○ Visa ○ MasterCard ○) Zelle/Cashapp		
CREDIT CARD #:			_
NAME ON CARD:		EXP. DATE:	<u>—</u>
SIGNATURE:			
Payment due with signed contract Mal	ke check navable to "VCACA	Inc." (Memo line: CAPIREEST So	oncorchin)

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

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.



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 the date following 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 any and 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 in the event that 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 Fee shall be refunded.
- 8. INDEMNIFICATION: Sponsor agrees to indemnify, defend and hold harmless the CARIBFEST, Festevents, City of Norfolk 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 indemnity for any and 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 or not pending or threatened, and whether or not any CARIBFEST Indemnity 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 event) 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, in excess of (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)

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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 so as 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.

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 one and 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.

ACCEPTED FOR THE SPONSOR

Signature
Print Name:
Title:
Date:
Address:
Felephone:
mail:

FOR CARIBFEST

Signature:	
Print Name:	
Title:	



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