

“Taste of the Caribbean” Festival

Sponsorship Packages

www.tasteofthecaribbeanfestival.com

sponsors@tasteofthecaribbeanfestival.com





KALPANA
Promotions, Inc.
PRESENTS

OCTOBER 15 2016

mySoulRebel.com



Taste OF THE CARIBBEAN Festival

FOOD :: MUSIC :: VIBES

BH RANCH & ENTERTAINMENT PAVILLION
14149 BUXLEY ST HOUSTON TX

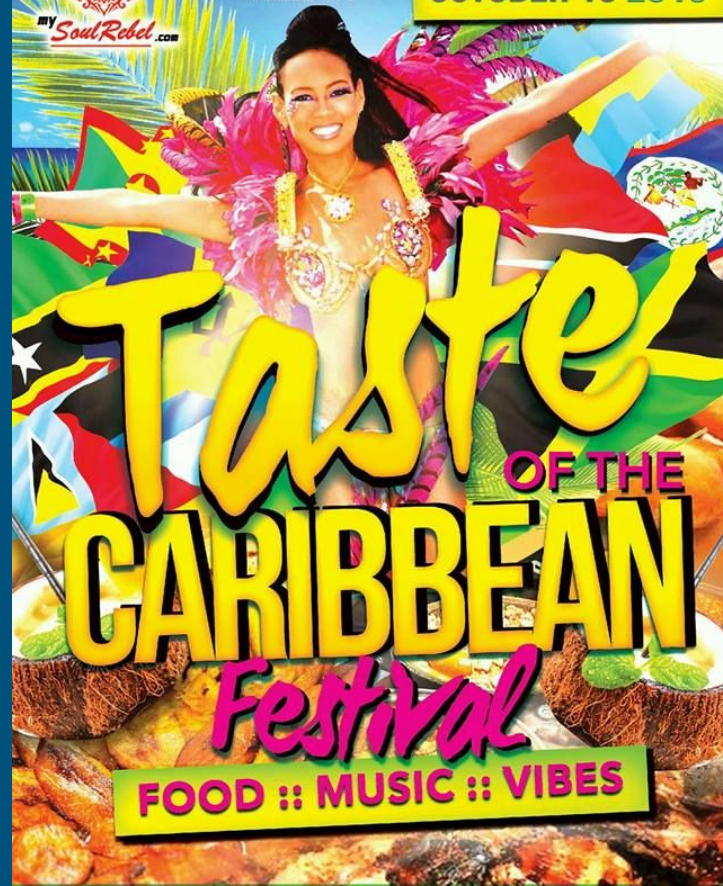
NYO



KALPANA
Promotions, Inc.
PRESENTS

OCTOBER 15 2016

mySoulRebel.com



Taste OF THE CARIBBEAN Festival

FOOD :: MUSIC :: VIBES

BH RANCH & ENTERTAINMENT PAVILLION
14149 BUXLEY ST HOUSTON TX

NYO

Taste of the Caribbean Festival Overview

- An entertaining, engaging, interactive, and informative journey into Caribbean food, music, art, dance, language, history, and culture
- Enable festival goers to experience a “taste of the Caribbean” lifestyle and culture right at home in their local city
- Celebrate the rich history and cultural traditions of the English, Spanish, and French Caribbean islands
- Tell the unique story of the Caribbean through its history, its people, and its cultural traditions
- Historical presentations, performances, demonstrations, and exhibits educate and inform about the beauty of the Caribbean culture

Targeted Audience

- A diverse cross-cultural and multi-ethnic audience
- Native-born, 1st, and 2nd generation descendants of the English, Spanish, and French islands of the Caribbean
- Globe-trotters and adventurous types who enjoy experiencing different foods, cultures, and a unique entertainment & educational experience
- Highly educated, well-traveled, and trendsetting consumers that represent significant buying power
- Targeting 4,000 to 7,000 attendees throughout day-long festival

Taste of the Caribbean Festival Format

- Feature distinct “*Culture Zones*” aimed at shining a spotlight on distinct focal aspects of the rich Caribbean Culture
- “*Culture Zones*” will include a focus on the *Food, Music, Art, Dance, Fashion, Language, Literature, Poetry*, and other key aspects of Caribbean Culture
- Feature live performances, exhibits, demonstrations, presentations, and other entertaining, engaging, interactive, and informative aspects of Caribbean Culture

“Title Sponsor” Sponsorship Package

- Exclusive Naming Rights connecting your brand with the festival
 - (i.e. The <Your Brand> Taste of the Caribbean Festival)
- Large Promotional Banner featuring your brand on Center Stage
- Inclusion of your logo on all promotional marketing materials
- Inclusion of your brand in all promotional audio and video ads
- Promotional Campaigns enabling exclusive engagement opportunities with targeted festival attendees
- Featured promotion of your brand throughout day of festival activities
- Full page promotional Ad in Festival Program Guide

“Culture Zone” Sponsorship Package

- Exclusive Naming Rights for the designated culture zone
 - (i.e. The <Your Brand> Food & Beverages Culture Zone)
- Prominent Placement of your promotional material throughout the zone
- Inclusion of your logo on all promotional marketing materials
- Inclusion of your brand in promotional audio and video ads
- Promotional Campaign enabling exclusive engagement opportunities with those festival attendees who enter this zone
- Promotion of your brand throughout day of festival activities
- Full page promotional Ad in Festival Program Guide

“Community Partner” Sponsorship Package

- Inclusion of your logo on all promotional marketing materials
- Inclusion of your logo in Festival Program Guide
- Recognition of your brand throughout day of festival activities