

then moved to and prominently displayed at Parc Jean Drapeau during the weekend long (July 7<sup>th</sup> – July 8<sup>th</sup>) Carifesta Carnival Party

. Tickets – Your company name will be prominently displayed on all tickets sold at this event

. Complimentary tickets (8) will be provided for you and members of your staff to attend the Calypso King Contest finals

. Your participation as a co-sponsor for Carifesta will be publicly acknowledged at the event.

Calypso King Contest Finals...\$20,000

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Carifesta Carnival Party..

All sponsors will be provided complimentary tickets to attend this outrageously entertaining event at Parc Jean Drapeau on July 7<sup>th</sup>-8<sup>th</sup>

A real Caribbean ‘ Bacchanal’.

Featured artists flying in from Trinidad will be the top entertainers at this year’s Carnival in Trinidad – along with some of the most elaborate costumes you have ever seen.

The event will be HOT...HOT...HOT.

- . Tickets – Your company name will be prominently displayed on all tickets sold at this event.
- . Complimentary tickets will be provided (8) for you and members of your staff to attend the King and Queen of the Bands finals.
- . Your participation as a co-sponsor for Carifesta will be publicly acknowledged at the event.

King and Queen of the Bands Finals...\$20,000

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### Calypso King Contest Finals:

A real crowd pleaser.

For those of you who love Caribbean music, this event is going to be 'Hot...Hot...HOT

Leading calypsonians from Trinidad will be flying in to participate at this event.

The event will be held over several nights .

As a sponsor, it will be a great opportunity for you to hand out merchandising material and information about your company.

Your participation as a co-sponsor of Carifesta will be publicly acknowledged.

- . Radio – Commercials and promos will identify your company as a co-sponsor of Carifesta
- .TV – Promos will identify your company as a co-sponsor
- .Press – Ads in both the Gazette and La Presse will identify your company as a co-sponsor
- . Banners – banners bearing your name or Logo will be placed at the entrance and indoors at each event.
- . Banners will also be prominently displayed at the inaugural breakfast on July 7<sup>th</sup> – attended by the Mayor of Montreal and the Mayor of Port-of-Spain, Trinidad – The Grand Marshal of the event
- . Flyers – Your company name or Logo will be displayed in 20,000 flyers which will be distributed by mail drop to homes, retail outlets, community centres etc.
- . Carifesta Flag Logos – Four Carifesta Flag Logos 14 feet high bearing your company Logo will be displayed along the parade route on July 7<sup>th</sup> and

. Complimentary tickets (8) will be provided for you and members of your staff to attend the Junior Carnival as well as the 2-day Carifesta Carnival Party at Parc Jean Drapeau

. Your participation as a co-sponsor of Carifesta will be publicly acknowledged at every event.

Carifesta Junior Carnival.....\$30,000

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King and Queen of the Bands Finals:

A colourful evening where all the best and the brightest costumes from the Costumed Carnival Parade will strut their stuff before the judges.

And the King and Queen of the Bands will be chosen.

As a sponsor you will be publicly recognized. Banners bearing your name or company logo will be displayed inside and outside the auditorium.

A great opportunity for you to hand out merchandising material to an appreciative audience.

. Radio – Commercials and promos will identify your company as a co-sponsor of Carifesta

. Television – Promos will identify your company as a co-sponsor

. Press – Ads in both the Gazette and La Presse will display your company name or Logo as a co-sponsor

. Flyers – your Company name or Logo will be displayed in 20,000 flyers that will be distributed in a mail drop to homes, retail outlets, community centres etc.

. Banners bearing your name will be placed at the entrance and indoors at the event.

. Banners will be prominently displayed at the inaugural breakfast on July 7<sup>th</sup> – attended by the Mayor of Montreal and the Mayor of Port-of-Spain, Trinidad – the Grand Marshal of the event.

. Flag Logos – Four 14-foot high Carifesta Flag Logos bearing your company Logo will be displayed along the parade route on July 7<sup>th</sup> and then transported to and prominently displayed at Parc Jean Drapeau during the weekend long (July 7<sup>th</sup>-July-8<sup>th</sup>) Carifesta Carnival Party

. Complimentary tickets will be provided (8) for you and members of your staff to attend the King and Queen of the Bands Finals as well as the 2-day Carifesta Carnival Party at Parc Jean Drapeau.

Costumed Carnival Parade Sponsor...\$30,000

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The Carifesta Junior Carnival:

This costumed carnival usually attracts a huge crowd...and it's all for the kids. The event will be held at Parc Jean Drapeau on Sunday July 8<sup>th</sup>. It will be a great party day for thousands of children and their parents from Montreal's diverse cultural communities.

Your sponsorship of this event will allow you to participate in and see your company name or Logo displayed at all Carifesta events – from the inaugural breakfast to the 2-day Carifesta Carnival Party at Parc Jean Drapeau.

The kids will really appreciate your contribution.

Besides...it will be an ideal opportunity for you to hand out merchandising material and other information regarding your company and its services.

. Radio – Commercials and promos will identify your company as a co-sponsor of Carifesta

. TV – Promos will identify your company or Brand as a co-sponsor

Press – Ads that will be appearing prior to the event will identify you as a co-sponsor

Flyers – Over 20,000 identifying your company as a co-sponsor will be distributed by mail drop to homes, retail outlets, community centres etc

. Banners bearing your name or Logo will be displayed at the entrance and indoors at each event. Banners will also be prominently displayed at the inaugural breakfast on July 7<sup>th</sup> – attended by the Mayor of Montreal and the Mayor of Port-of-Spain, Trinidad – the Grand Marshal of the event.

. Carifesta Flag Logos – Six 14 feet high flags bearing your company logo will be displayed along the parade route on July 7<sup>th</sup> and then transported to and prominently displayed at Parc Jean Drapeau during the weekend long (July 7<sup>th</sup>-July 8<sup>th</sup>) Carifesta Carnival Party.

Montreal and the Mayor of Port of Spain, Trinidad – Grand Marshal of Carifesta.

- . Public and Community Relations for each event will be extensive
- . The Title Sponsor will also be provided with complimentary tickets for members of their staff to attend each event
- . The participation of your company as a sponsor of Carifesta will be publicly acknowledged at every event.

Title Sponsor.....\$75,000

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Costumed Carnival Parade Sponsor:

Thousands of people will line the streets of Montreal and visit Parc Jean Drapeau to see this colourful event.

Each costumed band, with up to 300 participants will be representing a Caribbean or Latin American country..

The lead banner in front of each Band will carry your company Logo to be seen by all who attend the parade.

- . The banner in front of each Band will bear your company name or Logo
- . Radio – Commercials and promos during the four weeks prior to the event will identify you as a co-sponsor
- . Television – Promos will identify your company or Brand as a co-sponsor
- . Press – Ads that will be appearing prior to the event will identify you as a sponsor
- . Flyers – Twenty thousand will be distributed by mail drops to homes, retail outlets, community centres etc. bearing your Logo
- . Banners bearing your name or Logo will be placed at the entrance and indoors at each event. Banners will also be prominently displayed at the inaugural breakfast on July 7<sup>th</sup> – attended by the Mayor of Montreal and the Mayor of Port-of-Spain, Trinidad – Grand Marshal of the event.
- . Carifesta Flag Logos – Six 14 feet high flags with your company name or Logo will be displayed along the parade route on July 7<sup>th</sup>.  
And then transported to and prominently displayed at Parc Jean Drapeau during the weekend long (July 7<sup>th</sup>-July 8<sup>th</sup>) Carifesta Carnival Party
- . The participation of your company will be publicly acknowledged at each event.

## **Carifesta Sponsorship opportunities:**

Title Sponsor...

As the title sponsor, the event will bear your name or Brand

This virtually guarantees that your name or Brand will be front and centre every time the name Carifesta is mentioned in the media.

All posters, flyers, banners, signage on the streets of Montreal, signage at all events, signage at Parc Jean Drapeau and media advertising will bear your company name or Brand.

You will also be granted numerous merchandising opportunities to distribute your corporate message.

Your participation as a Carifesta sponsor will be publicly recognized at every event.

. The event will bear your name or Brand

. Radio – Radio commercials plus numerous promos during the four(4) weeks prior to and including Carifesta week will mention your name or Brand as Title Sponsor

(Standard Broadcasting Stations are being considered – CJAD, MIX 96, CHOM)

. Television – Promos will air during the last two weeks leading up to the event identifying your company as the Title Sponsor

. Press – Ads to appear in The Gazette and La Presse leading up to the event.

. Flyers – 20,000 will be distributed in mail drops to homes, retail outlets, community centres etc.

. Flag Logos – Twenty 14 feet high flag logos bearing your company logo will be displayed along the Carifesta parade route on July 7<sup>th</sup> and then moved to and prominently displayed at Parc Jean Drapeau during the weekend long Carifesta Carnival Party ( July 7<sup>th</sup> – July 8<sup>th</sup>)

. Signage on trucks preceding all Carifesta floats

. Audio tags on all radio and TV commercials

. Tickets – Your company name will be prominently displayed on all tickets printed for each event

. Banners bearing your name or Brand will be placed at the entrance and indoors at each event. Banners will also be prominently displayed at the inaugural breakfast on July 7<sup>th</sup>. The event will be attended by numerous leaders from the Ethnic communities and dignitaries such as the Mayor of