



BROWARD CARIBBEAN CARNIVAL 2005 SPONSOR PACKAGE



Dear Sponsors

Broward Caribbean Carnival Inc. is seeking a commitment of sponsorship in support of Broward Caribbean Carnival 2005, to be held on Sunday, October 9th. Sponsorship of Broward Caribbean Carnival 2005 would offer your corporation the unique opportunity to attach its brand name and logo to a world-class event that brought over 50,000 patrons and several thousand more along the parade route (75% residents and 25% visitors) in 2004.

Millions of regional television viewers will have the opportunity to celebrate the third year of carnival in Broward County. In Broward "Culture is Business", and as its Caribbean populations continue to increase, so does its purchasing power and influence in the marketplace. Broward County is the destination of the Caribbean, with over 500,000 residents in South Florida, 800,000 in the State of Florida and over 600,000 visitors each year.

Broward Caribbean Carnival 2005 translates to a projected \$35 million impact to our economy over a two week period.

A unique integrated marketing campaign will be implemented to promote the major and ancillary sanctioned events of Broward Caribbean Carnival 2005, as well as the sponsors. The marketing plan includes a major media effort through intended partnerships with Television and Radio, which will enable the carnival to be marketed through video, audio and print media, as well as other national and international arenas.

Broward Caribbean Carnival has grown since its inception two years ago. Anticipated attendance this year is over seven-five thousand (75,000). In addition to the local audience, thousands of visitors will be coming from continental U.S.A., Canada, the Caribbean and throughout the world. As this festival crosses over into other ethnic and cultural communities, it will become a demand item for large corporations to generate exposure for their products. It is therefore worthwhile participating now. This is a great opportunity for your company to create consumer awareness and to market its image and products to a receptive audience.

Enclosed are the categories of sponsorship offered for your consideration. Please let us know the level at which you would be interested at your earliest possible convenience in order that we may maximize the exposure of your company and products. There can be no doubt that our efforts would be a productive and mutually beneficial venture and we take this opportunity to thank you for your kind consideration. We would be happy to meet with you to discuss this matter further, you can contact President Larson Phipps @ (954) 205-1787 or Secretary Mario Zamora @ (786) 236-3379, Grady Herring our Marketing/Sales Consultant @ (954)-873-7817 or visit our website at <http://www.caribbeancarnival.org>

Larson Phipps
President.



What is Broward Caribbean Carnival ?

Broward Caribbean Carnival is a Caribbean cultural event which was held in Broward County for the first time in 2003, on the Sunday before Columbus Day, the event culminates in a costumed street parade and carnival extravaganza. By the year 2008 this event will be the largest of it's kind in North America, thus becoming an integral part of the Caribbean American calendar.

This style of carnival originated in the mecca of CARNIVAL itself, Trinidad and Tobago, and has been exported to every island in the Caribbean, many major cities in the US and Canada, Australia, the United Kingdom and Sweden. In fact, one of the top Carnival designers from Trinidad, Peter Minshall, was responsible for the opening and closing shows at the Summer Olympic Games held in Atlanta in 1996.

Broward Caribbean Carnival features dozens of bands (groups) of masqueraders, which make up in total some 2,000 performers with the potential to grow. Each band comprises approximately 100 masqueraders, wearing exotic and often extravagant costumes. The parade also includes steel bands, large individual costumes, the Kings and Queens of each band, and a variety of Caribbean music.

On the Sunday of the carnival, these bands parade on the route accompanied by live music, DJ.'s on large trucks and steelbands. The street parade, which is approximately two (2) miles long, culminates in the park where a competition is held for the title of "Band of the Year" in various categories. The competition and other activities in the park attract over 50,000 patrons, and there are thousands more who view the parade on the street.

The Sunday is the climax of weeks of previous activities. The following tentative activities and competitions will be held before the street parade:

1. 2 Band Launchings
2. The Children's Carnival
3. J'Ouvert
4. Calypso Legends
5. Beach Festival



BROWARD CARIBBEAN CARNIVAL 2005

Sponsorship Categories

DIAMOND (Title)	\$50,000.00 & UP
RUBY (Major)	\$25,000.00 - \$49,000.00
SAPHIRE	\$15,000.00 - \$24,000.00



BROWARD CARIBBEAN CARNIVAL 2005

DIAMOND **\$50,000.00 & UP**

Sponsorship Benefits

MEDIA

Print

- Exclusive Category–The name of the Title sponsor will precede the event name on all Advertising, Marketing and Promotion material. Title sponsor name or logo on all print advertising and collateral materials, including magazine, newspapers and trade publications throughout United States, Canada, and the Caribbean.
- Name inclusion as Title sponsor in all invitations and event tickets
- Name inclusion as Title sponsor on “Calendar of Events” promotional material (100,000)

Electronic-Radio/Television

- Name inclusion as Title sponsor in all major mass media PSA commercials (radio and television) Units-: 60 sec., 30 sec., and 15 sec.
- Event will engage 4-week radio buys on Latin, Caribbean, Urban, and crossover stations
- All day coverage by Broward County Television with sponsor interviews

Signage

- Name inclusion as Title sponsor on:
- Outdoor signage at the entrance to the event venue
- Company banners throughout the park and along the parade route (must provide)
- Street banners on light poles
- Ariel banners on parade route
- Buses
- Ft. Lauderdale Airport
- Dominate placement for banner on Entertainment Stage
- Logo on all flyers and posters (100,000)

PARADE ROUTE

- Twenty (20) Barrier Jackets-supplied by sponsor (optional)

ON-SITE PROMOTION

- Corporate (10 x 10) booth in prime location in park for sampling and/or information dissemination
- Four twenty foot banners (supplied by sponsor) to be displayed at the park

WORLD-WIDE WEB

- 5,000 e-mails will be distributed each month from September 1st -October 8th (The e-mail will encourage people to view the site for calendar updates and other information)
- Sponsor’s name or logo on home page of BCCI’s website.
- One full page banner advertisement
- Five page mini-site included
- Hyperlink to sponsors corporate site and partners of Broward County Tourism and Visitors Bureau



HOSPITALITY

- One hospitality suite in Host Hotel
- Limousine to and from airport/events for 4-6 passengers
- Preferred seating at all events
- VIP all access passes for all events
- VIP passes to Hospitality Tent (catering and bar provided)



BROWARD CARIBBEAN CARNIVAL 2005

RUBY \$25,000.0000-\$49,0

Sponsorship Benefits

MEDIA

Print

- Major Category–The name of the sponsor will appear on selected Advertising, Marketing and Promotion material. Sponsor's name or logo on selected print advertising and collateral materials, including magazine, newspapers and trade publications throughout United States, Canada, and the Caribbean
- Name or logo inclusion as sponsor in all event tickets
- Name inclusion as sponsor on "Calendar of Events" promotional material (100,000)

Electronic-Radio/Television

- Name inclusion as sponsor in selected major mass media PSA commercials (radio and television) Units-: 60 sec., 30 sec., and 15 sec.
- Event will engage 4-week radio buys on Latin, Caribbean, Urban, and crossover stations
- All day coverage by Broward County Television with sponsor interviews

Signage

Name or logo inclusion as sponsor on:

- Outdoor signage at the entrance to the event venue
- Company banners in the park and along Parade Route (must provide)
- Ariel banners on parade route (must provide)
- Ft. Lauderdale Airport
- Placement of banner on Entertainment Stage
- Logo on all flyers and posters (100,000)

PARADE ROUTE

- Ten (10) Barrier Jackets - supplied by sponsor (optional)

ON-SITE PROMOTION

- Corporate (10 x 10) booth in a location in the park for sampling and/or information dissemination.
- Two twenty foot banners (supplied by sponsor) to be displayed at the park.

WORLD-WIDE WEB

- 5,000 e-mails will be distributed each month from September 1st –October 8th (The e-mail will encourage people to view the site for calendar updates and other information)
- Sponsor's name or logo on BCCI's Website.
- One half page banner advertisement
- Hyperlink to sponsors corporate site and partners of Broward County Tourism and Visitors Bureau

HOSPITALITY

- Preferred Seating at all events
- 10 VIP all access passes for all events
- VIP passes to Hospitality Tent (catering and bar provided)



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SAPHIRE

\$15,000.00 - \$24,000.00

Sponsorship Benefits

MEDIA

Print

- The name of the sponsor will appear on selected Advertising, Marketing and Promotion material. Sponsor's name or logo on selected print advertising and collateral materials, including magazine, newspapers and trade publications throughout United States, Canada, and the Caribbean.
- 1/4 Page color advertisement in the official souvenir book (30,000) to be distributed free before and during the event.
- Name inclusion as sponsor on "Calendar of Events" promotional material (100,000)

Electronic-Radio/Television

- Name Inclusion as sponsor in selected major mass media PSA commercials (radio and television) Units:-60 sec., 30 sec., and 15 sec.
- Event will engage 4-week radio buys on Latin, Caribbean, Urban, and crossover stations.
- All day coverage by Broward County Television with sponsor interviews

Signage

Name or logo inclusion as sponsor on:

- Outdoor signage on site
- Company banners in the Park (must provide)
- Ariel banners on parade route (must provide)
- Ft. Lauderdale Airport
- Logo on all flyers and posters (100,000)

PARADE ROUTE

- Five (5) Barrier Jackets - supplied by sponsor (optional)

ON-SITE PROMOTION

- Company product give-aways in the park for sampling and/or information dissemination
- Two twenty foot banners (supplied by sponsor) to be displayed at the park.

WORLD-WIDE WEB

- 5,000 e-mails will be distributed each month from September 1st –October 8th (The e-mail will encourage people to view the site for calendar updates and other information)
- Sponsor's name or logo on BCCI's Website.
- Hyperlink to sponsors corporate site and partners of Broward County Tourism and Visitors Bureau

HOSPITALITY

- Preferred seating at all events
- 5 VIP all access passes for all events
- VIP passes to Hospitality Tent (catering and bar provided)



SPONSORSHIP COMMITMENT RESPONSE

Company/Individual Name: _____

Representative: _____ Title: _____

Address: _____

Suite: _____ City: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

PLEASE INDICATE YOUR LEVEL OF PARTICIPATION

_____ DIAMOND (Title) Sponsor

_____ RUBY (Major) Sponsor

_____ SAPHIRE Sponsor

Payment Enclosed: _____

Note:

- (i) If camera artwork does not accompany this form, please inform us of the date we can expect it (deadline is August 31st 2005).
- (ii) If you wish to have your artwork returned, check here _____.

Please mail or fax this form to:
Broward Caribbean Carnival Inc.
1975 East Sunrise Blvd.
Suite 623
Fort Lauderdale, Florida 33304
Phone: (954) 793-4856
Fax: (954) 793-4857

E-mail: sponsormgr@caribbeancarnival.org
Internet <http://www.caribbeancarnival.org>