



## **Join Twin Cities Carifest.**

***Twenty-Ninth Anniversary of the Caribbean Festival***

Twin Cities **Carifest** began as a grass-roots celebration of the Caribbean cultural heritage of many residents in the Twin Cities. Now in its 29<sup>th</sup> year, **Carifest** has grown to provide festival-goers of all ages and backgrounds, the ultimate arts fusion experience: featuring colorful, Caribbean flare, danceable live Calypso, Reggae and Chutney beats; a growing vibrant costume parade and more—each element as diverse as the islands themselves.

**Carifest** has grown every year, and is planning for continued growth in 2022. Individuals and businesses recognize the value of the community enriching event that promotes a greater respect for diversity and inspires visitors of all ages.

We invite you to join in support of this festival by becoming a **2022 Twin Cities Carifest** Sponsor, supporter, attendee, or volunteer.

### **Carifest Facts**

**When:** **Carifest** - Caribbean Outdoor Cultural Festival, **Sat., July 23, 2022**, 10 a.m. to 10 p.m.

*‘Always the fourth weekend in July’*

**Where:** West River Parkway between Plymouth and Broadway, Minneapolis

**Highlights:** Live bands; dance; Mas’ (Masquerade) Parade; Caribbean Food Specialties; Arts & Crafts Market; children’s activities and contests

**Audience:** Multicultural, spanning all ages; sun, fun and spectacle worshippers; live music fans; food adventurers; travel/culture buffs, networking and people watchers - a family friendly affair.

**Attendance:** Approximately 10,000 attendees in 2018 from surrounding states and Canada

**Fantastic Friday Fundraiser:** Caribbean Jam ticketed fundraiser at the Knights of Columbus, Bloomington, Twin Cities Venue, **Friday, July 22, 2022**, featured performances by local & International Artists & Venue to be named \*\*, DJ’s :- 8 p.m. – 2 a.m.

### **Festival Saturday:**

A wonderful mix of international & local live bands, along with community performers provide continuous musical & dance performances throughout the day. The vast array of Caribbean culinary offerings will prove irresistible.

**Beneficiary:** **Carifest**, with a portion of event proceeds to the Caribbean Disaster Relief Fund, Educational Scholarship Fund is in the works.

### **Information & Requests - Contact:**

Program Director - **James Byron**, [jsbtap@yahoo.com](mailto:jsbtap@yahoo.com), 612-239-8384

And do visit us online at [www.carifest.org](http://www.carifest.org), join us on FB: *TwinCitiesCarifest*, Email: [twincitiescarifest@gmail.com](mailto:twincitiescarifest@gmail.com).



## **Carifest Sponsor Opportunities**

**“Fantastic Friday”** - Caribbean Jam Title Sponsor: \$10,000, July 22

- Naming rights to **Fantastic Friday** - Caribbean Jam kick-off fundraising party
- Inclusion in all print and broadcast advertising, promotional materials, signage, poster and official t-shirt
- Major program listing
- 15 passes to Caribbean Jam sponsor reception

**Twin Cities Carifest Title Sponsor:** \$15,000,  
July 23 at Carifest

- Naming rights to Twin Cities Carifest, outdoor festival
- Inclusion in all print and broadcast advertising, promotional materials, signage, poster, official t-shirt and official water bottle
- Signage in parade
- Major program listing
- 15 passes to ‘Fantastic Friday’ sponsor reception
- Sampling/Selling rights at “Caribbean Village” festival market

**Main Stage Music Sponsor:** \$10,000

- Sponsor name/logo on stage signage
- Inclusion in all print and broadcast advertising, promotional materials, signage, poster and official t-shirt
- Program listing
- 10 passes to Caribbean Jam sponsor reception

**Beverage Tent Sponsor:** \$10,000

Note: no alcohol can be brought on to park property; however, there is an opportunity for one alcohol vendor sponsor to set up a tent in the street.

- Naming rights to tent
- Inclusion in advertising, promotional materials, signage and official t-shirt
- Signage
- Major listing in program





- 10 passes to Caribbean Jam sponsor reception

## **More Carifest Sponsor Opportunities...**

### **“Mas” (Masquerade) Parade Sponsor: \$5,000**

- Inclusion in all print and broadcast advertising, promotional materials, signage, poster and official t-shirt
- Parade banner
- Program listing
- 5 passes to Caribbean Jam sponsor reception

### **Caribbean Village Sponsor: \$5,000**

- Inclusion in all print and broadcast advertising, promotional materials, signage, poster and official t-shirt
- Naming rights to Caribbean Village
- Listing in program
- Sampling/selling booth day of event
- 5 passes to Caribbean Jam sponsor reception

### **Children’s Activity Area Sponsor: \$5,000**

- Inclusion in all print and broadcast advertising, promotional materials, signage, poster and official t-shirt
- Listing in program
- 5 passes to Caribbean Jam sponsor reception

### **Dance Exhibition Sponsor: \$5,000**

- Included in print advertising (space permitting), signage, poster and official t-shirt
- Listing in program
- 5 passes to Caribbean Jam sponsor reception

### **Reggae Sponsor: \$5,000**

### **Calypso Sponsor: \$5,000**

### **Soca Sponsor: \$5,000**

### **Chutney Sponsor: \$5,000**

- Included in print advertising, poster and official t-shirt
- Listing in program
- 5 passes to Caribbean Jam sponsor reception

### **Mas’ Costume Sponsor: Sections & Individual**





From \$1000 to \$2,500 – please call for sponsorship info

- Inclusion in parade banner
- Program listing
- T-shirt listing
- Passes to Caribbean Jam sponsor reception

**Thank you for your consideration!**

## 2020 Carifest Exposures.....

### Partners receive the following exposure...

Logo or name inclusion on the appropriate media:

- Event Level billing as Carifest .....
- **Print:** Minimum of two full-color ads in *City Pages* or similar entertainment publications
- **Television Promotion:** minimum of four weeks on the Comcast broadcast
- **Radio:** minimum of four weeks of radio spots on three Twin Cities Radio Stations
- **Web Promotion:** 4 months & up to one year Logo inclusion and link on the [carifest.org](http://carifest.org) page.
- **E-mail Blasts:** Logo inclusion in Carifest List, sent up to 10,000 members & partner subscribers to promote the event.
- **Advertising Cards:** imprints on 10,000 cards distributed across the Twin Cities.

### On-site Presence...

- Booth space on site for product sampling
- Opportunity to include an item in 100 VIP Swag Bags
- Opportunity for branded 8,000 A wrist bands
- Opportunity to roll out new promotions
- Logo inclusion on large banner at the event stages
- Logo inclusion on Main banner and section banners during the parade
- Logo on Carifest parade entry in the 2022 Mpls Aquatenial Torchlight Parade\*

### Additional Benefits...

- Opportunity to align your organization with a great community sponsored event
- Opportunity to brand your business name, product, or services to thousands of people through additional

## 2022 Carifest – 29th Annual

### Fantastic Friday – July 22

Multiple Performing Artists- to be named  
(8pm-2am)

### Carifest festival – July 23 - (10a-10p)

West River Parkway (Plymouth – Broadway)





## 2022 Twin Cities Carifest Donation Form

Yes, I will Sponsor the Twin Cities Carifest at the \_\_\_\_\_ level!

Please make checks payable to "Twin Cities Carifest", a 501(c) (3) organization.  
*Contributions are tax deductible as allowable by law.*

Please add "**Sponsorship** Level" in Memo line.

Name \_\_\_\_\_

Company or Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Form of Payment: check credit card

Credit card (VISA/MasterCard/Amex) \_\_\_\_\_ #

\_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Mail to:

**Twin Cities Carifest**

**Attn: Mr. James Byron, President**

Mr. Charles Peterson, Treasurer

**100 South First Street, PO Box 580481,**

**Minneapolis, MN 55458-0481**

Deadline for camera-ready materials for use in promotional advertising is May 1, 2022. Please email your vector logo in EPS format to James Byron, [jsbtap@yahoo.com](mailto:jsbtap@yahoo.com), 612-239-8384

A portion of proceeds from Carifest will go to Caribbean Disaster Relief Fund, Caribbean Book Shelf program, providing free books to youngsters in the Caribbean, Ragoo Scholarship Fund.

Questions?

Program Director: James Byron, [jsbtap@yahoo.com](mailto:jsbtap@yahoo.com), 612-239-8384



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