



Join Twin Cities Carifest.

Thirtieth 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 30th 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 2023. 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 **2023 Twin Cities Carifest** Sponsor, supporter, attendee, or volunteer.

Carifest Facts

When: **Carifest** - Caribbean Outdoor Cultural Festival, **Sat., July 22, 2023**, 11 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 performances; 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 and participants in 2019 from surrounding states and Canada

Fantastic Friday Fundraiser: Caribbean Jam ticketed fundraiser at the Knights of Columbus, Bloomington, Twin Cities Venue, **Friday, July 21, 2023**, 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, 612-239-8384

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



Carifest Sponsor Opportunities

- 10 passes to Caribbean Jam sponsor reception

“Fantastic Friday” - Caribbean Jam Title Sponsor: \$10,000, July 21

- 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, July 21th
- 25 passes to Carifest Festival on Saturday, July 22nd

Twin Cities Carifest Title Sponsor: \$15,000, July 22 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, July 21st
- 30 passes to Carifest Festival on Saturday, July 22nd
- 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, Friday, July 21st
- 25 passes to Carifest Festival on Saturday, July 22nd

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, Friday July 21st
- 25 passes to Carifest Festival on Saturday, July 22nd

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
- 10 passes to Caribbean Jam sponsor reception, Friday July 21st
- 20 passes to Carifest Festival on Saturday, July 22nd



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
- 10 passes to Caribbean Jam sponsor reception, Friday July 21st
- 20 passes to Carifest Festival on Saturday, July 22nd



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
- 10 passes to Caribbean Jam sponsor reception, Friday July 21st
- 25 passes to Carifest Festival on, July 22nd



Dance Exhibition Sponsor: \$5,000

- Included in print advertising (space permitting), signage, poster and official t-shirt
- Listing in program
- 10 passes to Caribbean Jam sponsor reception
- 25 passes to Carifest Festival on Saturday, July 22nd



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
- 10 passes to Caribbean Jam sponsor reception, Friday July 21st
- 25 passes to Carifest Festival on Saturday, July 22nd

Mas' Costume Sponsor: Sections & Individual

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

- Inclusion in parade banner
- Program listing
- T-shirt listing
- 10 Passes to Caribbean Jam sponsor reception
- 10 passes to Carifest Festival on Saturday, July 22nd

Thank you for your consideration!

2023 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 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 Festival 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 2023 Mpls Aquatennial 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 offerings

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, 2023. Please email your vector logo in EPS format to James Byron, 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, 612-239-8384
Charles Peterson, charles.peterson@yahoo.com

General Info: Email: twincitiescarifest@gmail.com

Online at: www.carifest.org or **Facebook- Twin Cities Carifest**



2023 Carifest – 30th Annual

Fantastic Friday – July 21 (8pm-2am)

Multiple Performing Artists & Venue - to be announce

Carifest festival – July 22 - (11 AM-10PM)

West River Parkway (Plymouth – Broadway)

2020 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 _____

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