

South Carolina Caribbean Culture and Heritage, Inc.



CHARLESTON CARIFEST 2012 SPONSOR PACKAGE

www.charlestoncarifest.com
www.charlestoncaribbeancarnival.com

twitter: ChasCarifest
Facebook: Charleston Carifest



South Carolina Caribbean Culture and Heritage, Inc.

P.O. Box 32278

Charleston, South Carolina 29417-2278

Tax ID: 74-3198518

Dear Potential Sponsor:

South Carolina Caribbean Culture and Heritage Inc. (SCCCHI) is seeking a sponsorship commitment from Magnolia Plantation in support of the Seventh year of Charleston Carifest Caribbean Carnival. The event will be held Thursday to Sunday June 14 – 17, 2012. This is a weekend celebration in honour of Caribbean American Heritage Month. Our celebration starts with an educational session, a Symposium on Thursday, followed by a Masquerade Fete on Friday, and on Saturday a Caribbean Carnival Street Parade through downtown Charleston, and a Cultural Festival celebration in Brittle Bank Park across from the Police Station on Lockwood Drive. We attempt to add new features to Charleston Carifest each year and would like to work with you to host a program prior to Carifest for the schools to educate them about the Caribbean. SCCCHI is a registered not-for-profit organization that hosts the annual Caribbean Carnival/Cultural Festival called Charleston Carifest which has grown in patrons and support since 2006.

The Caribbean population of Charleston County and the surrounding area continues to grow due in part to the work program that brings Jamaican professionals and skilled craftsmen to augment the workforce of the Tri County area. The interest in the Caribbean people and culture has grown in popularity and is evidenced by the inclusion of the Charleston Barbados Connection in the SC Historical Corridor and Charles Towne Landing State Park. Charleston Carifest has the potential to educate the community and impact the economy of the Low Country as the festival continues to grow.

Charleston Carifest features a different country each year and in 2012 it is Jamaica. We need your support to show the splendor of Jamaica with its rich cultural heritage. We are extending an invitation for you to enter a Masquerade Band in our Carnival, and possibly organize a Bus Trip to celebrate with us in Charleston, South Carolina. We truly need your support. SCCCHI would be happy to discuss your level of participation. Please contact us at 843-557-6258 or by email at info@charlestoncarifest.com.

Sincerely,

Lorna Shelton Beck

Lorna Shelton Beck



What is Charleston Carifest?

Charleston Carifest is a Caribbean Cultural event held in the City of Charleston, Gaillard Auditorium for the first time in August 2006 as a Carnival Presentation. The following year 2007 the event moved to Brittle Bank Park. The event includes a symposium, masquerade fete, costumed street parade through the streets of downtown Charleston followed by a cultural extravaganza in the park, and a church service. Charleston Carifest is a unique Caribbean Carnival that incorporates an educational component to inform participants on the history and culture of the featured country, and reflects the African, Chinese, European, Indian and Taino diaspora that is the foundation of the Caribbean. Charleston Carifest is the largest Caribbean Celebration for Caribbean American Heritage Month in South Carolina and is quickly becoming an integral part of the calendar of events for families to attend.

The Carnival Street Parade portion of Charleston Carifest originated in Africa and is practiced in Trinidad and Tobago, although for different reasons today. Carnival is held in every country in the Caribbean and with the movement of Caribbean people it has been exported to major cities in the US, Canada, Australia, the United Kingdom and Sweden. One of the top Carnival designers from Trinidad, Peter Minshall, was responsible for the opening and closing ceremonies at the Summer Olympic Games held in Atlanta in 1996.

The parade features masqueraders wearing exotic, colourful and often extravagant costumes. The masquerades are accompanied by various styles of Caribbean music as they dance through the streets of Charleston en route to the park. In the park the masquerades dance in groups in competition to outperform each other.

The festival in the park will highlight the culture of Jamaica, the featured country for 2012 and includes cultural dance, performing Soca/Reggae artists, Steelpan music, food, drinks and crafts. The park attracts over 1,000 patrons, and there are hundreds more who view the parade along the route. The overall attendance of Charleston Carifest is destined to grow. The park activities are family friendly and children participate in various activities.

The following tentative activities will be held before and after Charleston Carifest:

1. Martin Luther King Day Parade (January)
2. Caribbean Heritage Day – workshop for school aged children (February)
3. Marketing Launch of Charleston Carifest (March)
4. International Festival in Columbia – three day event (April)
5. Caribbean American Heritage Month (June)
6. Moja Arts Festival (September)
7. Jamaica Jerk and Reggae Festival (October/November)
8. Caribbean Dinner/Dance (December)

CHARLESTON CARIFEST 2012

Caribbean Cultural Festival

Sponsorship Categories

DIAMOND – One Year Reign as Title Sponsor \$3,500.00

PLATINUM \$2,500.00

GOLD \$2,000.00

SAPPHIRE \$1,500.00

EMERALD \$1,000.00

BUSINESS BOOTH \$500.00
10X10 SPACE
Registration for Business Booths
close on
June 5, 2012

Contributor: All donations graciously accepted

www.charlestoncarifest.com

CHARLESTON CARIFEST 2012

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, and the Caribbean
- Two full page color advertisement in the official souvenir book
- Name inclusion as Title sponsor in all invitations and event tickets
- Name inclusion as Title sponsor on “Calendar of Events” promotional material

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.
- SCCCHI will engage 4-week radio buys on Latin, Caribbean, Urban, and crossover stations

Signage

- Name inclusion as Title sponsor on:
Outdoor signage at the entrance to all the events
Company banners throughout the park and along the parade route (must provide)
Logo on banner across major street in downtown Charleston
Vehicle wrap or placement
Charleston Shopping Mall signage
Dominate placement for banner on main Entertainment Stage at each event
Logo on all flyers and posters (10,000)

PARADE ROUTE

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

ON-SITE PROMOTION

- One Corporate (10 x 20) booth in prime location in park.
- Company product give-away in the park for sampling and/or information dissemination
- One twenty foot banner (supplied by sponsor) to be displayed at the park
- Periodic stage announcements

WORLD-WIDE WEB

- E-mails will be generated each month with title sponsor name & logo
- Sponsor’s name or logo on home page of SCCCHI’s website.
- Hyperlink to sponsors corporate site

HOSPITALITY

- Preferred access and seating at the Masquerade Fete and subsequent events after Charleston Carifest in 2012.
- Up to 10 VIP all access passes for all carnival events

CHARLESTON CARIFEST 2012

PLATINUM

\$2,500.00

Sponsorship Benefits

MEDIA

Print

- Major Category–The name of the sponsor will appear on selected advertising, marketing and promotion materials. Sponsor's name or logo on selected print advertising and collateral materials, including magazine, newspapers and trade publications throughout United States, and the Caribbean
- One full page color advertisement in the official souvenir book
- Name or logo inclusion as sponsor on all event tickets
- Name inclusion as sponsor on "Calendar of Events" promotional material.

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

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)
Charleston Shopping Mall Signage
Placement of banner on Entertainment Stage
Logo on all flyers and posters

PARADE ROUTE

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

ON-SITE PROMOTION

- One Corporate (10 x 10) booth space in a location in the park
- Company product give-away in the park for sampling and/or information dissemination
- Two twenty foot banners (supplied by sponsor) to be displayed at the park
- Periodic stage announcements

WORLD-WIDE WEB

- E-mails will be distributed each month
- Sponsor's name or logo on SCCCHI's website
- Hyperlink to sponsors corporate site

HOSPITALITY

- Preferred seating at all ancillary events
- Eight VIP all access passes for all carnival events

CHARLESTON CARIFEST 2012

GOLD

\$2,000.00

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, and the Caribbean
- One 1/2 page color advertisement in the official souvenir book
- Name inclusion as sponsor on "Calendar of Events" promotional material

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

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)
- Logo on all flyers and posters

PARADE ROUTE

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

ON-SITE PROMOTION

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

WORLD-WIDE WEB

- E-mails will be distributed each month
- Sponsor's name or logo on SCCCHI's website.
- Hyperlink to sponsors corporate site

HOSPITALITY

- Preferred seating at all events
- Six VIP all access passes for all carnival events and hospitality booth

CHARLESTON CARIFEST 2012

SAPPHIRE

\$1,500.00

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
- 1/2 page color advertisement in the official souvenir book
- Name inclusion as sponsor on "Calendar of Events" promotional material

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

Signage

Name or logo inclusion as sponsor on:

- Outdoor signage on site
- Company banners in the park (must provide)
- Arial banners on parade route (must provide)
- Logo on all flyers and posters (30,000)

ON-SITE PROMOTION

- Company product give-away in the park for sampling and/or information dissemination
- Corporate (10 x 10) booth in a location in the park
- 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 for 3 months
- Sponsor's name or logo on SCCCHI's website.
- Hyperlink to sponsors corporate site

HOSPITALITY

- Four VIP all access passes for all carnival events

CHARLESTON CARIFEST 2012

EMERALD

\$1,000.00

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, and the Caribbean
- 1/2 page color advertisement in the official souvenir book
- Name inclusion as sponsor on "Calendar of Events" promotional material

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

Signage

Name or logo inclusion as sponsor on:

- Outdoor signage on site
- Company banners in the park (must provide)
- Logo on flyers and posters

ON-SITE PROMOTION

- One Corporate (10 x 10) booth space in a location in the park
- Two twenty foot banners (supplied by sponsor) to be displayed at the park

WORLD-WIDE WEB

- E-mails will be distributed each month for 3 months
- Sponsor's name or logo on SCCCHI's website.
- Hyperlink to sponsors corporate site

HOSPITALITY

- Two VIP all access passes for all carnival events and hospitality booth



SPONSORSHIP COMMITMENT

Company Name: _____

Representative: _____ Title: _____

Address: _____

Suite: _____ City: _____ Zip: _____

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

E-mail: _____

PLEASE INDICATE YOUR LEVEL OF PARTICIPATION

- _____ **DIAMOND (Title Sponsor)**
- _____ **PLATINUM Major Sponsor**
- _____ **GOLD Sponsor**
- _____ **SAPPHIRE Sponsor**
- _____ **EMERALD Sponsor**
- _____ **Business Booth Only.**
- _____ **Contributor (All donations accepted)**

Payment Enclosed: _____ (in US \$ Dollars)

Make cheque payable to South Carolina Caribbean Culture & Heritage, Inc. (SCCCHI) and remit to:

Treasurer, South Carolina Caribbean Culture & Heritage, Inc. P.O.BOX 32278, Charleston, SC 29417-2278

To meet print and media deadlines, sponsorship deadline is no later than March 1, 2012,

Note:

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

NAME PRINT

SIGNATURE

DATE