



ORLANDO CARNIVAL DOWNTOWN: DEMOGRAPHICS

25000+ Attendees

Across 35 States And Countries



ORLANDO CARNIVAL DOWNTOWN : DEMOGRAPHICS



25%

Visitors



22-45

Average Age Range



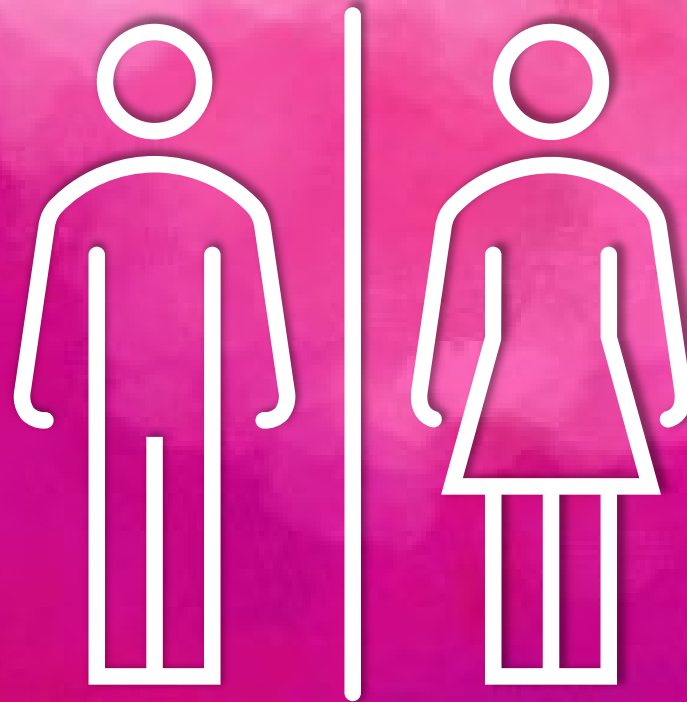
4 Days

Average Length of Stay

ORLANDO CARNIVAL DOWNTOWN : DEMOGRAPHICS

38%

Male



57%

Female



58%

Managers/Professionals

ORLANDO CARNIVAL DOWNTOWN : DEMOGRAPHICS

USA

Atlanta
Boston
Broward
MiamiDade
Orlando
North/South Carolina
New Jersey
New York
Puerto Rico
Virginia
Washington DC



ORIGIN

International

Australia
Bahamas,
Barbados
Brazil
Canada
Cuba
Guyana
England
Jamaica
Trinidad & Tobago
Turks & Caicos
Virgin Islands

ORLANDO CARNIVAL DOWNTOWN : DEMOGRAPHICS



Media Reach

2.5 Million

Media, Social Media & Public Relations Impressions



PARADE ROUTE

1.5 miles along the road



Sponsorship PACKAGES



PRESENTING SPONSOR - \$100,000



Placement at all events (minimum 6 events) leading up to Orlando Carnival Downtown



Sponsored Radio Ad on local and Online Radio Stations (Minimum 6 stations)



Banner Placement along the 1.5 Mile Parade Route, along 4,000 feet of fence and on all Stages at event



Full page Color Ad in the Caribbean American Passport - 3 months



Logo placed prominently on top of over 60,000 rack card, over 1000 posters and over 20 banners



Media Interviews, Inclusion on all Marketing & Press Releases



Live Event prior to Carnival at Sponsor Location



Choice of Sponsor tent placement location



60 Event Tickets for Giveaway





TITLE SPONSOR - \$60,000



Banner Placement at 2 Pre-events leading up to Orlando Carnival Downtown



Sponsored Radio Ad on local and Online Radio Stations (Minimum 6 stations)



Banner Placement along 4,000 feet of perimeter fence and on all Stages at event



Full page Color Ad in the Caribbean American Passport - 2 months



Logo placed prominently on over 60,000 rack cards, over 1000 posters and over 20 banners



Media Interviews, Inclusion on all Marketing & Press Releases



Live Event prior to Carnival at Sponsor Location



Choice of Sponsor tent placement



40 Event Tickets for Giveaway

PLATINUM SPONSOR - \$40,000



Banner & Event Branding at 1 event leading up to Orlando Carnival



Sponsored Radio Ad on local/Online Radio Stations (Minimum 4 stations)



Banner Placement along 1,000 feet of internal fence



Half page Color Ad in the Caribbean American Passport - 2 months



Media Interviews, Inclusion on all Marketing & Press Releases



Live Event prior to Carnival at Sponsor Location



Sponsor Tent Space



30 Event Tickets for Giveaway



GOLD SPONSOR - \$20,000



Banner & Event Branding at an event leading up to Orlando Carnival



Sponsored Radio Ad on Local/Online Radio Stations (Minimum 2 stations)



Banner Placement along VIP area internal fence



Half page Color Ad in the Caribbean American Passport - 2 months



Media Interviews, Inclusion on all Marketing & Press Releases



Live Event prior to Carnival at Sponsor Location



Sponsor Tent



20 Event Tickets for Giveaway



SILVER SPONSOR - \$10,000



Banner & Event Branding at the Orlando Carnival Downtown



Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)



Banner Placement along Mas Band ramp and judges area



Half page Color Ad in the Caribbean American Passport - 1 months



Live Event prior to Carnival at Sponsor Location



Sponsor Tent Space at event



10 Event Tickets for Giveaway





REGGAE & DANCEHALL STAGE

SPONSOR - \$5,000



All branding of the area around the Fire/Reggae Zone



Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)



Banner at the Orlando Carnival Downtown



Live Event prior to Carnival at Sponsor Location



Sponsor Tent



5 Event Tickets for Giveaway

FRIENDS OF CARNIVAL- \$2,500



Banner & Event Branding at the Orlando Carnival Downtown



Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)



¼ page Color Ad in the Caribbean American Passport - 1 months



Sponsor Tent Space at event



10 Event Tickets for Giveaway



Contact: Samuel Roberts

Sponsor Liason

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