



# SPONSORSHIP PROPOSAL

# SPONSORSHIP LETTER

Dear Potential Sponsor,

We are reaching out to invite your esteemed company to join us as a corporate sponsor for this culturally enriching event.

The Orlando Carnival Downtown Festival will showcase a spectacular blend of pageantry, parties, art vendors, and an array of delectable Caribbean cuisines from nations. We take pride in providing an immersive experience that fosters a sense of camaraderie and fun among attendees of all backgrounds.

As a sponsor, your brand will be prominently featured throughout our extensive marketing campaign, event venues, and on our active social media platforms. This high-profile exposure will provide you with the opportunity to connect with a diverse and engaged audience from Orlando and beyond.

We are grateful for your consideration of this proposal. Please look at the enclosed opportunities to support. We look forward to discussing partnership opportunities with your company and working with you to promote our efforts.

We thank you in anticipation!

Sincerely,

# ABOUT EVENTS

The Orlando Carnival Downtown weekend is a highly anticipated annual line-up of events that celebrates the vibrant culture, music, and traditions of the Caribbean. Spanning over three days, the festivities bring together people from diverse backgrounds to experience the joy and rhythm of Caribbean American carnival.

**Purpose:** The primary purpose of the Orlando Carnival Downtown is to showcase and promote Caribbean culture, music, and art. Through various events, the festivities aim to create a lively and inclusive atmosphere where people can come together to celebrate diversity, foster cultural exchange, and appreciate the rich heritage of the Caribbean nations.

**Target Audience:** These events attract a broad audience, including locals and tourists, as well as people from Caribbean communities and other cultural backgrounds. The festivities inclusive nature make it appealing to individuals of all ages who are interested in experiencing the colorful and spirited festivities of Caribbean carnival.



# EVENT SCHEDULE

Carnival on the Runway (Friday, 24th May 2024): This event provides a platform for designers (young and old) to showcase their past, present or future designs. We provide the stage for designers who always wanted to enter the industry but never got the opportunity. This celebration also allows individuals to step out with their designs from yester-year, costumes that didn't get the full visual exposure and need another opportunity. We invite them all, while also offering a 'CASH' prize for the top designers who enter the competition. Join us for a fanfare of flamboyant designs and costumes.

Jouvert (Saturday, 25th May 2024, 8am to 2pm): The second day starts early in the morning with "Jouvert," a lively and energetic street party. Participants paint themselves with colorful powder and mud, symbolizing the breaking of societal barriers and embracing unity and equality. The rhythmic beats of Soca and Calypso music keep the energy high as people dance and celebrate together.

Back in Time Lime (Saturday, 25th May 2024, 6pm to 11pm): As the sun sets, the celebration transitions into "Back in Time Lime," where attendees are taken on a journey through the evolution of Caribbean music, Caribbean Carnival and Caribbean culture.

From classic Kaiso to calypso to modern Soca and cross-over rhythms, this event highlights the rich musical and cultural heritage of the Caribbean, which includes African drums, Tasa drums, stilt walkers, firebreathers, and street performers. The event will feature a range of interactive activities such as live steel pan performances and workshops, dance classes, costume parades, and many more. Join us for an evening of nostalgia and celebration of Caribbean culture! This night promises to be one to remember with the vibrant colors, infectious energy, and lively vibes that only absolute Caribbean Carnival could bring! So come join.

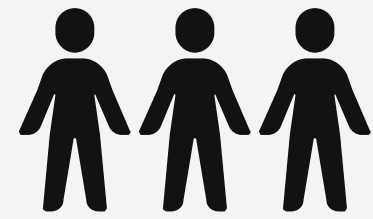
Mas Band Parade of Bands and Concert (Sunday, 26th May 2024, Parade at 11am, Concert 5pm to 11pm)  
The grand finale of the festival features the "Mas Band Parade of Bands." Participants, dressed in elaborate and stunning Caribbean carnival costumes, dance through the streets, creating a breathtaking spectacle with live music performances from the massive sound trucks and DJ's from around the World. After the parade, the celebration continues with a concert featuring top-ranked recording artists from the Caribbean and an amazing array of mouth-watering Caribbean American cuisine to satisfy any pallet. The "ALL INCLUSIVE VIP" experience ensures that everyone enjoys the performances with maximum comfort and delight with drinks and food service all in a controlled, shaded area with seating, high-top tables, and all the comforts of VIP.

Past Successes: Over the years, Orlando Carnival Downtown has drawn diverse crowds with its vibrant Caribbean culture. The festival highlights established and emerging artists, fostering inclusivity and unity among attendees of different backgrounds. A beloved tradition, it features colorful pageantry, lively music, delicious cuisine, and an unforgettable celebration of Caribbean heritage.

# ORLANDO CARNIVAL DOWNTOWN: DEMOGRAPHICS

25000+ Attendees  
Across 35 States  
And Countries





25 %  
Visitors



22 - 45  
Average Age  
Range



4 Days  
Average Length  
of Stay





38%  
Male



57%  
Female

58%  
Managers/Professionals

## USA

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



# Region

## International

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

# MEDIA REACH



**9.8**  
**Billion**  
Tiktok  
Views



**420K**  
Instagram  
Views



**294K**  
Facebook  
Views

# PARADE TIME

## 5 HOURS



# WHY YOU SHOULD SPONSOR

Sponsoring Orlando Carnival Downtown presents an incredible opportunity for your organization to align with the Caribbean American Passport Multicultural Initiative's (CAPMI) mission and tap into a wide range of benefits that will help your brand and business thrive. By supporting this event, your company will demonstrate a commitment to cultural preservation and community engagement while gaining access to a diverse and engaged audience.

## BRAND EXPOSURE

The opportunity to promote your brand to our niche market before, during, and after the event.

## BUILD RELATIONSHIP

Opportunity to consolidate corporate and community relationships, and expose your brand directly to our key market.

## INCREASE REVENUE

Sponsoring our event will help you stand out in this affluent market. Carnival attendees like to travel and are health, beauty and wellness focused, but love to have a good time.

## HEIGHTENED VISIBILITY

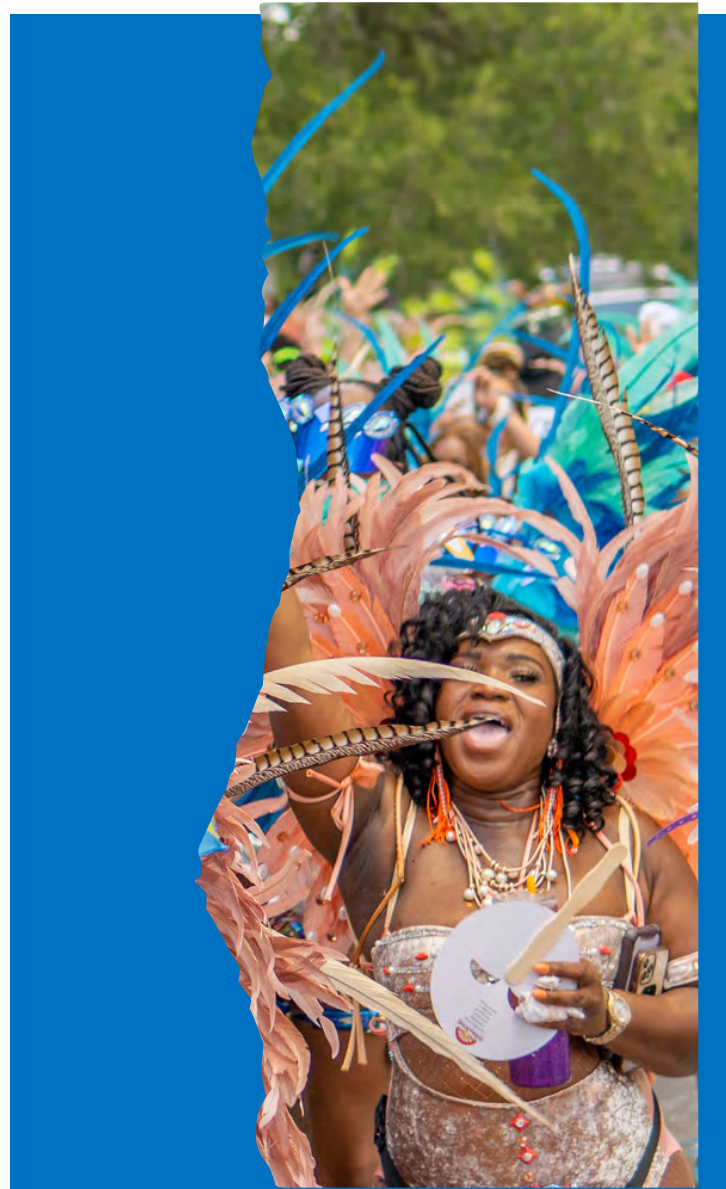
We message out that we need to support the people who support us. The Caribbean market is fiercely brand loyal.

# SPONSORSHIP PACKAGES



## Presenting Sponsor

\$100,000



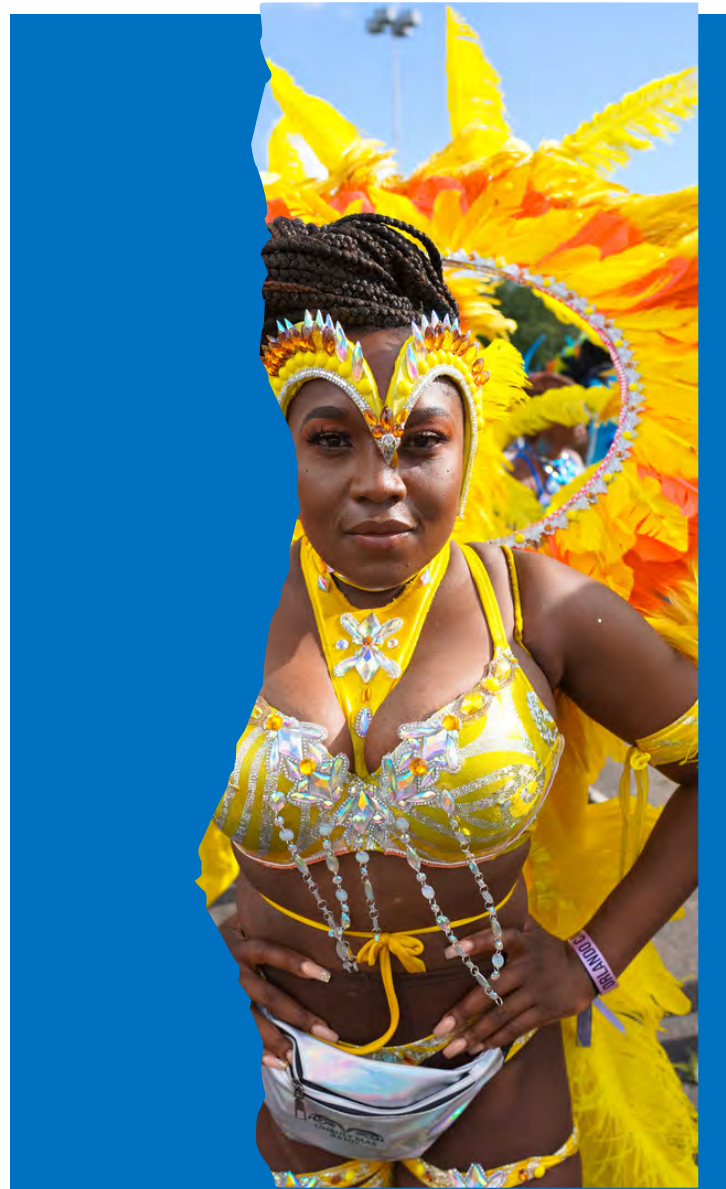
- Placement at all events (minimum 6 events) leading up to Orlando Carnival Downtown
- Sponsored Radio Ads iHeart Radio, on local, and Online Radio Stations (Minimum 6 stations)
- Banner Placement along the 1.5 Mile Parade Route, along 4,000 feet of fence and on all Stages at event
- Full page Color 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 & 20 Tickets to our Ultra VIP Experience

# SPONSORSHIP PACKAGES



## Title Sponsor

\$60,000



- Banner Placement at 2 Pre-events leading up to Orlando Carnival Downtown
- Sponsored Radio Ads 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 & 15 Tickets to our ULTRA VIP Experience

# SPONSORSHIP PACKAGES



## 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 & 10 tickets to our ULTRA VIP Experience

# SPONSORSHIP PACKAGES



## Sound/Stage/Light 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 & 8 tickets to our ULTRA VIP Experience

# SPONSORSHIP PACKAGES

## Bar Sponsor

\$10,000 (Cash or Products)



- 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 & 6 Tickets to our ULTRA VIP Experience



# SPONSORSHIP PACKAGES

## VIP Area Sponsor

\$10,000 (Cash or Products)



- 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 & 5 Tickets to our ULTRA VIP Experience



# SPONSORSHIP PACKAGES

## Float/Truck Sponsor

\$7,500



- 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 & 4 Tickets to our ULTRA VIP Experience



# SPONSORSHIP PACKAGES

## T-Shirt Sponsor

\$5,000



- 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
- Logo prominently printed and displayed on promo T-Shirts
- Sponsor Tent Space at event
- 10 Event Tickets for Giveaway & 4 Tickets to our ULTRA VIP Experience





# FURTHER INQUIRIES

We would be happy to assist you with any questions that you may have or to help you select the ideal sponsorship opportunity for your organization.

Contact: Samuel Roberts  
Sponsor Liason

Orlando Carnival Downtown 2023

Tel: 407-810-6435

[sroberts@caribbeanamericanpassport.com](mailto:sroberts@caribbeanamericanpassport.com)

[www.orlandocarnivaldowntown.com](http://www.orlandocarnivaldowntown.com)

