

# MAPLE RIDGE CARIBBEAN FESTIVAL ♦ JULY 9 & 10, 2011

PO Box 469 - 20800 Lougheed Highway, Maple Ridge, BC V2X 3P2 Email [info@caribbeanfest.ca](mailto:info@caribbeanfest.ca) [www.caribbeanfest.ca](http://www.caribbeanfest.ca)



**BE PART OF MAPLE  
RIDGE'S BIGGEST  
COMMUNITY FESTIVAL!**

Dear Festival Partner,

The **Maple Ridge Caribbean Festival**, now celebrating its 11th successful year, is one of the Valley's acclaimed festivals of Caribbean and multicultural music, food and dance. The festival will be held in Maple Ridge's Memorial Peace Park on Saturday, July 9 and Sunday, July 10, 2011.

Between 15,000 and 20,000 people attend the festival every year. Sixty percent of our festival goers are from Maple Ridge & Pitt Meadows with the remaining forty percent travelling from Mission, Abbotsford, Surrey, Langley, Coquitlam, North Vancouver, Vancouver, and even as far as Alberta and Washington.

The Festival will be promoted through traditional media, such as newspapers, radio, and the Internet, but will also be promoted through our key partner organizations such as the District of Maple Ridge.

By becoming a **Caribbean Festival Sponsor**, you can help to support us in creating greater awareness, appreciation and enjoyment of Caribbean and multicultural music, food and dance in our community. Opportunities to promote your products and services will also be provided.

Levels of sponsorship are included on the following page. We would be happy to tailor a package to suit your needs. Sponsorship dollars are used to help defray the rising operating expenses of the Maple Ridge Caribbean Festival. Our festival is coordinated 100% by committed and community-minded volunteers. We thank you in advance for your sponsorship consideration.

Sincerely,  
Maple Ridge Caribbean Festival Committee

## BRINGING PEOPLE TOGETHER

- 100+ performers from different backgrounds
- 100+ opportunities for community volunteers
- **FREE admission for everyone!**
- Family-friendly activities
- Handicapped accessible
- Support from local businesses and non-profit organizations
- 75+ artisans in our open air market
- Authentic Caribbean food vendors

## HOW ARE PEOPLE FINDING OUT ABOUT OUR FESTIVAL?

- 19% radio
- 29% newspaper
- 52% word of mouth

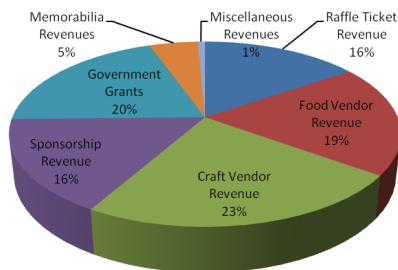
## AWARDS

'Best Community Festival' by readers of the Maple Ridge & Pitt Meadows Times.

## FESTIVAL FORMAT

- 2 Entertainment Stages
- Multi-music sessions and performances
- Singing and dancing in the streets and park and impromptu jam sessions

## WHERE OUR REVENUES COME FROM



## WHY BE A SPONSOR?

- Association with a vibrant, multicultural, and always popular community-building event
- Support the work of important local non-profits, small businesses and volunteers
- Publicity & market exposure
- Help us lead the way in being a leader in **greening** the festival scene!

## HISTORY

With beginnings in 2000, the Maple Ridge Caribbean Festival has grown to become a substantial cultural asset to the community of Maple Ridge.

Entertainers and visitors alike love Maple Ridge Caribbean Festival for its vibrant and friendly atmosphere and for its spirit of multiculturalism and musical camaraderie.



# MAPLE RIDGE CARIBBEAN FESTIVAL ♦ FREE ADMISSION

PO Box 469 - 20800 Lougheed Highway, Maple Ridge, BC V2X 3P2 Email [info@caribbeanfest.ca](mailto:info@caribbeanfest.ca) [www.caribbeanfest.ca](http://www.caribbeanfest.ca)

**When:** Saturday, July 9, 12pm—9pm  
Sunday, July 10, 12pm—9pm

**Where:** Memorial Peace Park & 224th Street  
Maple Ridge, BC, Canada

## 2011 Sponsorship Opportunities—Cash or In-Kind Support Welcome!

Visit [www.caribbeanfest.ca](http://www.caribbeanfest.ca) for complete sponsorship opportunity descriptions

Main Stage/Presenting Sponsor	\$10,000 (1 available)	Adopt-A-Band Sponsor	\$1,000
Bandstand Sponsor	\$5,000 (1 available)	Adopt-A-Band Sponsor	\$500
Headliner Entertainment Sponsor	\$5,000 (1 available)	Kids Zone Sponsor	\$500
Media Sponsor	\$2,000	Brazilian Dancers Sponsor	\$500
T-Shirt Sponsor	\$2,000	Water Station Sponsor	\$250
Porta-potty Sponsor	\$2,000	Rising Star Sponsor	\$250
Print Materials Sponsor	\$1,000	Limbo Sponsor	\$250
Costume Parade Sponsor	\$1,000	Balloon Sponsor	\$250
Fencing Sponsor	\$1,000	Small Tent Sponsor	\$100
Promotional Items Sponsor	\$1,000	Helium Tank Sponsor	\$100
Anniversary Cupcakes Sponsor	\$1,000	Friends of Caribbean Festival	\$100

## Sponsorship Benefits, Recognition & Exposure Opportunities

### Main Stage/Presenting Sponsor \$10,000

- “Your Company/Organization” name/logo listed as Main Stage/Presenting sponsor included on website, radio, print media, editorial submissions, stage signage, flyers and posters\*\*
- High profile signage on Main Stage will state: Maple Ridge Caribbean Festival presented by “Your Company/Organization”
- Up to six opportunities to address the audience throughout the festival
- Recognition by Emcee throughout the festival
- “Your Company/Organization’s” logo on festival t-shirts
- Full page colour ad in Tues, July 6th, Maple Ridge Times
- One 10x10 display space/tent
- Display up to 4 Company banners at event\*\*\*
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

### Bandstand Sponsor or Headline Entertainer \$5,000

- “Your Company/Organization” name/logo profiled as Bandstand or Headline Entertainer sponsor included on website, radio, print media, editorial submissions, stage signage, flyers and posters\*\*
- High profile signage on Bandstand will state: Maple Ridge Caribbean Festival’s Bandstand or Headliner Entertainer brought to you by “Your Company/Organization”
- Up to three opportunities to address the audience throughout the festival
- Recognition by Emcee throughout the festival
- Half page colour ad in Tues, July 6th, Maple Ridge Times
- One 10x10 display space/tent
- Display up to 2 Company banners at event\*\*\*
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

**IMPORTANT DATES:** \*10x10 space will be provided in a location chosen by the Site Manager \*\* Company/organization logo must be received by Jun 1, 2010 for maximum exposure \*\*\*Banner must be received by Wed, July 7, 2010

### \$2,000 Level

- “Your Company/Organization” name/logo included on website, flyers and posters\*\*
- An opportunity to address the audience at the festival
- Recognition by Emcee throughout the festival
- Quarter page colour ad in Tues, July 6th, Maple Ridge Times
- One 10x10 display space\*
- Display of a Company banner at the event\*\*\*
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

### \$1,000 Level

- “Your Company/Organization” name/logo included on website, flyers and posters\*\*
- Recognition by Emcee throughout the festival
- One 10x10 display space\*
- Display a Company banner at the event\*\*\*
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

### \$500 Level

- “Your Company/Organization” name/logo included on website, flyers and posters\*\*
- Recognition by Emcee throughout the festival
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

### \$250 Level

- “Your Company/Organization” name/logo included on website\*\*
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

### \$100 Level

- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you ads

If you have questions about our sponsorship opportunities  
please email [marketing@caribbeanfest.ca](mailto:marketing@caribbeanfest.ca) or contact Deddy Geese at 604-467-5535

# CARIBBEAN FESTIVAL SPONSORSHIP APPLICATION

Please mail completed applications with payment to PO Box 469 - 20800 Lougheed Highway, Maple Ridge, BC V2X 3P2

Company/Organization Name:

Contact Person:

Address:

Phone:

Email:

Website:

Please  the Sponsorship Package Desired:

***We always offer you the flexibility to customize a package that suits your needs & goals.***

The opportunities mentioned are just some of the ways through which we have formed strong partnerships at past festivals.

Our aim is to provide maximum exposure and benefits to all of our sponsors/partners.

If you have something in mind that would be mutually beneficial that we haven't listed, please give us a call to discuss.

- |   |                |
|---|----------------|
| <input type="checkbox"/> Main Stage/Presenting Sponsor        | \$10,000       |
| <input type="checkbox"/> Bandstand Sponsor                    | \$5,000        |
| <input type="checkbox"/> Headliner Entertainment Sponsor      | \$5,000        |
| <input type="checkbox"/> Media Sponsor                        | \$2,000        |
| <input type="checkbox"/> T-Shirt Sponsor                      | \$2,000        |
| <input type="checkbox"/> Porta-potty Sponsor                  | \$2,000        |
| <input type="checkbox"/> Print Materials Sponsor              | \$1,000        |
| <input type="checkbox"/> Costume Parade Sponsor               | \$1,000        |
| <input type="checkbox"/> Fencing Sponsor                      | \$1,000        |
| <input type="checkbox"/> Promotional Items Sponsor            | \$1,000        |
| <input type="checkbox"/> Anniversary Cupcakes Sponsor         | \$1,000        |
| <input type="checkbox"/> Adopt-A-Band Sponsor                 | \$1,000        |
| <input type="checkbox"/> Adopt-A-Band Sponsor                 | \$500          |
| <input type="checkbox"/> Large Tent Sponsor (20x20 or larger) | \$500          |
| <input type="checkbox"/> Kids Zone Sponsor                    | \$500          |
| <input type="checkbox"/> Brazilian Dancers Sponsor            | \$500          |
| <input type="checkbox"/> Water Station Sponsor                | \$250          |
| <input type="checkbox"/> Rising Star Sponsor                  | \$250          |
| (provide an opportunity for a young artist to shine)          |                |
| <input type="checkbox"/> Limbo Sponsor                        | \$250          |
| <input type="checkbox"/> Balloon Sponsor                      | \$250          |
| <input type="checkbox"/> Small Tent Sponsor                   | \$100          |
| <input type="checkbox"/> Helium Tank Sponsor                  | \$100          |
| <input type="checkbox"/> Friends of Caribbean Festival        | \$100 or more! |

## Payment Information

Sponsorship paid by:

Cheque # \_\_\_\_\_ Amount \$ \_\_\_\_\_  
(Please make payable to Maple Ridge Caribbean Festival)

Cash Amount \$ \_\_\_\_\_

***Caribbean Festival does not accept Visa or MasterCard payment.***

***\*\*Please make your cheque payable to Maple Ridge Caribbean Festival Society and forward asap for maximum Sponsor Recognition opportunities!***

Please provide logo for recognition exposure (jpeg, eps or gif file format) before June 1, 2011 or as soon as possible for maximum exposure opportunities. Please email to [marketing@caribbeanfest.ca](mailto:marketing@caribbeanfest.ca)

Print-ready newspaper ad (if applicable with your sponsorship) must be received before Friday, June 24, 2011 by 5pm. Please email high-res pdf file to [marketing@caribbeanfest.ca](mailto:marketing@caribbeanfest.ca)



To secure and fully benefit from your sponsorship, please complete this form and mail it to:

Maple Ridge Caribbean Festival  
PO Box 469  
20800 Lougheed Highway  
Maple Ridge, BC V2X 3P2

**WE LOOK FORWARD  
TO PARTNERING  
WITH YOU!**