

17TH MAPLE RIDGE CARIBBEAN FESTIVAL ♦ AUGUST 5 & 6, 2017

PO Box 469 - 20800 Lougheed Highway, Maple Ridge, BC V2X 3P2 Email mrcaribbeanfest@gmail.com www.caribbeanfest.ca



BE PART OF MAPLE
RIDGE'S BIGGEST
COMMUNITY FESTIVAL!

Dear Festival Partner,

The **Maple Ridge Caribbean Festival**, now celebrating its 17th successful year, is one of the Valley's acclaimed festivals of Caribbean and multicultural music, food and dance. The festival will be held at the Maple Ridge Fairgrounds on Saturday, August 5 and Sunday, August 6, 2017.

Between 15,000 and 18,000 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, website, and social media, but will also be promoted through our key partner organizations, which in the past included THE NEWS, the District of Maple Ridge, Chances Casino, Haney Builders, Able Auctions and Dave Boyce Insurance Funds.

As a **Caribbean Festival Sponsor**, you help to support us in creating greater awareness, appreciation and enjoyment of Caribbean and Multicultural music, food and dance in our community for a fun filled family event on this BC long weekend. 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 serving your Community

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 including Social Media

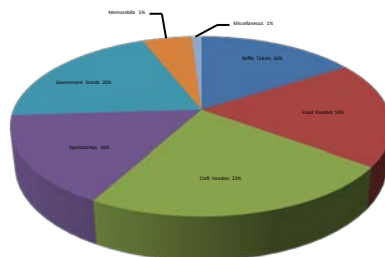
AWARDS

'Best Community Festival' by readers of the Maple Ridge & Pitt Meadows Times. (for many years)

FESTIVAL FORMAT

- 2 Entertainment Stages
- Multi-music sessions and performances
- Food and Craft Vendors
- Kids Zone

WHERE OUR REVENUES COME FROM



WHY BE A SPONSOR?

- Publicity & Market exposure
- Opportunity to provide the Community Free enjoyment
- Association with a vibrant, multicultural, and always popular community-building event
- Support the work of important local non-profits, small businesses and volunteers

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 mrcaribbeanfest@gmail.com

When: Saturday August 5 1pm—10:00pm
Sunday August 6 12pm—8:00pm

Where: Maple Ridge Albion Fairgrounds
23415-105th Avenue
Maple Ridge, BC, Canada

2017 Sponsorship Opportunities—Cash or In-Kind Support Welcome!

Visit www.caribbeanfest.ca for complete sponsorship opportunity descriptions

Bob Marley Main Stage Sponsor **SOLD**

- Your name/logo listed as Main Show Stage sponsor included on website (with link), social media, radio, print media, editorial submissions, permanent show stage signage, flyers and posters
- High profile permanent signage on Marley Show Stage will state: Maple Ridge Caribbean Festival presented by “Your Company/Organization” and be visible throughout Festival
- Recognition by Emcee throughout the festival
- **One 10x10 display space/tent** (tent provided by your organization)
- **Display up to 4 Company banners at event*****
- A thank-you certificate to display at your business/organization
- Recognition in post festival thank-you advertisements

Caribbean Stage Sponsor **SOLD**

- “Your Company/Organization” name/logo profiled as Caribbean Stage sponsor included on website, radio, print media, editorial submissions, stage signage, flyers and posters
- High profile signage on stage will state: Maple Ridge Caribbean Festival’s Caribbean Stage Entertainer brought to you by “Your Company/Organization”
- Recognition by Emcee throughout the festival
- **One 10x10 display space/tent**
- **Display up to 2 Company banners at event*****

Kids Zone Sponsor **\$ 2500**

- “Your Company/Organization” name/logo included on website (with link), social media, radio, print media, editorial submissions, permanent show stage signage, flyers and posters
- Recognition by Emcee throughout the festival
- **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

Friends of The Festival **\$ 1000**

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

Recognition Level **\$ 650**

- “Your Company/Organization” name/logo included on website, flyers and posters**
- Recognition by Emcee throughout the festival

Sponsor In-Kind (Donations of Cash, Equipment, Materials, etc)

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

If you have questions about our sponsorship opportunities
please email: mrcaribbeanfest@gmail.com or contact Deddy 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.

- Marley Stage Sponsor
- Caribbean Stage Sponsor
- Kids Zone Sponsor
- Friends of Caribbean Festival
- In-Kind (Equipment, Materials, Signage, Donations, etc)

Payment Information

Sponsorship paid by:

- Cheque # _____ Amount \$ _____
(Please make payable to Maple Ridge Caribbean Festival Society)
- Credit Card Payment (Visa, MC, AMEX Accepted)
- Cash Amount \$ _____

****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 July 2, 2017** or as soon as possible for maximum exposure opportunities. Please email to mrcaribbeanfest@gmail.com

Print-ready newspaper ad (if applicable with your sponsorship) must be received before **Friday, July 02, 2017 by 5pm.**

Please email high-res pdf file to mrcaribbeanfest@gmail.com



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
PARTNERING WITH
YOU!