



SPONSORSHIP PACKAGE
10th annual
Tampa Bay Caribbean Heritage Festival



The Caribbean-American National Development Organization, Inc.
5404 Hoover Boulevard, Suite #3
Tampa, FL 33634
P: 813 505-6683 F: 813-792-0525
www.wicando.org info@wicando.org A 501 (c) 3
Non-Profit Organization

Dear Sponsor,

The Caribbean-American National Development Organization, Inc. (“CANDO”), is hosting the 10th annual Tampa Bay Caribbean Heritage Festival in celebration of Caribbean Heritage Month.

The purpose of the Festival is to promote and showcase cultural activities, recognize and encourage the diverse cultures within the Greater Tampa Caribbean-American community and foster family and economic growth opportunities. The event will include live entertainment, performances from culturally representing Artists, Brands, DJ’s, Arts and Crafts and activities for the entire family – all in an open-air environment.

We are a 501 (c)3, non-profit organization founded in 2009 dedicated to supporting educational, health, legal and economic sustainable solutions to the Caribbean-American community. Our vision is to deliver a functioning, self-sustaining Community Economic Development and Cultural Center of the highest standards. Please visit www.wicando.org for more information.



The Festival is brought to the community in collaboration with the University Area Community Development Corporation Inc. (University Area CDC). The UACDC is a 501(c) public/private partnership whose mission is children and family development, crime prevention, and commerce growth. Its primary focus is the redevelopment and sustainability of the at-risk areas surrounding the Tampa campus of the University of South Florida. For over 20 years, the UACDC has championed positive change in the economic, educational and social levels of the community through youth programs, adult education, affordable housing, workforce and resource assistance, and community engagement. Visit www.uacdc.org for more information.

SPONSOR BENEFITS

- Business/Organization exposure – the Festival has gathered an increasing average of over 700 attendees
- Community Engagement – allows the continued development of events and the development of opportunities for the Caribbean-American communities in the Greater Tampa Bay Area.
- Marketing Benefit – Your Business/Organization will be included in event marketing materials including all social media – viewed by our residents and huge tourist population
- Brand Exposure

As a Sponsor, you are the reason for our success and we are excited at the potential in working with you and know you will find the sponsorship of the Tampa Bay Caribbean Heritage Festival to be a rewarding experience.

Thank you and welcome to the Tampa Bay Caribbean Community!
Together #wicandoit!



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SAVE THE DATE!

10th Annual
**TAMPA BAY
CARIBBEAN
HERITAGE
FESTIVAL**

June 6, 2020

Live Bands and Performances

14013 N 22ND STREET, TAMPA, FL 33613

VISIT WEBSITES FOR TICKETS & INFO

www.wicando.org www.uacdc.org



@wicandoit



@candotampa



@CANDOTampa

**FOOD, ARTS
& FUN**



**KID
ZONE**



SPONSORSHIP OPPORTUNITIES

University Park, 14013 N 22nd Street, Tampa, FL 33613 • 4:00 – 8 PM

PRESENTING FESTIVAL SPONSOR - \$5,000

- Sponsor kick-off message/sponsor message at event start
- Sponsor company logo/product prominently displayed on Main Stage banner
- Prominent inclusion of logo on all social media platforms promoting Event - will link to Sponsor site
- Event media captured on event day to be tagged with Sponsor hashtag of choice
- Sponsor recognition in all media promo spot for event
- (5) - Sponsor's banner (fence/stand-up/roller banner) displayed in preferred location(s) throughout event space. Must be approved by Park Management.
- Sponsor to receive 1 10x10 Canopy Tent, 1 table x 2 chairs for marketing and/or merchandising - premium Vendor location
- Sponsor logo included on all event promo materials and signage (Stage Banner, Flyers, Posters...)
- Printed Event Program: Sponsor logo on cover and full-page advertisement
- VIP Accommodations - Tent with refreshments (food/drinks) - Unlimited access
- Complimentary VIP Tickets – 10

CALYPSO SPONSOR - \$2,500

- (2) - Sponsor-provided marketing messages/giveaways of Sponsor choice
- Sponsor company logo displayed on Main Stage banner
- Inclusion of logo on all social media platforms promoting Event - will link to Sponsor site
- (4) - Sponsor's banner (fence/stand-up/roller banner) displayed in preferred location(s) - not to conflict with Presenting Sponsor - throughout event space. Must be approved by Park Management.
- Sponsor to receive 1 table x 2 chairs for marketing and/or merchandising - premium Vendor location
- Sponsor logo included on event promo materials and signage (Stage Banner, Flyers, Posters...) - excluding Presenting Sponsor specialty materials.
- Printed Event Program: Sponsor logo on inside cover and half-page advertisement
- VIP Accommodations - Tent with refreshments (food/drinks) - Unlimited access
- Complimentary VIP Tickets - 6

REGGAE SPONSOR - \$1,000

- Inclusion of logo on website/3 social media platforms promoting Event - will link to Sponsor site
- Sponsor recognition in select media promo spot for event
- (2) - Sponsor's banner (fence/stand-up/roller banner) displayed in preferred location(s) - not to conflict with Presenting Sponsor - throughout event space. Must be approved by Park Management.
- Sponsor to receive 1 table x 2 chairs for marketing and/or merchandising - shared Vendor location
- Sponsor logo included on event promo materials and signage (Stage Banner, Flyers, Posters...) - excluding Presenting Sponsor specialty materials.
- Printed Event Program: Sponsor logo on 2 page and Quarter-page advertisement
- VIP Accommodations - Tent with refreshments (food/drinks) – Served access
- Complimentary VIP Tickets – 4

SALSA SPONSOR - \$500

- (1) - Sponsor-provided marketing message/giveaway of Sponsor choice - presented by CANDO/Event presenter
- Inclusion of logo on various social media platforms promoting Event.
- Sponsor to receive 1 table x 2 chairs for marketing and/or merchandising -shared Vendor location
- Sponsor logo included on event promo materials and signage (Flyers, Posters...) - excluding Presenting Sponsor specialty materials.
- Printed Event Program: Sponsor logo and Business Listed in Sponsor Directory
- VIP Accommodations - Tent with refreshments (food/drinks)
- Complimentary VIP Tickets - 2



EVENT SPONSORSHIP FORM

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Select Sponsorship Level:

<input type="checkbox"/> PRESENTING FESTIVAL SPONSOR (\$5,000)	
<input type="checkbox"/> CALYPSO SPONSOR (\$2,500)	<input type="checkbox"/> REGGAE SPONSOR (\$1,000)
<input type="checkbox"/> SALSA SPONSOR (\$500)	

PAYMENT:

ONLINE AT: WWW.WICANDO.ORG

Charge My: VISA MASTERCARD AMEX DISCOVER

Please Invoice Me

Cash or Check - Made Payable to CANDO, Inc. (Memo Line: TBCHF 2020)

Card Number: _____

Expiration: _____ SEC Code: _____ Zip Code: _____

Signature: _____ Date: _____

- If mailing: mail payment and completed Sponsorship Form to CANDO, Inc. at: **5404 Hoover Boulevard, Suite #3, Tampa, FL 33634**
- If applicable, please send a high-resolution copy of your logo marketing@wicando.org
- Sponsorship commitments **must** be received by **05/15/19** for inclusion in event/promo materials
- Questions? Call contacts below or email info@wicando.org

- 813.594.1092 - Cyle Hepburn
- 813.465.3376 - John Bailey
- 813.693.1851 - Johanne Remy

