



JACKSONVILLE CARIBBEAN CARNIVAL

SATURDAY, AUGUST 24th, 2024

JACKSONVILLE, FLORIDA

(CARIBBEAN STYLE – MARDI GRAS)



4850 Collins Road, Suite #103
Jacksonville, Florida 32244
Office: (904)357-0640 * Cell: 465-1989
Fete@jacksonvillecarnival.com
www.jacksonvillecarnival.com
facebook.com/jacksonvillecarnival

Jacksonville Caribbean Festival, Inc. is proud to announce our annual Jacksonville Caribbean Parade, Festival and Concert for 2024.

**Carnival
Organization of
Jacksonville, Inc.**

Board Members:

Theo Jack, Jr.
Founder/Executive
Director

Alan Mitchell
Vice President

Jennia White
Secretary

Trevan Crawford
P.R.O.

Debra Sutton
Community Liaison

Carol Grant
Community Liaison

This Caribbean style Mardi Gras will take place Saturday, August 17, 2024. Once again, Carnival weekend is expected to attract the largest attendance at a Caribbean event on the First Coast.

Having your company's participation/sponsorship with us, you will be able to capture a significant number of the African-Americans and minorities in underserved communities within Jacksonville. This opportunity is important to gain participation for research and resources.

Also, the direct education on COVID-19 and additional health disparities will help in curbing statistics. Your health expertise is beneficial in getting the message out to communities and all attending.

As a sponsor, stage time will be allotted to your representative in delivering the message to Carnival day attendees which comprises of local and out of town guests.

Established in October 2005, Jacksonville Caribbean Carnival is organized and presented each year by Jacksonville Caribbean Festival, Inc. Jacksonville Caribbean Festival is a non-profit organization founded in 2000 to increase awareness of the area's growing Caribbean community, culture and customs. Our goal is to promote cultural diversity through the festive environment - we call Carnival.

We understand there are many opportunities to highlight your company. We appreciate your consideration and support of Jacksonville Caribbean Festival, Inc. Please review the enclosed sponsorship and return the completed agreement form with your check or pledge. Once received, you will be contacted to discuss your company's participation.

If you should have any questions or would like specific information about your involvement, please contact me directly at (904) 357-0640 office, (904) 465-1989 cell or email at fete@jacksonvillecarnival.com.

It is our hope that not only will you become a partner for the 2024 events, but that you become a proud sponsor of Jacksonville Caribbean Carnival for years to come!

Thank you in advance.

Sincerely,

Theo Jack, Jr.
President

P.S. The Jacksonville Caribbean Carnival is funded entirely by private donations. Therefore, please don't hesitate to contact us to discuss how your contribution can be used most effectively.



JACKSONVILLE CARIBBEAN CARNIVAL

ECONOMIC IMPACT FACT SHEET

ATTENDEE PROFILE:

Estimated Attendance	3,500
Visitors	25%
Average Daily Expenditure	\$492.00
Average Length of Stay	3 Days
Average Group Size	3
Gender Breakdown	Male 45% - Female 55%
Average Age Range	0-17(10%), 18-45(80%), 46+(10%)
Average Occupation	Professional / Manager 30%
Race Breakdown	Black 60%, White 15%, Hispanic 20%, Other 5%
Web Site	44,771 Visitors last 12 months
Social Media	111,396 Visitors last 12 months

Water	20 Cases
Sodas	10 Cases
Guinness	10 Cases
Carib Lager Beer & Shandy	25 Cases
Angostura LLB	15 Cases
Bacardi Rum	4 Cases – Gold & White
Hennessy	4 Cases
Crown Royal	2 Cases
Johnnie Walker Black	4 Cases
Vodka	4 Cases
Wine	2 Cases
Red Bull	4 Cases

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SPONSORSHIP OPPORTUNITIES

The Jacksonville Caribbean Carnival, Inc. would like to solicit your support for our Annual Caribbean Carnival. Your participation in this event would not only enhance the project, but also ensure its success. COOJI offers a host of corporate sponsorship opportunities. Available sponsorships are listed below.

TITLE SPONSOR	\$15,000
PLATINUM SPONSOR	\$10,000
GOLD SPONSOR	\$7,500
SILVER SPONSOR	\$5,000
BRONZE SPONSOR	\$4,000
SIGNAGE SPONSOR	\$2,000
MEDIA SPONSOR	4 WEEKS AIRTIME 24 HOURS DAILY

As you review this proposal and promotional material, it is our hope that you will positively respond with a commitment to support this unique event. We thank you for your time and support as we look forward to having your company at Jacksonville's Caribbean Carnival on August 24th, 2024.

Current and past sponsors include: City of Jacksonville, Visit Jacksonville, Clear Channel Radio, Guinness USA, Carib Beer US, Southwest, and Caribbean Airlines to name a few. The marketing team will employ an aggressive advertising and promotion campaign using various mediums, including but not limited to: high gloss flyers, local and provincial media, radio, internet banners, newspapers, brochures and our website, www.jacksonvillecarnival.com, www.jacksonvillecarnival.org and www.facebook.com/jaxcarnival with access to well over 100,000 potential consumers. The target markets are **Jacksonville, Tallahassee, Atlanta, New York, Washington D.C., Houston, New Orleans, Orlando, Gainesville, Tampa, Miami**, surrounding counties as well as the global market. The marketing team will also work closely with the City of Jacksonville, The Tourist Development Council and Visit Florida.

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JACKSONVILLE CARIBBEAN CARNIVAL

TITLE SPONSOR PACKAGE \$15,000

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

TITLE SPONSOR SHALL RECEIVE THE FOLLOWING:

Television:	Inclusion as Title Sponsor in all television stations promotional spots. Promotional spots will begin airing collectively for at least two (2) weeks prior to the event.
Radio:	Inclusion in the Title position in all radio promotional spots. Promotional spots will begin airing collectively for at least two (2) weeks prior to the event.
Print Media:	Logo inclusion on all print materials produced to promote the Jacksonville Caribbean Carnival (i.e. Newspapers, Magazines, Carnival Journal, Flyers and Posters etc.).
On-line:	Prominent promotions in the Title position on Jacksonville Caribbean Carnival's Website including a hyperlink to sponsor's website. Inclusion in Title position in all web-based materials and in email promotional listings.
Brand Exclusivity:	Maximum exclusive promotions of sponsor's product including the first right of refusal annually.
On-Site Brand Visibility:	Prominent recognition and placement of sponsor's banner during the entire event and on the main stage (Banners are to be provided by sponsor).
On-Site Exposure:	Master of Ceremonies (MC) will recognize sponsor on main stage for duration of event. Booth space will be allocated for the Sponsor to display promotional materials.
Commitment:	Sponsor's logo and product will be recognized during all of our events upon receipt of Sponsor's signed Sponsorship agreement. Sponsor will receive a complimentary all area access ID at the Jacksonville Caribbean Carnival.
Parade	Underwriter has the option to have their logo placed on the front of parade vehicles. Sponsor may place its marked vehicle in parade.

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PLATINUM SPONSOR PACKAGE \$10,000

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

PLATINUM SPONSOR SHALL RECEIVE THE FOLLOWING:

Radio	Inclusion in radio promotional spots.
Print Media:	Logo inclusion on all print materials that promote the Jacksonville Caribbean Carnival (i.e. Newspapers, Magazines, Carnival Journal, Flyers and Posters etc.).
On-line:	Promotions in position on Jacksonville Caribbean Carnival's Website including a hyperlink to sponsor's website. Inclusion in all web-based materials and email promotional listings.
Brand Promotions:	Maximum promotions of sponsor's product.
On-Site Brand Visibility:	Prominent recognition and placement of sponsor's banner during the entire event. (Banners are to be provided by sponsor).
On-Site Exposure:	MC will recognize sponsor on main stage for duration of event. Booth space will be provided for Sponsor to display promotional materials.
Commitment:	Sponsor's logo and product will be recognized during all events upon receipt of Sponsor's signed Sponsorship agreement. Sponsor will receive a complimentary all area access ID at the Jacksonville Caribbean Carnival.
Parade	Sponsor may place its marked vehicle in parade.

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JACKSONVILLE CARIBBEAN CARNIVAL

GOLD SPONSOR PACKAGE \$7,500.00

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

GOLD SPONSOR SHALL RECEIVE THE FOLLOWING:

Print Media:	Logo inclusion on all print materials produced to promote the Jacksonville Caribbean Carnival (i.e. Newspapers, Magazines, Carnival Journal, Flyers and Posters etc.).
On-line:	Promotions in position on Jacksonville Caribbean Carnival's Website including a hyperlink to sponsor's website. Inclusion in all web-based materials and email promotional listings.
Brand Promotions:	Promotions of sponsor's product.
On-Site Brand Visibility:	Placement of sponsor's banner during the entire event. (Banners are to be provided by sponsor).
On-Site Exposure:	MC will recognize sponsor on main stage during the event. Booth space will be provided for Sponsor to display promotional materials.
Commitment:	Sponsor's logo and product will be recognized during all events upon receipt of Sponsor's signed Sponsorship agreement. Sponsor will receive a complimentary all area access ID at the Jacksonville Caribbean Carnival.
Parade	Sponsor may place its marked vehicle in parade.

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SILVER SPONSOR PACKAGE \$5,000

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

SILVER SPONSOR SHALL RECEIVE THE FOLLOWING:

Print Media:	Logo inclusion on all print materials produced to promote the Jacksonville Caribbean Carnival (i.e. Newspapers, Magazines, Carnival Journal, Flyers and Posters etc.).
On-line:	Promotions in position on Jacksonville Caribbean Carnival's Website including a hyperlink to sponsor's website. Inclusion position in web-based materials and email promotional listings.
Brand Promotions:	Promotions of sponsor's product.
On-Site Brand Visibility:	Placement of sponsor's banner during the entire event. (Banners are to be provided by sponsor).
On-Site Exposure:	MC will recognize sponsor on main stage during the event. Booth space will be provided for Sponsor to display promotional materials.
Commitment:	Sponsor's logo will be recognized during all events upon receipt of Sponsor's signed Sponsorship agreement. Sponsor will receive a complimentary access ID at the Jacksonville Caribbean Carnival.
Parade	Sponsor may place its marked vehicle in parade.

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BRONZE SPONSOR PACKAGE \$4,000

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

BRONZE SPONSOR SHALL RECEIVE THE FOLLOWING:

Print Media:	Logo inclusion on all print materials produced to promote the Jacksonville Caribbean Carnival (i.e. Newspapers, Magazines, Carnival Journal, Flyers and Posters etc.).
On-line:	Promotions in position on Jacksonville Caribbean Carnival's Website including a hyperlink to sponsor's website. Inclusion in web-based materials and email promotional listings.
Brand Promotions:	Promotions of sponsor's product.
On-Site Brand Visibility:	Placement of sponsor's banner during the entire event. (Banners are to be provided by sponsor).
On-Site Exposure:	MC will recognize sponsor on main stage during the event. Booth space will be provided for Sponsor to display promotional materials.
Commitment:	Sponsor's logo will be recognized during events upon receipt of Sponsor's signed Sponsorship agreement. Sponsor will receive a complimentary access ID at the Jacksonville Caribbean Carnival.

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MEDIA SPONSOR PACKAGE – 4 Weeks of Air Time daily.

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

MEDIA SPONSOR SHALL RECEIVE THE FOLLOWING:

- | | |
|---------------------------|---|
| Print Media: | Logo inclusion on all print materials produced to promote the Jacksonville Caribbean Carnival (i.e. Newspapers, Magazines, Carnival Journal, Flyers and Posters etc.). |
| On-line: | Promotions in position on Jacksonville Caribbean Carnival's Website including a hyperlink to your station's website. Inclusion in web-based materials and email promotional listings. |
| Brand Promotions: | Promotions of sponsor's product/service. |
| On-Site Brand Visibility: | Placement of sponsor's banner during the entire event. (Banners are to be provided by sponsor). |
| On-Site Exposure: | MC will recognize sponsor all day on the main stage during the event. Booth space will be provided for Sponsor to display promotional materials. |
| Commitment: | Sponsor's logo will be recognized during events upon receipt of Sponsor's signed Sponsorship agreement. Sponsor will receive complimentary access IDs to the Jacksonville Caribbean Carnival. |

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JACKSONVILLE CARIBBEAN CARNIVAL

SIGNAGE SPONSOR PACKAGE \$2,000

Based upon your company's current and or standard marketing and promotional strategies, some promotional tie-in opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Jacksonville Caribbean Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting the Jacksonville Caribbean Carnival 2024.

SIGNAGE SPONSOR SHALL RECEIVE THE FOLLOWING:

Print Media:	Logo inclusion on print materials produced to promote the Jacksonville Caribbean Carnival (i.e. Carnival Journal, Flyers and Posters etc.).
On-Site Brand Visibility:	Placement of sponsor's banner during the entire event. (Banners are to be provided by sponsor).
On-Site Exposure:	MC will recognize sponsor on main stage during the event.
Commitment:	Sponsor will receive a complimentary access ID at the Jacksonville Caribbean Carnival.

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Sponsorship Agreement ANNUAL JACKSONVILLE CARIBBEAN CARNIVAL, 2024

This Sponsorship agreement made as of the _____ day of _____, 2024, by and between Carnival Organization Of Jacksonville, Inc. and _____ is formed on this date for the sole purpose of promoting the Annual Jacksonville Caribbean Carnival, to be held August 14th through 18th in Jacksonville, Florida upon the terms and subject to the conditions hereinafter set forth.

- Sponsor will provide Carnival Organization Of Jacksonville, Inc. with all materials and necessary permissions needed to utilize the sponsor's name and logos in promoting the **Annual Jacksonville Caribbean Carnival**.
- Sponsor agrees to a cash sponsorship of \$ _____ to position as a _____ sponsor for the **Annual Jacksonville Caribbean Carnival 2024**.
- As producers of the **Annual Jacksonville Caribbean Carnival**, the producer(s) shall retain all rights of ownership. This agreement does not constitute a partnership or joint venture between the parties.
- The producers further agree to give the sponsor(s) "First Right of Refusal" for the **Annual Jacksonville Caribbean Carnival 2025**.
- Sponsorship commitments are due a minimum of 60 days prior to this event.
- Please make checks payable to **Jacksonville Caribbean Carnival** and send sponsor information and this executed agreement to:

JacksonvilleCaribbean Festival, Inc.
4850 Collins Road, Suite #103
Jacksonville, Fl. 32244
904 357-0640

IN WITNESS WHEREOF, the parties to this Sponsorship Agreement have executed it effective as of the day and year first written.

Authorized Signature for Sponsor

Print Name

Date

Authorized Signature for Jacksonville Caribbean Carnival

Print Name

Date

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Photo Gallery of Jacksonville's Carnival



