



WCACA SPONSORSHIP PROPOSAL



MAKE A DIFFERENCE

... and have *fun* doing it.

IT'S A WIN-WIN.

Sponsoring a Worcester Caribbean American Carnival Association event provides you the unique opportunity to connect with the Greater Worcester County community, to build brand awareness and show your company's support of important causes: the arts and cultural diversity!

Each event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to “wow” clients, vendors, and employees. Feel good about supporting our local arts, heritage and cultural organizations as you enjoy an unforgettable event.

WE'LL FIND THE RIGHT FIT.

Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of hundreds of sophisticated party goers? Want to show your employees and investors your dedication of our community? Consider a sponsorship at the **Worcester Caribbean American Carnival**.

More in the mood for an intimate networking opportunity? Looking for a one-of-a-kind experience to make a big impression? Learn more about sponsoring the **Annual Black Tie Gala**.

If you want to be part of a fun, funky, festive afternoon family focused event, a **Jamboree** sponsorship is right for you.

Associate your name with community engagement, cultural enrichment, and the arts!



Read more about each event, available sponsorship packages and our media reach.



Worcester Caribbean American Carnival

A celebration of good food, great music, and our outstanding cultural community, the Annual Worcester Caribbean American carnival is our signature event.

ABOUT THE EVENT

Each year, over 25,000 people descend on the City of Worcester to enjoy Caribbean food, music, and culture at this event. Sample one-of-a-kind dishes from the best Caribbean restaurants in the region and experience the music of the Caribbean. The parade boasts over 1000 participants dressed in authentic Caribbean Masquerade costumes dancing the day away along the main streets of Worcester.



Worcester Caribbean American Carnival

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$5,000

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the WCACA web site

Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach)
- Sponsor advertisement in event program
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials

Gold Sponsor \$2,500

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the WCACA web site

Silver Sponsor \$1500

Benefits:

- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition on the event page on the WCACA web site

Bronze Sponsor \$1000

Benefits:

- 1 Vendor Table at the Carnival
- Logo on event banner and flyers
- Logo on event website

Event Sponsor\$500

Benefits:

Vendor table & Logo on event website and banner



Annual Black Tie Gala

An intimate evening of Caribbean music and food is an experience unlike any other.

ABOUT THE EVENT

Join us in Worcester for a special night benefitting the Worcester Caribbean American Carnival Association.

Enjoy an unbelievable Caribbean food tasting prepared by the best in local Caribbean chefs. After the meal, have your chance to win exclusive Caribbean art experiences during our raffles. The night will include refreshments, live music, and a DJ.



The Annual Black Tie Gala provides the perfect opportunity to impress valuable customers, community leaders, and dine new clients and give your brand exposure to high-wealth attendees who participate in our cultural community and enjoy the finer things in life. The Presenting Sponsor has the exclusive opportunity to address the audience, highlighting your company's philanthropic philosophy.



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$7,500

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the WCACA web site
- Table of 8 at the event
- Opportunity to provide marketing materials and giveaways for attendee gift bags

Unique Benefits:

- Company name mentioned in all media advertising: print and online (see attached media reach)
- Sponsor advertisement in event program
- Opportunity to speak to attendees

Supporting Sponsor \$2,500

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the WCACA web site
- Table of 4 at the event
- Opportunity to provide marketing materials and giveaways for attendee gift bags

Annual Black Tie Gala



A family centered, Caribbean style Jamboree which provides the opportunity to reach the families of Central Massachusetts and beyond with your products and services. The Jamboree is focused on bringing families, friends, and the community together to create culture and arts focused memories.

Children will be engaged through arts projects such as building their own carnival floats and mas costumes which will be displayed as part of the finale of the event. Winning floats and mas costumes will be featured as part of our signature event, Worcester Caribbean American Carnival.

Jamboree

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$2,500

Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters
- Sponsor listing on all at-event signage and event hand-out
- Sponsor recognition and link from the event page on the WCACA web site
- 20 tickets to the event

Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach)

Supporting Sponsor \$1,500

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters.
- Sponsor listing on select at-event signage
- Sponsor recognition and link from the event page on the WCACA web site

Event Sponsor \$500

Benefits:

- Sponsor recognition on select at-event signage
- Sponsor recognition on the event page on the WCACA web site



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Jennifer Gaskin, at worcestercarib@gmail.com or by fax at 508.425.7242 Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP PACKAGES:

Worcester Caribbean American Carnival

- ____ \$5,000 Presenting Sponsor
- ____ \$2,500 Gold Sponsor
- ____ \$1,500 Silver Sponsor
- ____ \$1,000 Bronze Sponsor
- ____ \$500 Event Sponsor

Annual Black Tie Gala

- ____ \$7,500 Presenting Sponsor
- ____ \$2,500 Supporting Sponsor

Jamboree

- ____ \$2,500 Presenting Sponsor
- ____ \$1500 Supporting Sponsor
- ____ \$500 Event Sponsor

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable
to the Worcester Caribbean American Carnival Association

____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

**Thank You
for
Supporting
WCACA**

Once we receive your completed sponsorship form, WCACA staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to worcestercarib@gmail.com All materials will be sent for your approval before going to print.

\$

Total Sponsorship Cost

Signature

Date