

# CARIFESTA SPONSORSHIP PACKAGE

PRESENTED BY:

CARIFESTA INC  
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SEPTEMBER 3, 2018 - WASHINGTON, DC  
1300 PENNSYLVANIA AVE NW  
RONALD REAGAN INTERNATIONAL  
TRADE CENTER PLAZA

# WHAT IS CARIFESTA?

Carifesta is a Caribbean/African Music and Arts festival held in Washington, DC during Labor Day weekend

Carifesta was started in 2012 originally branded as Jammin' DC and was changed to Carifesta in 2015 to include the entire Caribbean and African Diaspora

The event is hosted on the plaza of the Ronald Reagan International Trade Center building in Penn Quarter, DC

Click [here](#) to see a promotional video for Carifesta 2016

# EVENT FACTS

**Live Performances**

**Free for patrons - guests represent over 28 different Caribbean countries**

**5,000+ patrons**

**International Food Vendors**

**Prime location in Penn Quarter, DC**

**Supported by Embassies of several Caribbean nations**

**1,300+ likes on FB**

**Attendees range in age from 6 - 65 years old**

**Attracts professionals, tourists, and residents of the DC area**

**Kids zone area for families**

**Beer garden & cultural village**

# SPONSORSHIP INFORMATION



THE CARIFESTA FESTIVAL IS JUST ONE PORTION OF  
THE CARIFESTA EVENT PORTFOLIO

## PACKAGE OFFERING

In marketing with Carifesta, your company will enjoy expanded exposure to a new, increasing market population. We have developed a strategic network of professionals, social media partners, decision makers, and experts within the Caribbean Diaspora to broaden the marketing campaign for this project to yield maximum exposure of over 6 million impressions. With the sponsorship options below, your company will have ample opportunity to gain exposure to a growing market with disposable income to spend on products and brands that speak to their needs.

**\$5,000 OR  
MORE**

**PLATINUM SPONSOR**

**GOLD PACKAGE & SIGNAGE AND  
RECOGNIZATION ON STAGE  
DURING EVENT; LINK TO COMPANY  
WEBSITE FROM CARIFESTA PAGE**

**\$3,500**

**GOLD SPONSOR**

**SILVER PACKAGE & 10 X 10 TENT  
TO PROVIDE TABLING OR  
SAMPLING OPPORTUNITIES  
DURING CARIFESTA**

**\$2,000**

**SILVER SPONSOR**

**TEXT RECOGNITION ON THE HOME  
PAGE OF THE CARIFESTA WEBSITE  
& LOGO INCLUSION IN ALL MEDIA  
AND ADVERTISING CAMPAIGNS.**

If you have any questions about the sponsorship packages or look to collaborate in other ways, please reach out to Tiffany directly at [Tiffany@carifesta.com](mailto:Tiffany@carifesta.com).