

**taste**  
OF THE CARIBBEAN AND JERK FESTIVAL

Visit us at [WWW.TASTECT.ORG](http://WWW.TASTECT.ORG)

  
**Riverfront**  
recapture

Different by nature.

**9TH ANNUAL  
SOUVENIR FESTIVAL JOURNAL 2014**

Mortensen Riverfront Plaza  
Columbus Blvd, Hartford, CT

**SATURDAY, AUGUST 2, 2014 1:00PM - 11:00PM**

Rain Date Sunday, August 3, 2014



**Over 20,000** will know your business once you have advertised  
your Organization, Restaurant, Supermarket and Band in our

**Annual Souvenir Magazine**  
PRICES STARTING AT \$40.00



**P. O. Box 1604  
Hartford, CT 06144-1604**

## **SOUVENIR FESTIVAL JOURNAL 2014**

Dear Sir/Madam:

We are requesting your organization's support of our 9<sup>th</sup> Annual Taste of the Caribbean & Jerk Festival, which is scheduled for **August 2, 2014**, at the Mortensen Riverfront Plaza, Hartford, CT. Your generous support of this event through **purchase of advertisement** in our souvenir journal (see attached rate card), will enable us to continue to present this Festival that fosters community pride, and burnishes the economic image of the city. It also provides recreation/socialization, culture/education and general tourism development for the City of Hartford.

### **HISTORY**

In 2006, a vision of enhancing the City of Hartford's revitalization efforts during West Indian Week in August was formulated. A group of dedicated Caribbean leaders and the Caribbean American Young Adults Social and Civic Organization (CAYASCO) partnered with the Riverfront Recapture Organization to present the first annual Taste of the Caribbean and Jerk Festival. During the inaugural event, an estimated 10,000 people of various economic backgrounds, nationalities and races came to Riverfront Plaza to sample our world-famous dishes and experience the Caribbean through sights and sounds presented by our live bands and display of carnival costumes on the river front.

Today, the Taste of the Caribbean & Jerk Festival is a Connecticut organization established to provide a medium through which we promote, educate and showcase the arts and diverse cultures of the Caribbean region. This free outdoor family event is fast becoming one of Hartford's signature family-oriented events. In 2013, a diverse crowd of over 20,000 people from the Greater Hartford area and New England was in attendance. The Taste of the Caribbean & Jerk Festival has grown rapidly over its nine years and boasts to be one of the largest turnouts at Mortensen Riverfront Plaza during the summer.

### **OUR PURPOSE AND GOALS:**

To introduce the rich, unique and diverse cultural heritage of the geographic Caribbean region through performing, visual, literary, culinary arts and recreation;

- Provide an arena to showcase Caribbean performing artists of local, regional and/or international renown;
- Educate the public about the history, culture and societies of the Caribbean and its constituent nation-states;
- Present an annual cultural, culinary and recreational outdoor festival as a major summer experiential event in the City of Hartford



P. O. Box 1604  
Hartford, CT 06144-1604

# SOUVENIR FESTIVAL JOURNAL 2014

## RATE CARD AND CONTRACT 2014

5,000 Plus copies of our **FULL COLOR, 40 page, 8.5" x 11"** souvenir journal, which will include articles, recipes, Caribbean food glossary, festival highlights, and restaurant and Caribbean organization listings, will be distributed at selected high traffic business organizations prior to the event and at the **August 2, 2014** festival.

PRIMARY PLACEMENT - Sold on a first come first served basis. Call today to reserve space.

\*\*\*\*\***DEADLINE June 24, 2014**\*\*\*\*\*

**ALL Ads must be camera ready (300 dpi or greater, in pdf, jpg or tiff format converted to CMYK.**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Check #: \_\_\_\_\_ Amount \$: \_\_\_\_\_

Solicited by: \_\_\_\_\_

**Please check the appropriate box below.**

- Back Cover \$1000
- Inside Front Cover \$650
- Inside Back Cover \$650
- Full page \$350 (7" x 9 1/2")
- Half page \$200 (7 1/2" x 5") (horizontal)  
(4" x 9 1/2") (vertical)
- Quarter page \$125 (3 1/2" x 5")
- Business Cards \$40
- Listing \$40 (40 words of text Arial Narrow 9 pt. font)

LISTING TEXT (40 WORDS MAXIMUM) PLEASE PRINT OR TYPE

To reserve advertising space, please return your completed form and properly formatted display advertisement via email to [Marketing@Tastect.org](mailto:Marketing@Tastect.org)

Checks should be made payable to the **Taste of the Caribbean** and mail to  
Taste of the Caribbean

PO Box 1604 | Hartford, CT 06144-1604

Please submit on or before the **June 24, 2014** DEADLINE to ensure publication.

**CONTACT: Leslie Perry (860) 306-1693**