

taste
OF THE CARIBBEAN AND JERK FESTIVAL

Visit us at WWW.TASTE.CT.ORG


Riverfront
recapture
Different by nature.

**11TH ANNUAL
SOUVENIR FESTIVAL JOURNAL 2016**

Mortensen Riverfront Plaza
Columbus Blvd, Hartford, CT

SATURDAY, AUGUST 6 2016 1:00PM - 11:00PM

Rain Date Sunday, August 7, 2016



Over 20,000 will know your business once you have advertised
your **Organization, Restaurant, Supermarket or Entertainment Group** in our
Annual Souvenir Magazine
PRICES STARTING AT \$40.00



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

SOUVENIR FESTIVAL JOURNAL 2016

Dear Sir/Madam:

The **11th Annual Taste of the Caribbean & Jerk Festival** is scheduled for **Saturday, August 6, 2016** at the Mortensen Riverfront Plaza, Hartford, CT., and your organization's support of this event is requested. The purchase of an Advertisement in the souvenir journal (see attached rate card) will enable us to continue to present this Festival which not only fosters community pride but brings economic benefits to the City of Hartford. The Festival provides a socio-cultural, recreational and educational event which contributes to the strong cultural offerings available in the City defining it as an important tourism destination.

HISTORY

In 2006, a vision was formulated to enhance the City of Hartford's revitalization efforts during West Indian Week celebrated each year in August. A group of dedicated Caribbean leaders along with the Caribbean American Young Adults Social and Civic Organization (CAYASCO) partnered with Riverfront Recapture to present the first annual Taste of the Caribbean & Jerk Festival. During the inaugural event, an estimated 10,000 people of diverse nationalities, ethnic and socio-economic backgrounds came to the Riverfront Plaza to sample world-famous dishes and experience the Caribbean through sight and sound as presented by our live performances and demonstrations including a parade of carnival costumes.

Today, the Taste of the Caribbean Arts & Culture, Inc., is a Connecticut nonprofit organization established to provide a medium through which to promote, educate and showcase the arts and diverse cultures of the Caribbean. The Taste of the Caribbean & Jerk Festival is a free outdoor family event and is fast becoming one of Hartford's signature family-oriented events. In 2015, the Festival drew over 20,000 people from the Greater Hartford area and neighboring New England states as well as New York. The Festival has grown rapidly over the past ten years and can rave about attracting one of the largest summer turnouts at the Mortensen Riverfront Plaza in downtown Hartford.

OUR PURPOSE AND GOALS

To introduce the rich, unique and diverse cultural heritage of the Caribbean through the performing, visual, literary, culinary arts and recreation by:

- Providing an arena to showcase Caribbean performing artists of local, regional and/or international renown;
- Educating the public about the diverse history, culture and societies of the Caribbean within the constituent nation-states;
- Presenting an annual summer cultural, culinary and recreational outdoor festival as an established and highly-anticipated major summer event in the City of Hartford.



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SOUVENIR FESTIVAL JOURNAL 2016

RATE CARD AND CONTRACT 2016

3,000 plus copies of our **FULL COLOR**, souvenir journal, which will include articles, recipes, Caribbean food glossary, festival highlights, restaurants and Caribbean organization listings, will be distributed at selected high traffic business organizations prior to the event and at the **August 6, 2016** festival. The Journal will also be displayed on our website for an entire year (www.TasteCT.org).

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

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 \$50
- 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

Checks should be made payable to the **Taste of the Caribbean.**

Mail to Taste of the Caribbean

PO Box 1604 | Hartford, CT 06144-1604

Please submit on or before the **June 27, 2016** DEADLINE to ensure publication.

CONTACT: John Perkins (860) 712-9451