

TASTE OF THE CARIBBEAN AND JERK FESTIVAL

Event Description

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 CAYASCO partnered with the Riverfront Recapture organization to present the first annual Taste of the Caribbean and Jerk Festival. During the inaugural year of the event, an estimated 7,000 people of various economic backgrounds, nationalities and races visited the Riverfront Plaza to sample our world-famous dishes as well as experience the Caribbean through sight and sound presented by our live bands and display of costumes on the Riverfront. Last year the crowd grew to an estimated 15,000 people as quoted by Riverfront Recapture, which far exceeded our wildest expectation. A Mini Carnival was added to the event through a grant from the Greater Hartford Arts Council. A Children's Village with free face painting, games, plus a play bounce station and macaroni jewelry-making courtesy of Price Choppers is also an added attraction.

Taste of the Caribbean & Jerk Festival, is to be held on Saturday August 7, 2021!! It is now one of Mortensen Riverfront Plaza signature events. We expect that this event will become a two-day event in the future, utilizing the water.

Admission

Admission is free and open to the general public. Vendors will have food, drinks and cultural items such as t-shirts, flags and record albums for sale.

What to expect

In addition to our food vendors who are positioned on the upper plaza as well as by the river, we will present the following:

Caribbean Travel Village – Provides our guests the opportunity to view the world class tourist destinations and pristine azure beaches that the Caribbean offers.

Healthy Body Pavilion– Visitors will have the opportunity to consult with health care staff workers and nutritionist on healthy diets for a healthy body. Thanks to local providers and sponsors.

Children Village - The Children's Village located on the grassy ground upper level allows our visitors to play Caribbean games, limbo, arts & Craft, participate in open mic, view cultural performances, etc.

Entertainment – Utilizing both stages (Plaza Stage and Main Stage) we plan to present a variety of local, national and international artists, which will help to attract patrons to the venue as well as allow us to present other aspects of our Caribbean culture.

Community Benefit

- Provides an opportunity to local vendors, restaurant owner operators to promote their business establishments to an influential audience who are interested in Caribbean food and culture, thereby stimulating economic development.
- By pulling people together, the event promotes the cultural diversity and revitalization of the Hartford Business District.
- The event fosters the idea of community pride, and the image of an economically vibrant city.
- This event provides recreation/socialization, culture/education and general tourism development for the city of Hartford.

SPONSORSHIP OPPORTUNITIES

By selecting one of the following opportunities, your organization will have the opportunity: to reach out to influential community members. The following packages are offered at the levels indicated.

PLATINUM/ MAJOR EVENT SPONSOR —\$12,000



Naming rights of Main Stage

Signage at the event's main entrance

One page color back-cover and 1-page advertorial in our Souvenir Journal

Logo on all printed marketing material

10x10 booth space at Taste of the Caribbean event

Recognition by MC at event.

Mention as a major sponsor during our radio commercials

GOLD SPONSOR— \$7,500



Naming rights of Plaza Stage

1 full page inside color (right side) ad in our Souvenir Journal 5,000 of which will be available for event attendees

Signage at the event (which must be provided to us 2 weeks in advance of the event date)

Logo on all printed flyers material

10x10 booth space at Taste of the Caribbean event

Recognition at major events

SILVER SPONSOR — \$5,000

Naming rights of family area

1 full page color (Souvenir Journal)

Signage at the event

10x10 booth space at Taste of the Caribbean event

Logo on all printed flyers marketing material



BRONZE SPONSOR — \$2,500

1 full-page Color adv in Souvenir Journal

Signage at the event

Logo on all printed flyers marketing material

10x10 booth space at Taste of the Caribbean event

ADDITIONAL \$\$ SPONSORSHIP OPPORTUNITIES Available

T-Shirts for Staff / volunteers to help our guests identify personnel in cases of emergency or for general information

Printed Advertisement

Radio Ad Spots – which will reach a broad audience of Connecticut residents who would be interested in attending the 2021 event

Television Ad Spots

Taste of the Caribbean Website

Sponsor/VIP Tent- water, soft drinks for our volunteer staff members and sponsors

Children Village – Prizes for children who participate in open-mic.

IN-KIND SERVICES

Printing –Promotional brochure; Banners, Lawn Signs

Gift Baskets - Onsite prizes and games

Communication Equipment – walkie-talkie radios so that staff can communicate with each other through out course of event.

Air Transportation – complimentary tickets for entertainers.



We are looking forward to your support of sixteenth Annual Taste of the Caribbean and Jerk Festival event. As we move to take it to the next level by brining in headliner acts to bolster attendance and also expand to the river and grassy area, you can make excellence grow by your contributions.

Please do not hesitate to call us with any questions. Leslie Perry can be reached at (860) 306-1693.

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<https://www.tastect.org>