

March 24th, 2018

Dear Potential Sponsor:

New Haven Caribbean Heritage Festival (NHCHF) committee is hosting it's 5th annual celebration. Our vision is to continuously design a festival to create cultural awareness of the heritage of the many islands in the Caribbean. This festival is a free to the public event ,which includes entertainment, activities, and displays from various Caribbean Islands.

NHCHF invites you to become a sponsor of our 6th annual celebration to benefit the City of New Haven and its surrounding towns. The primary source of funding for NHCHF is from corporate sponsors, such as you. It would be an honor to have you a part of this sponsorship opportunity as we progress for this committee does not receive any government funds.

This event will be held on Sunday, June 24th, 2018 from 1:00 p.m. to 7:00 p.m. at DeGale Field, Goffe St., New Haven, CT.

NHCHF was envisioned by Jamaican born, Mrs. Karaine Smith-Holness, owner of Hair's Kay Beauty and Barber Salon LLC. From there, a planning committee was formed with S.A.C Events Planning Services, LLC, and the support of Mayor Toni Harp . The celebration was brought to reality inside New Haven City Hall on June 30th, 2014. With two weeks planning, the event was attended by approximately two hundred people. We were represented by 10 islands, with staffing and materials from the various Island Tourist Boards. Immediately, this became the rise of NHCHF success!

Fast forward to 2018, the committee has been busy planning this year's celebration to bring this multi-cultural event into the community. We have secured food vendors to offer a taste of the Caribbean cuisine, Multi-Cultural dance performances, a live DJ playing the hits and oldies of Caribbean music, open air display booths of clothing, accessories, jewelry, island flags, and health & wellness professionals.

As a sponsor of this event, your organization will enjoy advertising opportunities during the parade, through social media, networking channels, and throughout the entire event. Your organization will be supporting an active movement of promoting cultural diversity and awareness, enhancing your company's commitment to equity and diversity within the communities you serve.

Enclosed, please find more information on this exciting event and its sponsorship levels. Please do not hesitate to contact us with any questions or concerns. We look forward to speaking with you at your earliest convenience.

Sincerely,

Mrs. Shermaine Edmonds
Event Planner

ADVERTISEMENT/SPONSORSHIP OPPORTUNITIES

Choose from the following options to promote your organization:

- **Copper Sponsor (\$500.00)**
- **Bronze Sponsor (\$1,000.00)**
 - Marketing and Advertisement on all Social Media outlets
- **Silver Sponsor (\$2,000.00)**
 - Marketing and Advertisement on all Social Media outlets
 - Advertisement on event flyer
- **Gold Sponsor (\$3,000.00)**
 - Marketing and advertisement on all social media outlets
 - Advertisement on event flyer
 - Sponsor Recognition during interviews (radio and TV)
 - Business cards and other promotional materials will be placed at information booth
- **Platinum Sponsor (\$5,000.00)**
 - Placement of logo on Banner
 - Marketing and advertisement on all social media outlets
 - Sponsor Recognition during interviews (radio and TV)
 - Advertisement on event media video.
 - Sponsor Table with business cards, brochures and other promotional materials



SPONSORSHIP FORM

DeGale Field, Goffe Park St • New Haven, CT
June 24th, 2018 • 1:00pm – 7:00pm

Level of Sponsorship: ___Copper ___Bronze ___Silver ___Gold ___Platinum

Contact Name: _____

Company's Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Cell: _____

Email: _____ Website: _____

How would you like your company to appear in print?

Include company logo? Yes _____ No _____ if yes, email logo to: nhcaribfest@gmail.com

Use website address as hyperlink on conference website? Yes ___ No ___

If yes, please provide URL:

Amount enclosed: \$ _____

Payment Method: Money Order: _____ Business/Cashiers Check: _____

Payable to: **Wedehyah** (501(c)3 tax exempt organization)

You will be notified that we are in receipt of your sponsorship via email.

Please mail or email completed form to:

Attn: Karaine Smith-Holness

New Haven Caribbean Heritage Festival

320 Ashmun Stt • New Haven, Connecticut 06511

Phone: 203.509-1516

Thank you for your support.

On Facebook:

New Haven Caribbean Heritage Festival

On Twitter

@NHCaribFest

Email

newhavencaribfest@gmail.com