



2024 ORLANDO CARNIVAL DOWNTOWN

MAY 24TH - 26TH

SPONSORSHIP PROPOSAL

The Orlando Carnival Downtown festival has been infusing the joys of Caribbean culture and music into Orlando for more than three decades, and this year will be no exception, possibly the most exciting after 2 years of Covid imposed house arrest for all.

orlandocarnivaldowntown.com



The Orlando Carnival Downtown Festival will showcase a spectacular blend of pageantry, parties, art vendors, and an array of delectable Caribbean cuisines from nations.

INTRODUCTION

We take pride in providing an immersive experience that fosters a sense of camaraderie and fun among attendees of all backgrounds.

As a sponsor, your brand will be prominently featured throughout our extensive marketing campaign, event venues, and on our active social media platforms.

We appreciate your attention to this proposal. Kindly review the enclosed opportunities for support. We eagerly anticipate discussing potential partnerships with your company and collaborating to advance our initiatives.

We thank you in anticipation!

orlandocarnivaldowntown.com

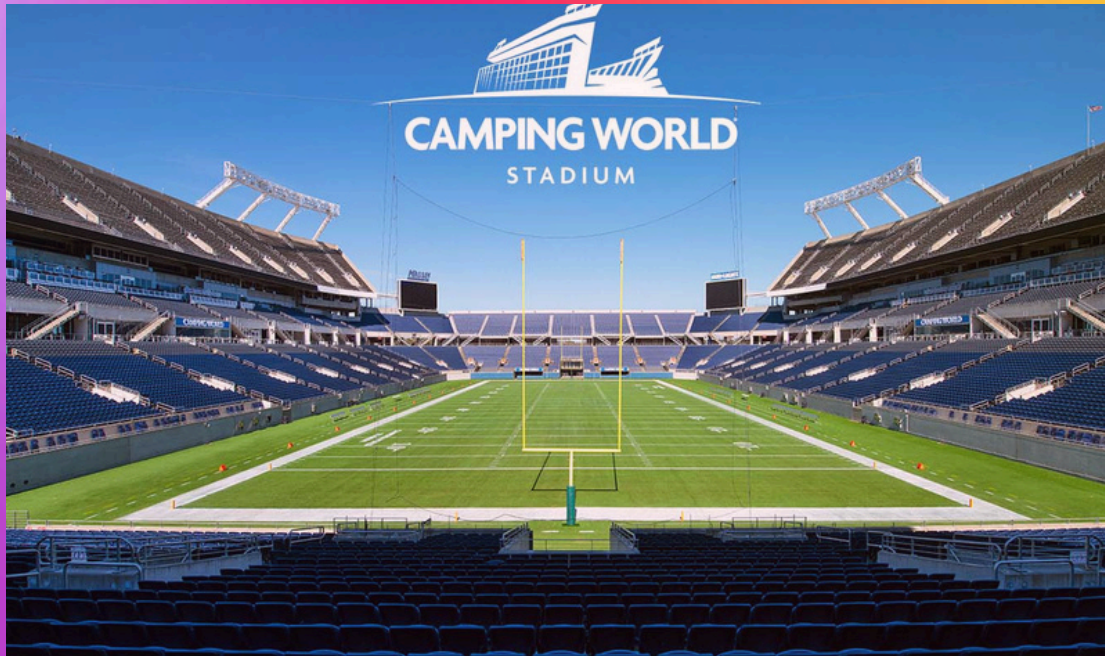
EVENT

OVERVIEW



- The Orlando Carnival Downtown weekend is a highly anticipated annual event that celebrates the vibrant culture, music, and traditions of the Caribbean.
- Spanning over three days, the festival brings together people from diverse backgrounds to experience the joy and rhythm of Caribbean carnival.
- Orlando Carnival Downtown starts with a parade in the streets of Downtown Orlando and ends at the festival village at Tinker Field Historic Plaza where some of the most renowned international Caribbean artists will perform.
- The Mas Band parade will showcase artistically designed and handmade costumes. Judges will select the Band of the Year, along with the King and Queen of 2024 Orlando Carnival Downtown, as well as the Truck of the Year and the People's Choice winners.

EVENT VENUES



CAMPING WORLD STADIUM

1 Citrus Bowl Place

Orlando, FL 32805



TINKER FIELD

287 S Tampa Ave,

Orlando, FL 32805



DR. PHILLIPS PERFORMING ARTS CENTER

2445 S Magnolia Ave

Orlando, FL 32801

EVENT SCHEDULE



Carnival on the Runway: Experience the glamour and artistry of Carnival costumes on the runway. Carnival on the Runway is a fashion show presented by the Caribbean American Passport Foundation at Camping World Stadium in Orlando, Florida on May 24, 2024 at 6 PM.



Saturday - Morning - Orlando Carnival Jouvert: Join us for a morning of paint, water, powder, and pure revelry!

Saturday - Afternoon - Back in Time Lime: Travel back in time and enjoy a lively afternoon with Calypso Singers, moko jumbies, steelpan, riddim section, tassa, African drumming, and so much more.

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EVENT SCHEDULE



- Mas Band Parade of Bands and Concert. Parade at 10am, Concert 5pm to 11:30pm)
- There is an amazing array of mouth-watering Caribbean American cuisine to satisfy any pallet.
- Participants dressed in elaborate and stunning Caribbean carnival costumes, dance through the streets, creating a breathtaking spectacle.
- Live music performances from the massive sound trucks and DJ's from around the World.
- The celebration continues with a concert featuring top-ranked recording artists from the Caribbean.

OUR AUDIENCE



The event attracts a broad audience, including locals and tourists, as well as people from Caribbean communities and other cultural backgrounds. The festival's inclusive nature makes it appealing to individuals of all ages who are interested in experiencing the colorful and spirited festivities of Caribbean carnival.

OVER 25K ATTENDEES



**Across 35 States
And Countries**

AGES 22-45



**Average
Attendance Age**

3 DAYS STAY



**Average Length
of Stay**

OUR AUDIENCE



38%
Male



57%
Female



58%
Managers/Professionals

REGIONS

USA



ATLANTA

BOSTON

BROWARD

MIAMI DADE

ORLANDO

NORTH/SOUTH CAROLINA

NEW JERSEY

NEW YORK

PUERTO RICO

VIRGINIA

WASHINGTON DC

INTERNATIONAL

AUSTRALIA

BAHAMAS

BARBADOS

BRAZIL

CANADA

CUBA

GUYANA

ENGLAND

JAMIACA

TRINIDAD & TOBAGO

TURKS & CAICOS

VIRGIN ISLANDS

MEDIA REACH



9.8 BILLION

TikTok Views



420K

Instagram Views



294K

Facebook Views

PARADE TIME



5 HOURS



WHY YOU SHOULD SPONSOR

Sponsoring Orlando Carnival Downtown presents an incredible opportunity for your organization to align with the Caribbean American Passport Multicultural Initiative's (CAPMI) mission and tap into a wide range of benefits that will help your brand and business thrive. By supporting this event, your company will demonstrate a commitment to cultural preservation and community engagement while gaining access to a diverse and engaged audience.



Brand Exposure

The opportunity to promote your brand to our niche market before, during, and after the event.



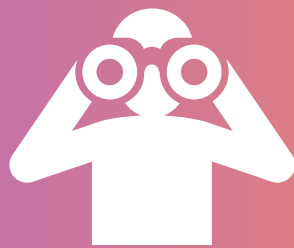
Build Relationship

Opportunity to consolidate corporate and community relationships, and expose your brand directly to our market.



Increase Revenue

Sponsoring our event will help you stand out in this affluent market. Carnival attendees like to travel and are health, beauty and wellness focused.



Heightened Visibility

We message out that we need to support the people who support us. The Caribbean market is fiercely brand loyal.



Sponsorship Packages



Presenting Sponsor

\$100,000

- Placement at all events (minimum 6 events) leading up to Orlando Carnival Downtown
- Sponsored Radio Ads on local and Online Radio Stations (Minimum 6 stations)
- Banner Placement along the 1.5 Mile Parade Route, along 4,000 feet of fence, and on all Stages
- Full-page Color Ad in the Caribbean American Passport - 3 months
- Logo placed prominently on top of over 60,000 rack cards, over 1000 posters, and over 20 banners
- Media Interviews, Inclusion on all Marketing & Press Releases
- Live Event before Carnival at Sponsor Location
- Choice of Sponsor tent placement location
- 60 Event Tickets for Giveaway & 10 Tickets to our Ultra VIP Experience
- 4 min of Ad Overlay, 2 min of Reel Time

Title Sponsor

\$60,000

- Banner Placement at 2 Pre-events leading up to Orlando Carnival Downtown
- Sponsored Radio Ads on local and Online Radio Stations (Minimum 6 stations)
- Banner Placement along 4,000 feet of the perimeter fence and on all Stages at the event
- Full-page Color Ad in the Caribbean American Passport - 2 months
- Logo placed prominently on over 60,000 rack cards, over 1000 posters, and over 20 banners
- Media Interviews, Inclusion on all Marketing & Press Releases
- Live Event before Carnival at Sponsor Location
- Choice of Sponsor tent placement
- 40 Event Tickets for Giveaway & 8 Tickets to our ULTRA VIP Experience
- 4 min of Ad Overlay, 2 min of Reel Time

Sponsorship Packages



Platinum Sponsor

\$40,000

- Banner & Event Branding at 1 event leading up to Orlando Carnival
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 4 stations)
- Banner Placement along 1,000 feet of internal fence
- Half-page Color Ad in the Caribbean American Passport - 2 months
- Media Interviews, Inclusion on all Marketing & Press Releases
- Live Event before Carnival at Sponsor Location
- Sponsor Tent Space
- 30 Event Tickets for Giveaway & 6 tickets to our ULTRA VIP Experience
- 3 min of Ad Overlay, 1 min of Reel Time

Sound/Stage/Light Sponsor

\$20,000

- Banner & Event Branding at an event leading up to the Orlando Carnival
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 2 stations)
- Banner Placement along the VIP area internal fence
- Half-page Color Ad in the Caribbean American Passport - 2 months
- Media Interviews, Inclusion on all Marketing & Press Releases
- Live Event before Carnival at Sponsor Location
- Sponsor Tent
- 20 Event Tickets for Giveaway & 4 tickets to our ULTRA VIP Experience
- 2 min of Overlay & a 30-second Reel

Bar Sponsor

\$10,000

- Banner & Event Branding at the Orlando Carnival Downtown
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)
- Banner Placement along the Mas Band ramp and judges' area
- Half-page Color Ad in the Caribbean American Passport - 1 month
- Live Event before Carnival at Sponsor Location
- Sponsor Tent Space at the event
- 10 Event Tickets for Giveaway & 2 Tickets to our ULTRA VIP Experience
- 2 min of Ad Overlay & a 30-second Reel

Sponsorship Packages



VIP Area Sponsor

\$10,000 Cash or Products

- Banner & Event Branding at 1 event leading up to Orlando Carnival
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 4 stations)
- Banner Placement along 1,000 feet of internal fence
- Half-page Color Ad in the Caribbean American Passport - 1 month
- Media Interviews, Inclusion on all Marketing & Press Releases
- Live Event before Carnival at Sponsor Location
- Sponsor Tent Space at the event
- 10 Event Tickets for Giveaway & 2 tickets to our ULTRA VIP Experience
- 2 min of Overlay & a 30-second Reel

Float/Truck Sponsor

\$7,500

- All branding of the area around the Fire/Reggae Zone
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)
- Banner at the Orlando Carnival Downtown
- Live Event before Carnival at Sponsor Location Sponsor
- Sponsor Tent Space at the event
- 5 Event Tickets for Giveaway
- 1 min of Ad Overlay, 0 Reel Time

T-Shirt Sponsor

\$5,000

- Banner & Event Branding at the Orlando Carnival Downtown
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)
- ¼ Page Color Ad in the Caribbean American Passport - 1 month
- Sponsor Tent Space at the event
- 4 Event Tickets for Giveaway
- 1 min of Ad Overlay, 0 Reel Time

Sponsorship Packages



Silver Sponsorship

\$2,500

- Banner & Event Branding at Orlando Carnival Downtown
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)
- ¼ Page Color Ad in the Caribbean American Passport - 1 month
- Sponsor Tent Space at the event
- 3 Event Tickets for Giveaway & 2 tickets to our VIP Experience
- 1 min of Overlay & 0 Reel Time

Bronze Sponsorship

\$1,000

- Banner & Event Branding at Orlando Carnival Downtown
- Sponsored Radio Ad on local/Online Radio Stations (Minimum 1 station)
- ¼ Page Color Ad in the Caribbean American Passport - 1 month
- Sponsor Tent Space at the event
- 2 Event Tickets for Giveaway

For any inquiries about sponsorship packages, please contact the team members listed below for assistance.

sroberts@caribbeanamericanpassport.com

Sponsorship Packages

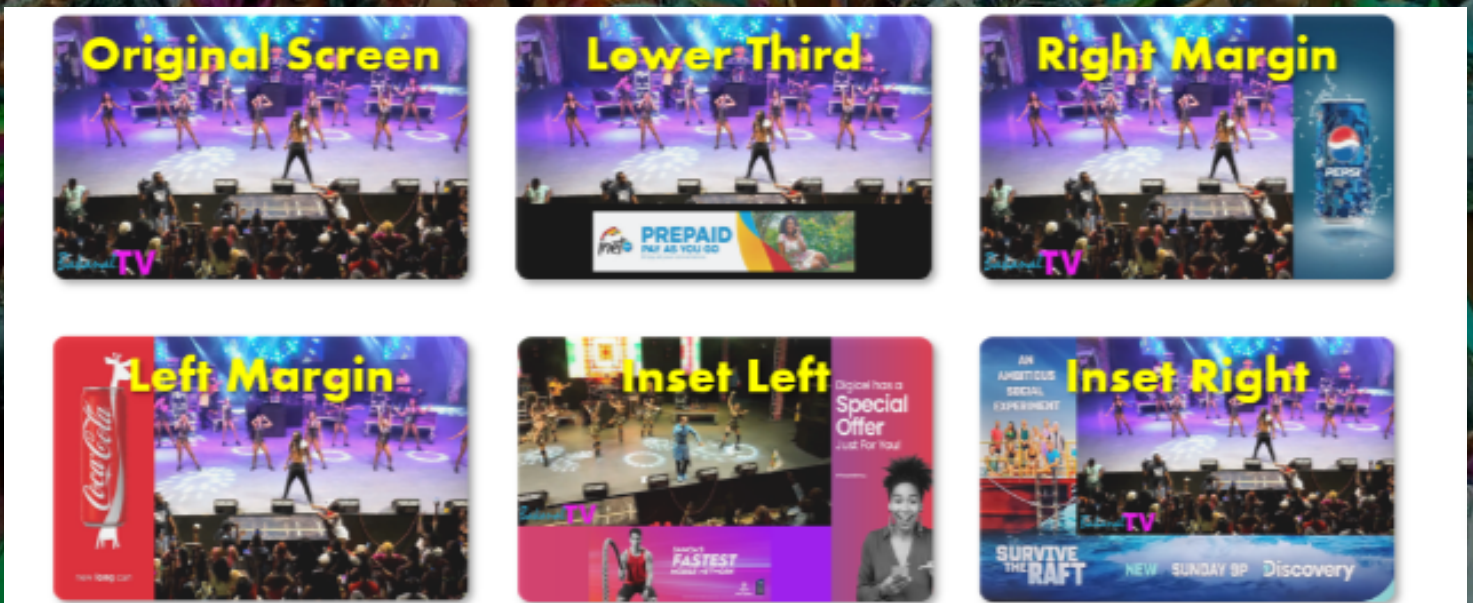


Ad Overlay Details

BakanalTV will provide full live-streaming coverage for each of the following festival events with Ad Overlay options included in each sponsorship package.

- **Carnival on the Runway” - Friday, May 24th, 8pm (5 hours)**
- **J’Ouvert” - Saturday, May 25th, 8am (4 hours)**
- **Soca Anthropology” - Saturday, May 25th, 8pm (5 hours)**
- **Parade of Bands” - Sunday, May 26th, 11am (5 hours)**
- **Closing Concert - Sunday, May 26th, 5pm (5 hours).**

In total there will be twenty-four (24) hours of broadcast airtime and we will inject pop-up ad overlays (Figure 1 below) and traditional break-in ad reels at regular intervals throughout the broadcasts. Additionally, two (2) weeks after the festival, the studio-produced footage from each event - with ads, will be available for on-demand viewing on BakanalTV and eventually on YouTube, generating secondary and tertiary viewership in the hundreds of thousands, if not more over their lifetimes.



Further Inquiries



We would be happy to assist you with any questions that you may have or to help you select the ideal sponsorship opportunity for your organization.

Contact Us

**Contact: Samuel Roberts
Sponsor Liason**

**Orlando Carnival Downtown 2024
Tel: 407-810-6435**

**sroberts@caribbeanamericanpassport.com
www.orlandocarnivaldowntown.com**