

Bakanal TV

The **GLOBAL** Caribbean Network

SPONSORSHIP KIT

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ABOUT BAKANALTV



BakanalTV is a live & on-demand streaming network dedicated to Afro-Caribbean Entertainment, Arts, Sports & Culture - Festivals, Fetes, Concerts, Podcasts, Comedy, Movies, TV Shows, Music Videos etc - All in ONE place! We are the GLOBAL Caribbean Network!

We are delighted to present to you an exciting opportunity to partner with BakanalTV - The GLOBAL Caribbean Network. BakanalTV is not just a streaming platform; it's a dynamic hub dedicated to showcasing Afro-Caribbean Entertainment, Arts, Sports & Culture to a global audience.

- BakanalTV is a leading streaming platform that celebrates the vibrant and diverse culture of the Caribbean.
- Our mission is to connect audiences worldwide with the richness of Afro-Caribbean heritage through engaging and immersive content.
- Whether it's music, dance, cuisine, or sports, BakanalTV offers a one-of-a-kind experience accessible via AppleTV, FireStick, Roku, Mobile apps, and our website.
- We're thrilled to announce that we've been chosen as the official broadcast partner for both the Atlanta and Orlando Caribbean Carnivals, taking place from May 24th to 26th.

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CONTENT



BakanaTV boasts a robust platform capable of streaming its captivating content to over 4.9 billion active users across various channels, including AppleTV, FireStick, Roku, Mobile apps, and our website at watch.bakanal.tv.

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Fetes & Concerts	Movies & TV Shows	Podcasts	Sports
Comedy Specials	Carnival Shows	Drama & Theatre	SoundKlash

OPPORTUNITY



CARIBBEAN CARNIVAL EVENTS

We proudly announce that BakanalTV has been selected as the official broadcast partner for several upcoming Caribbean Carnivals, including those in Atlanta and Orlando. These events are anticipated to draw over 50 thousand attendees and viewers from across the globe, presenting a unique opportunity for sponsors to gain unparalleled exposure.

The events draw over 25,000 patrons to the Atakanta and Orlando area from other major cities such as Miami, Atlanta, Houston, Philadelphia and the New York Metro Area, and this year's Spectacular will showcase trendy Caribbean artists such as Pumpa (USVI), Burning Flames (Antigua & Barbuda) and Lyrikal, Nailah Blackman, Fay-Ann Lyons and Bunji Garlin (Trinidad & Tobago).



9.8 Billion

2023 Active Viewers

OPPORTUNITY



ORLANDO CARNIVAL EVENT

May 24 - 26 2024

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 annual festival brings together people from diverse backgrounds to experience the joy and rhythm of Caribbean carnival. The event draws over 25,000 patrons to the Orlando area from other major cities such as Miami, Atlanta, Houston, Philadelphia and the New York Metro Area, and this year's Spectacular will showcase immensely popular Caribbean artists such as Pumpa (USVI), Burning Flames (Antigua & Barbuda) and Lyrikal, Nailah Blackman, Fay-Ann Lyons and Bunji Garlin (Trinidad & Tobago).

BakanalTV will provide full live-streaming coverage for each of the following festival events:

“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).

GLOBAL REACH

Bakana!TV has garnered immense backing and witnessed exponential expansion within just one year of establishment. The infographics depicting our Reach and Audience below showcase our burgeoning growth and the promising prospects that lie ahead.



4.9 Billion

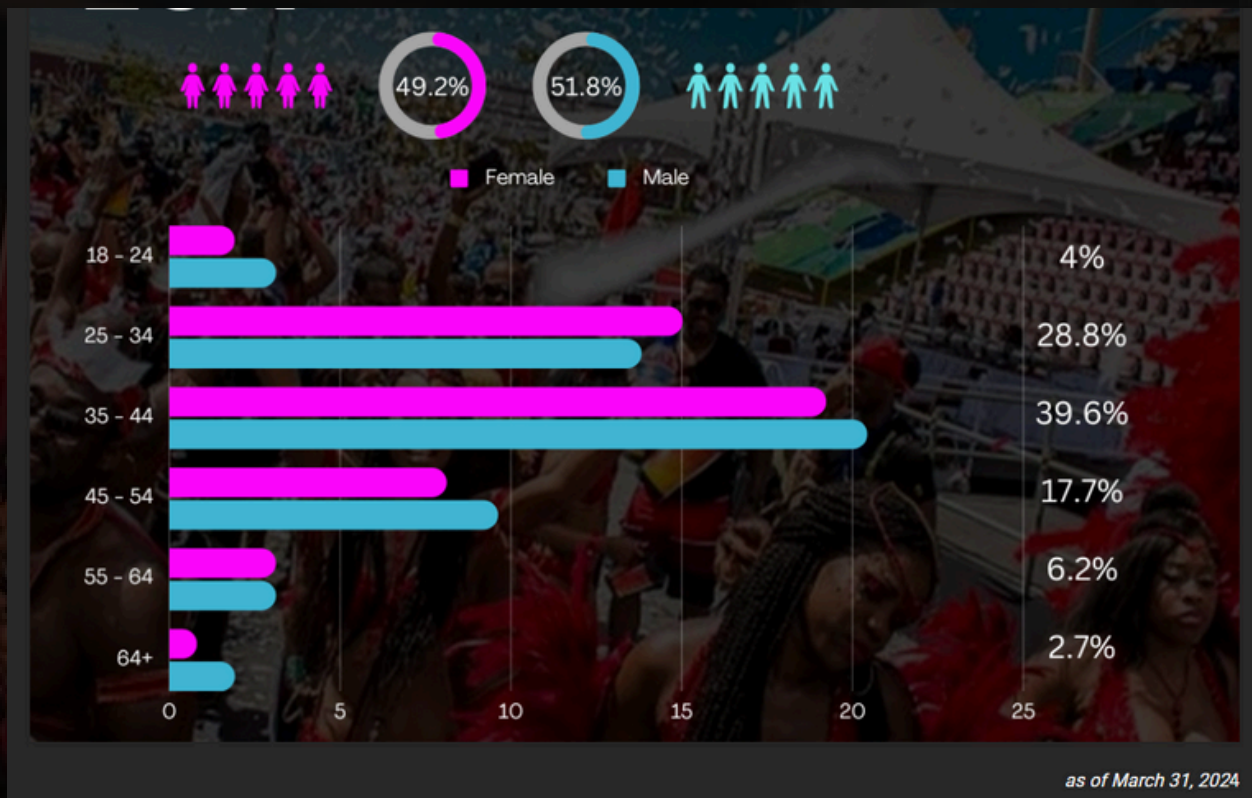
Est Active Viewers



Our active subscribers and viewers can access Bakana!TV streaming content through major platforms AppleTV, FireStick, Roku, Mobile apps, and our website at watch Bakana!TV

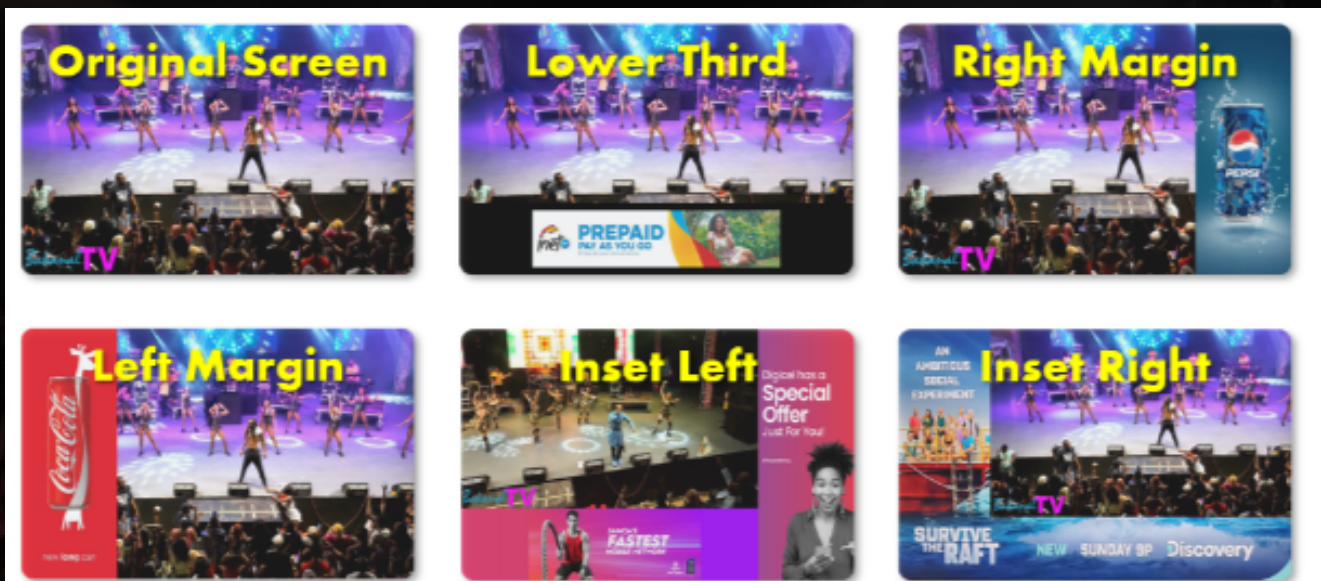
OUR AUDIENCE

At BakanalTV, our audience comprises both men and women from diverse backgrounds, ranging from business professionals to avid enthusiasts of Afro-Caribbean entertainment. We provide a viewing platform for the global Caribbean community, offering content sourced from across the world, spanning various genres and regions within and beyond the Caribbean.



VIDEO AD OVERLAYS

Video Ad Overlays will be injected for one (1) minute (2 x 30 sec), every third minute (minutes 3, 6, 9, 12 etc), producing four (4) minutes of overlay time per 15-minute broadcast segment: 16 minutes per broadcast hour. Similarly, reels will be injected for 2 minutes every 13th minute, producing eight (8) minutes of Ad Reel time per hour. Table 1 provides a summary of the total available Advertising inventory.



With 384 and 192 hours of overlay and reel time respectively in the Ad Inventory, as a broadcast sponsor, you will have entitlements to corresponding portions of this Ad inventory across the entire festival. Table 2 provides a summary of the sponsorship ad-entitlements.

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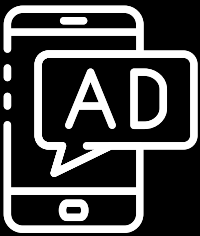
Event	Length (hrs)	Ad Overlay Time @ 16 min/hr (mins)	Ad Reel Time @ 8 min/hr (mins)
Carnival on the Runway	5	80	40
J'Ouvert	4	64	32
Soca Anthropology	5	80	40
Parade of Bands	5	80	40
Closing Concert	5	80	40
Total		384	192

Sponsorship Tier	Cost	Ad Inventory %	Overlay Time (mins)	Reel Time (mins)
Official Broadcast Sponsor	\$50,000	40%	154	77
Gold Broadcast Sponsor	\$30,000	20%	77	38
Silver Broadcast Sponsor	\$20,000	10%	38	19
Bronze Broadcast Sponsor	\$10,000	5%	19	10
Contributing Broadcast Sponsor	\$5,000	2%	8	4

SPONSORSHIP BENEFITS



Brand Visibility: Your brand will be prominently featured in BakanaalTV's full lineup of steaming content and during our annual Atlanta and Orlando Caribbean Carnivals coverage, reaching a diverse audience passionate about Afro-Caribbean culture.



Advertising Opportunities: Gain access to a range of advertising opportunities with our transcending video overlays across our streaming platform content, website, and social media channels, allowing you to effectively promote your products or services to our engaged, diverse audience.



Association with a Leading Platform: Align your brand with a trusted and influential platform that is dedicated to celebrating and promoting Afro-Caribbean culture on a global scale.



BakanaalTV's diverse inventory of content spanning Afro-Caribbean Entertainment, Arts, Sports & Culture offers a treasure trove of opportunities for sponsors seeking to showcase their brand. From festivals and fetes to concerts, podcasts, comedy, movies, TV shows, music videos, and more, our platform hosts a rich tapestry of engaging content.

This valuable content attracts a large and diverse group of active users who not only consume but also actively engage with our offerings. For sponsors, this means accessing a coveted audience segment that not only appreciates quality content but also spends on products and services, making BakanaalTV an ideal partner for brand exposure and engagement.

About Bakana!TV

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The GLOBAL Caribbean Network



Bakana!TV is a NEW live & on-demand streaming network dedicated to Afro-Caribbean entertainment, Arts & Culture – Festivals, Fetes, Concerts, Podcasts, Comedy, Movies, TV Shows, Music Videos etc – All in ONE place!

We are a subscriber-based media outlet delivering Afro-Caribbean-centric content to the region, the diaspora and the world, unleashing our Artists creativity while enabling direct monetization via Subscription and Pay-Per-View revenues.

As the modern world turns increasingly to streaming services for entertainment, Bakana!TV is first-to-market with a presence and mass distribution capability via the mainstream platforms: AppleTV, FireTV and RokuTV, as well as iOS and Android apps. We are well-positioned to be the central digital source of Caribbean content and one of the vessels which finally brings Caribbean music, arts and culture to the World!

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About Bakana!TV



Executive Team



Craig Samuel

Craig Samuel is a 30-year IT industry veteran with expertise in Systems & Network Engineering, Cloud Computing and Cybersecurity. His career path includes IBM, Lockheed Martin, and Amazon AWS, and he is currently with Microsoft delivering Cloud Architecture Solutions for major corporate accounts such as Netflix and AT&T. He has a B.S. in Information Systems and a Masters in Cybersecurity from the University of Maryland.



Jomo Gulston

Jomo Gulston is a 20-year Business Development Analyst and Public Sector Technician, Government of Antigua and Barbuda. He has a B.S. in Business Administration from Strayer University.



Contact Us

Bakanal **TV**

The GLOBAL Caribbean Network

Locations:

Washington, DC

Miami, FL

New York, NY

St. John's, Antigua

General – info@bakanal.tv

Event coverage – sales@bakanal.tv

Support – customercare@bakanal.tv

Advertising – ads@bakanal.tv

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