



**2024**

**37th Annual Downtown  
Atlanta Caribbean Carnival  
Memorial Day Weekend**

[www.atlantacarnival.org](http://www.atlantacarnival.org)

# Introduction



## **Fostering the vibrant cultural and artistic expressions of the Caribbean**

The Atlanta Caribbean Carnival Bandleaders Association (ACCBA) has produced the Atlanta Caribbean Carnival for the past 37 years! We've brought thousands of patrons to venues throughout Metro Atlanta as we are dedicated to producing events that help to increase awareness of the various Caribbean art forms and to working within the community to promote diversity, art, and education.

## **Mission**

The Atlanta Caribbean Carnival Bandleaders Association (ACCBA) is a non-profit organization whose mission is to promote a broader understanding and deeper appreciation for Caribbean culture by seeking the interest of Atlanta Caribbean carnival groups and using the Atlanta Caribbean Carnival as a vehicle for the promotion of Caribbean culture among the broader Metro Atlanta Community.

# Events



## These events are not only Exciting; but brings Cultural Awareness

In 1987, a diverse group representing several Caribbean islands came together to familiarize the metro Atlanta community with Caribbean culture through the presentation of a West Indian style carnival. The first Caribbean Carnival in Atlanta was held in 1988 and became the official kick-off of the U.S. carnival season and brought thousands of visitors to metro Atlanta for Memorial Day weekend.

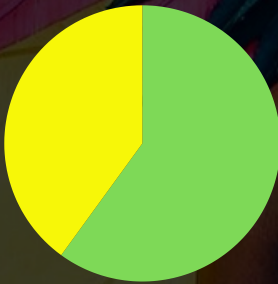
The Atlanta Caribbean Carnival promises a family-friendly extravaganza! Annually celebrated over Memorial Day Weekend, this year's festivities are set for Saturday, May 25th, 2024. Expect a vibrant mix of activities including music, masquerades, dancing, Carnival royalty, a parade, and other extravagant showcases featuring brightly adorned costumes, pulsating Caribbean beats, authentic cuisine, fashion displays, and diverse art forms.

# Demographics & Economic Impact



Atlanta is home to a large population worldwide who are lovers of Carnival and actively participate in the festivities. These festivities are broadcast through various media: radio, television (including news coverage), newspapers, etc. This year, millions of television viewers will have the opportunity, once again, to celebrate Carnival in Atlanta celebrating the island of St. Lucia Honoring Motto. The Official Atlanta Caribbean Carnival has grown since its inception with anticipated attendance this year of more than 20,000 patrons!

Female  
40%



Male  
60%



**21 to 55**



## Education

85% College Graduate



## Household Income

**55K+**

Attendees

**65K+**



## Residence

70% Homeowners

Entertainment  
Industry Attendees

# Call to Action



The Atlanta Caribbean Carnival Bandleaders Association is delighted to collaborate with you for the 37th Annual Official Atlanta Caribbean Carnival. We aim to support you through tailored marketing approaches that elevate your brand perception, cultivate positive consumer sentiments towards your product, and boost your sales. We firmly believe that corporate sponsorships offer unparalleled benefits, allowing for real-time assessment of customer feedback and immediate product responsiveness.

We recognize the importance of generating positive publicity and increasing visibility to foster brand loyalty, thereby securing a competitive advantage for you. To ensure your participation in this extraordinary event, please complete our Sponsorship Agreement promptly. Space is extremely limited, so act swiftly to secure your spot.

## Non-Profit Info

ACCBA is a non-profit organization and a division of the Atlanta Caribbean Carnival Bandleaders Association. The Atlanta Caribbean Carnival Bandleaders Association (ACCBA) donates a portion of the proceeds, from each show to a local charity and to help bring Cultural Awareness to the Caribbean Community!

We welcome your support!

# Proposal Sponsorship Packages



## Soca Sponsorship

**\$10,000**

- Company Banner placement at all events: J'ouvert, Carnival Village ( Sat)
- Company name & logo on ACCBA website for 1 year
- Product Exclusivity from Sponsors & opportunities to advertise and or distribute products to Local & International attendees.
- On-Site Promotions/Announcements by Host where the company will be formal recognized throughout the ACCBA Memorial Day Weekend Events
- Onstage presentation by company rep (2 mins) at J'ouvert and Carnival Village (Sat)
- Choice of Sponsor Tent space for Carnival Village (Sat)
- Media Interviews & Logo Inclusion on all Marketing & Press Releases
- Company name & logo on ACCBA website for 1 year
- Logo placement on Step and Repeat banners (which serve as backdrop in all press, TV, and photo opportunities)
- 20 VIP All Access Passes for J'ouvert
- Two {2} VIP Tables (reserved seating) to engage patrons and promote product/service along with & 20 VIP All Access Passes for Carnival Village (Sat which includes food & drink)

## Reggae Sponsorship

**\$8,000**

- Company Banner placement at all events: J'ouvert, Carnival Village ( Sat)
- Company name & logo on ACCBA website for 1 year
- Opportunities to advertise and or distribute products to Local & International attendees.
- On-Site Promotions/Announcements by Host where company will be formal recognized
- Onstage presentation by company rep (2 mins) at J'ouvert and Carnival Village (Sat)
- Opportunities to advertise and or distribute products to the Local & International attendees.
- 5 VIP All Access Passes for J'ouvert
- 5 VIP All Access Passes for Carnival Village (Sat which includes food & drink)

# Proposal Sponsorship Packages



## Afro-Caribbean Sponsorship

**\$5,000**

- Company Banner placement at all events: J'ouvert, Carnival Village (Fri & Sat)
- Company name & logo on ACCBA website for 6 months
- Media Interviews & Logo Inclusion on all Marketing & Press Releases
- On-Site Promotions/Announcements by Host where company will be formal recognized throughout the ACCBA Memorial Day Weekend Events
- Opportunities to advertise and or distribute products to the Local & International attendees.
- 5 VIP All Access Passes for J'ouvert
- 5 VIP All Access Passes for Carnival Village (Sat which includes food & drink)

## Reggaetón Sponsorship

**\$2,500**

- Company Banner placement at all events: J'ouvert, Carnival Village (Fri & Sat)
- Company name & logo on ACCBA website for 6 months
- Media Interviews & Logo Inclusion on all Marketing & Press Releases
- On-Site Promotions/Announcements by Host where company will be formal recognized throughout the ACCBA Memorial Day Weekend Events
- Opportunities to advertise and or distribute products to the Local & International attendees.
- 2 VIP All Access Passes for J'ouvert
- 2 VIP All Access Passes for Carnival Village (Sat which includes food & drink)

### In-Kind Sponsorship:

Benefit equals to value of items/service donations and prizes valued within one of the tiers above.

# Contact Us



## Thank You

Thank you in advance for your help and support in making the Atlanta Caribbean Carnival a huge success!

## Contact Us

Atlanta Caribbean Carnival Bandleaders Association (ACCBA)  
P O Box 391675 Snellville, Georgia 30039

**Patricia Henry, ACCBA President**

Contact Me: (404) 519-6120  
president.atlantacarnival@gmail.com

**Courtney Clarke, ACCBA Public Relations Officer & Consultant**

Contact Me: (718) 708-1557  
pr.atlantacarnival@gmail.com