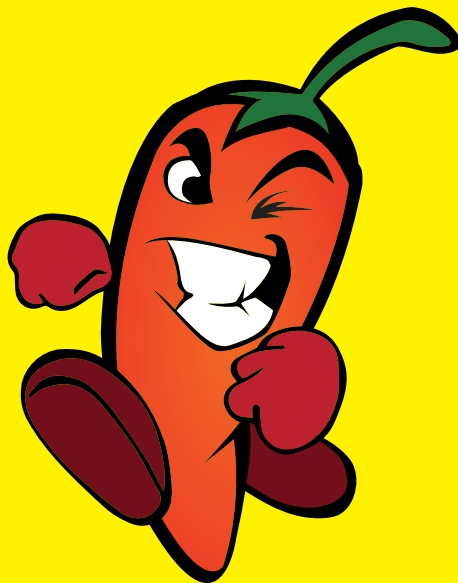


The 4th Annual

NORTH CAROLINA

Jerik Fest



SPONSORSHIP APPLICATION



INTRODUCTION

It is with great pleasure that CaribSplash invites you to participate in the Fourth Annual North Carolina Jerk Festival to be held on Saturday September 23rd, 2017 at West Point on the Eno Amphitheater, 5101 N Roxboro Rd, Durham, NC 27704. Last year's event was exceptionally successful thanks to all participants; sponsors, volunteers, and attendees. CaribSplash's goal is to make the 2017 Jerk Festival bigger and better and increased corporate sponsorship is vital to achieving the said goal.

SUMMARY OF LAST YEAR

The Third Annual NC Jerk Festival 2016 was exceptionally successful. An estimated 10,000 participants from diverse backgrounds attended. Compared to the 2015 festival which was located downtown Durham, 2016 was held at West Point on the Eno amphitheater. The amphitheater is within a natural and historic 404-acre city park located along a two-mile stretch of the scenic Eno River. Similar to 2015, the day began with the 5K run/walk. A Jamaican flavor was added to the 5K by providing participants with a sample of authentic jamaican jerk chicken and a Red Stripe beer (for 21 and over) after crossing the finish line. Also, early registrants were guaranteed a Dri-Fit T-shirt displaying sponsor logos and a commemorative medal. The number of participants increased from 132 run/walkers in 2015 to 180. The latter number would have been larger had we not capped the event. Four local reggae bands and international reggae artist, Thriller U was added to the event schedule for 2016. Attendees were very pleased with this new addition which kept them entertained and resulted in an extended presence at the festival. The cooking demonstration booth ensured patrons could sample various Jamaican-inspired dishes. Chefs from various states were present to show-off their culinary skills using only sponsored brand products.



PLANS FOR UPCOMING FESTIVAL

CaribSplash plans a family friendly fun day of activities representing Caribbean excellence and excitement. We will kick off the day with a fun-filled 5K run/walk along the scenic Eno River. After which, booths displaying cultural arts, clothing, and delectable Caribbean cuisine continues the festival. Our featured events include a Jerk cook-off competition in which local and national chefs will be challenged to demonstrate their creative culinary skills by producing an on-the-spot authentic Caribbean Jerk masterpiece. The festival continues with a cooking booth demo, Jerk wing eating contest, caribbean games, and an interactive, playful Kids Zone. Throughout the festival, patrons will enjoy ongoing live cultural entertainment.

AUDIENCE PROFILE

We intend the North Carolina Jerk Festival to continue its appeal to individuals and families from various nationalities. Amongst those in attendance were affiliates (current students, graduates, and staff) from the four major universities; Duke, NC Central, NC State and UNC. These patrons demonstrated high brand awareness and a willingness to try new products and services.



OVERALL GOAL

A portion of the proceeds will go towards the CaribSplash Youth Development Program (CYDP). The goal of the CYDP is to provide educational materials (eg. books to libraries of impoverished schools) and sporting equipment (eg. cricket and soccer) to Caribbean children in need. We acknowledge the importance of nutrition in today's youth and have created a school feeding program to ensure that students can take advantage of the academic and recreational atmosphere we hope to create.



SPONSORS BENEFITS

PRESENTING SPONSOR

\$5,000

- Tie your name to The North Carolina Jerk Festival as the host and presenting sponsor and rights of first refusal for future years
- Naming rights/signage for the Main Stage
- Company banner permanently displayed on the Main Stage.
- Opportunity for company representative to make a five minute stage presentation.
- Ability to use "Official Sponsor of The North Carolina Jerk Festival" in company advertising
- Optional Promotional/Vendor Booth in premium location. Single booth 10x10
- Recognition in Radio/TV ads in weeks prior to Festival.
- Company Logo & Presenting Sponsor status on all pre-event and post-event print materials (poster, postcards, etc.) as well as inclusion in print advertising current calendar year
- Sponsor Company Logo on The North Carolina Jerk Festival website with hyperlink.
- Social media postings recognizing your support.
- Logo on event t-shirt as Presenting Sponsor
- Inclusion in all E-marketing campaigns with logo linking back to your online site.
- Rotating Stage Announcements by festival host recognizing your support.

PLATINUM SPONSOR

\$2,500

- Optional Promotional/Vendor Booth in premium location. Single booth 10x10
- Recognition in Radio/TV ads in weeks prior to Festival.
- Company Logo on all pre-event and post-event print materials (poster, postcards, etc.) as well as inclusion in print advertising current calendar year
- Sponsor Company Logo on The North Carolina Jerk Festival website with link to your website or Facebook.
- Social media postings recognizing your support.
- Logo on event t-shirt.
- Inclusion in all E-marketing campaigns with logo linking back to your online site.
- Rotating Stage Announcements by festival host recognizing your support.



SPONSORS BENEFITS

GOLD SPONSOR

\$1,000

- Company Logo on all pre-event and post-event print materials (poster, postcards, etc.) as well as inclusion in print advertising current calendar year
- Sponsor Company Logo on The North Carolina Jerk Festival website with link to your website or Facebook.
- Social media postings recognizing your support.
- Logo on event t-shirt.
- Inclusion in all E-marketing campaigns with logo linking back to your online site.
- Rotating Stage Announcements by festival host recognizing your support.

SILVER SPONSOR

\$500

- Sponsor Company Logo on The North Carolina Jerk Festival website with link to your website or Facebook.
- Social media postings recognizing your support.
- Logo on event t-shirt.
- Inclusion in all E-marketing campaigns with logo linking back to your online site.
- Rotating Stage Announcements by festival host recognizing your support.



SPONSORSHIP APPLICATION

Please complete this form to indicate participation and level of sponsorship for
The 2017 North Carolina Jerk Festival.

CaribSplash, 4711 Hope Valley Rd.
Suite 4F, Durham, NC 27707
Email: caribsplashnc@gmail.com | Website: www.caribsplash.org
Dwayne Francis 352.256.1767 | Neville Francis 919.259.1713
Tax ID Number: 46-4154163

Please Type or Print

Sponsorship Level: _____ Company Name: _____

(NOTE: This is how your company's name will be listed on all printed materials)

Contact Person: _____ Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Office#: _____ Fax#: _____ Mobile# _____

Sponsorship funds can be paid by the following: Checks (payable to CaribSplash), Card (on our website), Money Order, or Cash.

Terms and Conditions:

It is agreed that sponsors of the 2017 North Carolina Jerk Festival will abide by the terms and conditions set forth below:

Sponsor agrees to send primary and alternate versions of logo with guidelines for logo use in EPS, JPEG or PDF formats via email to caribsplashnc@gmail.com

We cannot guarantee that company's name and/or logo will be included in all printed materials if registration is received after Friday, June 30th, 2017.

- Subletting or division of booth /exhibition space not permitted.
- The cancellation policy is there are no refunds.
- Sponsor agrees to keep their booth fully set up, staffed and operational throughout festival.
- Sponsor agrees to remove all property, boxed, ancillary material etc from the booth at the conclusion of the festival.
- Sponsors and vendors are not permitted to sell water at this event.

Authorized Signature: _____ Print Name: _____

Title: _____ Company: _____ Date: _____

Thank you very much!