



Sweet
JAMAICA
INDEPENDENCE FESTIVAL

Big Rigg Production, Inc.

4408 West Oakland Park Blvd.

Lauderdale Lakes, Fl. 33313

Partnership Proposal

SWEET JAMAICA INDEPENDENCE CELEBRATION

Sunday, August 4, 2024

Lauderhill Performing Arts Center (LPAC), 3800 N.W. 11th Place, Lauderhill, FL 33313 (parking lot)

EVENT

The third year of our “**Sweet Jamaica Independence Festival**” returns to South Florida for 2024 as a vibrant outdoor festival. This signature event celebrates **Jamaica’s 62nd Anniversary of Independence**. It will feature an array of authentic Jamaican cuisines, beverages, a street parade, dances, artwork, cultural experiences, and live entertainment. Several local and recording artists from the USA and Jamaica will be performing, including one of the longest-running traditional bands – the **legendary FAB 5** and **Stone Love**.

As we embark on this milestone event, we recognize the significance of its hosting in South Florida:

- The presence of a large and strong Jamaican Diaspora who remember their homeland and remain attached to the culture.
- Attendees residing locally and beyond the boundaries of the tri-county area will learn of and experience the rich cultural heritage of Jamaica that is globally recognized and adored.
- Continued support and financial contribution to the **Autism Awareness movement**, a local charity.
- Opportunities for participation by other charitable organizations to gain awareness of their respective goals and mission.
- Partnering with the City of Lauderhill, the Mayor, the Commissioners, and the City Manager, there will be planned avenues of direct marketing and promotional campaigns to heighten local, national, and international awareness of its culturally diverse and exceptional municipality.

PARTNERSHIP PROPOSAL

The 2024 attendance is expected to be several thousand patrons, we invite you to partner with **BIG RIGG PRODUCTION, INC.**, the originator of “**Sweet Jamaica Independence Festival**”. Also, the partnership of the City of Lauderhill offers an excellent and cost-effective opportunity to market and promote your product and services to a very large number of potential customers.

Sponsorship benefits will include the opportunity to market to all onsite attendees, as well as generating brand exposure to thousands of potential customers by, but not limited to the following:

- **Web:** Inclusion on e-flyers placed on multiple websites.
- **Email:** Inclusion in the Email Ad campaign.
- **Social media:** Inclusion on e-flyers used in frequent and strategic posts on multiple accounts and distributed to our affiliated subscriber databases of 100,000+ contacts, and via other 3rd party e-marketers and distribution engaged at least once weekly.
- **Broadcast & Streaming:** Mentions included with broadcast and/or internet radio promotions with possible on-air interviews promoting your brand.
- **On-site Promotions:** Onsite wind/feather or vinyl banner display space at the event. Up to 10 Audio mentions during the event. Inclusion on video screen at the event.
- **Print:** Inclusion in printed flyers and Ad promotions in local community newspapers if utilized.

Our detailed sponsorship packages for “**Sweet Jamaica Independence Festival 2024**” are attached for your review. Thank you for your consideration. We look forward to a fruitful partnership and a memorable celebration.

Michael K. Rigg, President, **Big Rigg Production, Inc.** (954) 439-5781

Sponsorship Opportunities

****Platinum Sponsor - US \$10,000.00***

- Recognized as the **Platinum Title Sponsor** in all media Ads and Post
 - Ten (10) mentions via stage announcement at event
 - Logo inclusion in ALL Email and Social Media promotions (for remaining promotion time)
 - Brand placement on all Printed Flyers (time permitting)
 - Brand Exclusive Video Ad and inclusion on venue Video Screen Presentation (continual rotation)
 - Up to two (2) Banner Placements by the stage. (wind/feather banner only)
 - Recognized on broadcast and internet radio promotions
 - Booth location at venue for promotional items
 - Décor Branding - Stage banner/skirt and vinyl banner on fence (must be provided)
 - Ten (10) VIP Passes and five (5) parking passes
 - Ten (10) General Admission passes

****Gold Sponsor – US \$8,000.00***

- Recognized as the **Gold Sponsor** in all media Ads and Post
 - Eight (8) mentions via stage announcement at event
 - Logo inclusion in ALL Email and Social Media promotions (for remaining promotion time)
 - Brand placement on all Printed Flyers (time permitting)
 - Brand Exclusive Video Ad and inclusion on venue Video Screen Presentation
 - One (1) Banner Placement by the VIP or Bar area. (wind/feather banner only)
 - Recognized on broadcast and internet radio promotions
 - Décor Branding – VIP or Bar with banner/skirt and vinyl banner on fence (must be provided)
 - Table for promotional items
 - Six (6) VIP Passes and three (3) parking passes
 - Six (6) General Admission passes

Silver Sponsor – US \$5,000.00

- Recognized as the **Silver Sponsor** in all media Ads and Post
 - Four (4) mentions via stage announcement at event
 - Logo inclusion on all Social Media promotions (for remaining promotion time)
 - Brand placement on all Printed Flyers (time permitting)
 - Brand inclusion of video screen
 - One vinyl banner on fence (must be provided)
 - Table for promotional items with wind/feather banner
 - four (4) VIP Passes and two (2) parking passes
 - Four (4) General Admission passes

Bronze Sponsor – US \$2,500.00

- Recognized as the **Bronze Sponsor** on all Post
 - Two (2) mentions via stage announcement at event
 - Brand placement on all Printed Flyers (time permitting)
 - Table for promotional item
 - Two (2) VIP Passes and one (1) parking pass
 - Two (2) General Admission passes

Banner Sponsor - US \$1,500.00

- Recognized as the **Banner Sponsor** on all Post
 - One wind/feather banner
 - Four (4) General Admission passes

Support Sponsor – US 1,000.00

- Recognized as a **Support Sponsor** on all Post
 - Two (2) General Admission passes

****Denotes Lead Sponsor***

Partner/Sponsor Agreement

Kindly complete this agreement to include all relevant sponsorship and payment details and email to sweetjamaicacelebration@gmail.com

Platinum Sponsor US \$10,000.00 _____

Gold Sponsor US \$8,000.00 _____

Silver Sponsor US \$5,000.00 _____

Bronze Sponsor US \$2,500.00 _____

Banner Sponsor US 1,500.00 _____

Support Sponsor US \$1,000.00 _____

Donation US \$ _____

Company/Billing information

Company Name

Company Owner/Representative

Billing Address

Phone Email

Payment Agreement

Please charge my credit card Visa..... Master..... Amex..... other..... US \$.....

Credit card #..... CVC#..... Exp Zip code

OR

I have enclosed check #..... US \$.....

Mail check to: Big Rigg Production, Inc., 4408 West Oakland Park Blvd, Lauderdale Lakes, FL 33313

OR

ZELLE: (954) 439-5808

Signature Date..... Print