



RWIFO

ROCHESTER WEST INDIAN FESTIVAL ORGANIZATION, INC.

RWIFO, Inc. | PO Box 64551, Rochester, NY 14624 | 585-234-0909 | rwifo.com

Sponsorship Packet

The Rochester West Indian Festival Organization, Inc. (RWIFO) Carifest™ Festival and Parade is made possible by generous sponsors like YOU.

Every year, the City of Rochester comes alive for RWIFO's annual **Carifest Festival and Parade**. Through RWIFO sponsorship, businesses advertise their commitment to the same principles that guide RWIFO and that make Rochester a great place to live: diversity, community, excellence, excitement, and a shared spirit of creativity.

Now in its 35th year, CARIFEST is one of the oldest Caribbean festivals in NY, and the only event of its kind in the Upstate region. Each summer, more than 4,500 fans come from around town, across the state, and even across the country to enjoy great Caribbean music plus Rochester's local shopping, restaurants, and hotels. The Carifest Festival and Parade is considered to be one of Rochester's "signature events".

Carifest admissions cover just 50% of the full cost of the festival programming. For the rest, RWIFO depends on generous supporters like you to help bring the Caribbean to our neighborhood. Carifest is a ticketed event held in the heart of Downtown Rochester, offering sponsors diverse opportunities for recognition.

What does RWIFO sponsorship mean for you?

- You help RWIFO fill our downtown streets with music, crafts, food and art from the Caribbean and create multicultural experiences that are accessible to people of all ages, abilities, backgrounds, & incomes.
- You make a difference in the local economy and join a community of local businesses who are keeping Rochester unique and vibrant through their support for the Caribbean community in the area.
- You show your clients and customers – present and future – that you value one of their favorite events. Festival-goers tell us that they make a point of supporting businesses that support Carifest.
- You keep ticket prices low, plus help create 10+ hours of Festival events. You also receive complimentary* tickets that can help you grow your business or reward top employees. [**at Spotlight Sponsor level and above*]

Sponsors access tens of thousands of "impressions" for their businesses through RWIFO's extensive publicity efforts in both local and regional markets, including:

- Radio Advertisement
- Carifest posters (500 distributed)
- RWIFO website (avg. 800+ visits per day leading up to Carifest)
- RWIFO social media (Facebook- 3,500+ followers)
- Press releases to extensive list of local, regional, and national media



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Sponsorship Levels and Benefits

Presenting (\$10,000+)

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor banners at Carifest venue
- Top recognition in ALL stage announcements
- Producer-level complimentary all access stage passes, PLUS two additional complimentary passes to all RWIFO events
- Sponsor listed in press releases
- Sponsor logo on Carifest info tent
- Sponsor logo on Carifest poster
- Profile & mentions/tags on RWIFO social media

Producer (\$5,000-\$9,999)

- All the benefits of a Spotlight Sponsor, PLUS:
- Naming opportunity (exclusive) for a Carifest performance tent/stage or concert
- Recognition in most stage announcements
- Benefactor-level complimentary passes plus two passes to all RWIFO events
- Sponsor listed in press releases
- Sponsor logo on Carifest info tent
- Sponsor logo on Carifest poster
- Profile & mentions/tags on RWIFO social media

Benefactor (\$2,500-\$4,999)

- All the benefits of a Spotlight Sponsor, PLUS:
- Naming opportunity (shared) for the Cultural Village Carifest component
- Recognition in most stage announcements
- Two complimentary Carifest passes
- Sponsor logo on Carifest poster
- Mentions/tags on RWIFO social media

Main Stage (\$1,500-\$2,499)

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor name on Carifest poster
- Mentions/tags on RWIFO social media



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Spotlight (\$1,000-\$1,499)

- Recognition in select stage announcements (frequency is commensurate with level of support)
- Sponsor logo & link on RWIFO website
- Two complimentary Carifest passes

Collaborator (\$750-\$999)

- Recognition in select stage announcements (frequency is commensurate with level of support)
- Sponsor logo & link on RWIFO website

Community (up to \$749)

- Recognition in select stage announcements (frequency is commensurate with level of support)

RWIFO welcomes support at any level.

For more information on RWIFO sponsorship, please contact:

Cheryl Hayward, Sponsor Coordinator

sponsor@rwifo.com

(585) 234-0909

P.O. Box 64551

Rochester, NY 14624



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RWIFO, Inc. Carifest Festival and Parade

August 10, 2019

Sponsorship Commitment Form

- Presenting** (\$10,000+)
- Producer** (\$5,000 – \$9,999)
- Benefactor** (\$2,500 – \$4,999)
- Main Stage** (\$1,500 – \$2,499)
- Spotlight** (\$1,000 – \$1,499)
- Collaborator** (\$750 – \$999)
- Community** (up to \$749)

- I am unable to sponsor the 35th Annual Carifest Festival and Parade at one of the above levels, but would like to make a tax-deductible contribution of: \$ _____

Please note the following deadlines:

April 1, 2019 – Company Logo (Presenting/Producer/Benefactor/ Mainstage)

July 1, 2019 – Company Bio and Banner (Presenting)

Sponsor Name (as it should appear on printed materials): _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone (Day): _____ **Phone (Evening):** _____

Email: _____

Payment:

- Check or Money Order enclosed (payable to Rochester West Indian Festival Organization, Inc.)
- Please send an invoice (payment due by June 1, 2019)

Signature: _____ **Date:** _____

Mail completed forms to: RWIFO, Inc., Sponsor Committee, P.O. Box 64551, Rochester, NY 14624