



*2023 SPONSORSHIP*

*OPPORTUNITIES*

# 2023

## WELCOME



Dear Potential Sponsor,

As a valuable member of our community, we would like to invite you to be a part of the 28th Anniversary of Unifest, from May 21st, 2023, in the City of Lauderdale Lakes. Unifest the oldest multicultural event in Broward County. It is an array of Cultural Education, Creativity and Adult Empowerment designed to unify people and showcase their diversity. It brings Cultural education with our Youth Motivational and Adult Empowerment Workshops, Cultural Sensitivity and Awareness to the community through various activities such as Arts and Craft, Sports, Cultural Costumes, Business and Health Expo, International Cultural Exchange Program, Mardi Gras parade, Food, Flavors and Music of the Caribbean.

Unifest is designated as the official kick-off to the National commemoration of Caribbean American Heritage Month, celebrated in June.

We are looking for leaders, local businesses and organizations to help us make this event truly impactful for our community. As a leader in the community, your involvement would help highlight the importance of recognizing cultural awareness and the joint opportunities that come out of the opportunity to share our differences.

- On Friday Evening, May 19th, we will host a meet and greet business mixer. The expected attendance for this event is 250.
- On Sunday, May 21st, we will host the Grand Event. The expected attendance for this event is 2,000-4,000.

Sincerely,

### Mario Zamora

Mario Zamora

President

Greater Caribbean American Cultural Coalition, Inc.



## SPONSORSHIP OPPORTUNITIES

**Direct Marketing through product/service distribution**  
**Increase Sales**  
**Benefit of growing marketplace**

Because we know your corporate objectives are specific to your individual needs, we have presented a variety of opportunities to consider. Please take a moment to review these opportunities and the sponsor benefits that can be incorporated into an individually tailored sponsor program just for you.

### SPONSORSHIPS

- Title Sponsor (1 available) - \$15,000
- Presenting Sponsor (2 available) - \$10,000
- Entertainment Sponsor (Unlimited) - \$10,000
- VIP Hospitality Pavilion (1 available) - \$10,000
- Stage Sponsor (2 available) - \$8,000
- Consular Corp Village - \$7,500
- Anniversary Gala Sponsor (3 available) - \$5,000
- Teen Talent Explosion (3 available) - \$5,000
- Future Leaders (4 available) - \$5,000
- Health & Business Expo Pavilion (2 available) - \$5,000
- General Sponsorship Banner (10 available) - \$2,500
- Individual Sponsorship, includes 2 VIP tickets (Unlimited) - \$500



# 2023



## TITLE SPONSOR - \$15,000 (1 Available)

### EXCLUSIVITY AND BRANDING BENEFITS:

- “Your Company’s Name” UNIFEST 2023
- 12 VIP ENTRY PASSES
- 25 General Admission tickets
- Opportunity to host a key hospitality event (e.g. “Celebrity” reception)
- Special access for 5 key executives to meet, greet, photo op with artistes backstage
- Title Sponsorship Exclusivity (all categories and brands of products)
- Rights to the UNIFEST property mark and logo in pre-approved advertising, marketing and packaging materials leading up to the day of the event
- Right to activate a co-branded promotion utilizing the UNIFEST logo (subject to approval by Coalition)
- Right to distribute a dedicated press release announcing the partnership with prior written approval from Coalition)
- Full-page color ad in the 27th, Anniversary journal (OUTSIDE BACK COVER)
- Full-page black and white ad in the 27th, Anniversary journal
- Sponsor logo on all 2023 Festival Merchandise (t-shirts, caps, cups, etc.)
- Sponsorship acknowledgment in all UNIFEST promotional ads on Radio, Television, Web, and at pre-event promotions
- Sponsor name & logo on Festival Tickets
- Premium Placement of Company Logo on Festival Banner at Press Launch
- Premium Banner placement and signage on Main Stage, all Pavilions, Main Ground and Entrances)
- Mention in all Press Releases
- Company logo with Hyperlink on Festival Website
- Company banner advertising on Coalition and Chamber website for 1 year
- Exclusive Live on Stage mention as the Title Sponsor
- Recurring sponsor announcements on stage



**DEADLINE FOR COMMITMENT APRIL 15, 2023**



# 2023

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## PRESENTING SPONSOR - \$10,000 (2 Available)

### EXCLUSIVITY AND BRANDING BENEFITS:

- “Your Company’s Name” UNIFEST 2023
- 12 VIP ENTRY PASSES
- 25 General Admission tickets
- Opportunity to host a key hospitality event (e.g. “Celebrity” reception)
- Special access for 5 key executives to meet, greet, photo op with artistes backstage
- Title Sponsorship Exclusivity (all categories and brands of products)
- Rights to the UNIFEST property mark and logo in pre-approved advertising, marketing and packaging materials leading up to the day of the event
- Right to activate a co-branded promotion utilizing the UNIFEST logo (subject to approval by Coalition)
- Right to distribute a dedicated press release announcing the partnership with prior written approval from Coalition)
- Full-page color ad in the program journal
- Sponsor logo on all 2023 Festival Merchandise (t-shirts, caps, cups, etc.)
- Sponsorship acknowledgment in all UNIFEST promotional ads on Radio, Television, Web, and at pre-event promotions
- Sponsor name & logo on Festival Tickets
- Premium Placement of Company Logo on Festival Banner at Press Launch
- Premium Banner placement and signage on Main Stage, all Pavilions.
- Mention in all Press Releases
- Company logo with Hyperlink on Festival Website
- Company banner advertising on Coalition and Chamber website for 1 year
- Exclusive Live on Stage mention as Sponsor
- Recurring sponsor announcements on stage
- On-site Booth space (10X10 tent, tables & chairs)



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UNIFESTLIVE.ORG

# 2023

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## ENTERTAINMENT SPONSOR - \$10,000 (UNLIMITED)

### BRANDING BENEFITS:

- Headliner sponsored by “company sponsorship banner on stage during Headliner performance”
- 6 VIP entry passes
- 15 General Admission tickets
- Opportunity for key executive to appear on stage alongside Entertainer
- Photo op with Entertainer on main stage
- Sponsorship Exclusivity (all categories and brands or products)
- Right to activate a co-branded promotion utilizing the UNIFEST logo (subject to approval by Coalition)
- Right to distribute a dedicated press release announcing the partnership with prior written approval from Coalition
- Sponsor logo on select 2023 Festival Merchandise
- Corporate mention on UNIFEST promotional ads on Radio, Television, Web, and at pre-event promotions
- One page color ad in the program journal (INSIDE FRONT OR BACK)
- Company banner advertising on Coalition & Chamber Website for 6 m
- Invitation to, and Inclusion of Company logo on Festival Banner at Pr
- Banner placement and signage at entrance and on main ground
- Mention in all Press Releases
- Company logo with hyperlink on Festival website
- Recurring sponsor announcements on stage

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**VIP HOSPITALITY PAVILION SPONSOR - \$10,000 (1 AVAILABLE)****BRANDING BENEFITS:**

- Your Company's Name "Hospitality Pavilion" & company signage
- Premium Banner Placement on event grounds
- 4 VIP entry passes
- 10 General Admission Tickets
- Mention in Press Releases
- Invitation to, and Inclusion of Company logo on Festival Banner at Press Launch
- Corporate mention on UNIFEST promotional ads on Radio, Television, Web, and at pre-event promotions
- Company logo with hyperlink on Festival website
- Sponsor logo on select 2023 Festival Merchandise
- One ½ page color ad in the journal
- Sponsor announcements on stage
- On-site booth space (10X10 tent, table & chairs)
- Access to Press Area
- Special access for 2 key executives to meet and greet artistes backstage

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**STAGE SPONSOR - \$8,000 (2 AVAILABLE)****BRANDING BENEFITS:**

- Your Company's Name "Stage"
- Premium Banner placement
- 4 VIP entry passes
- 10 General Admission Tickets
- Mention in Press Releases
- Invitation to, and Inclusion of Company logo on Festival Banner at Press Launch
- Corporate mention on UNIFEST promotional ads on Radio, Television, Web, and at pre-event promotions
- Company logo with hyperlink on Festival website
- Sponsor logo on select 2023 Festival Merchandise
- One ½ page color ad in the journal
- Sponsor announcements on stage
- Crawler ad during live web stream of festival
- On-site booth space (10X10 tent, table & chairs)
- Access to Press Area
- Special access for 2 key executives to meet and greet artistes backstage

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**CARIBBEAN CONSULATE VILLAGE - \$7,500****BRANDING BENEFITS:**

- Your Company's Name (Consul Village) and banner and or signage placement in the area
- 3 VIP Passes
- 4 General Admission tickets
- At the Consul Village your key representative will have endless opportunity to associate with Consuls Generals from the Caribbean and or their representatives during the event. Your Branding experience will be highly visible.
- Mention in Press Releases
- Corporate mention in select Unifest Promotional Radio, Print and Web promotions
- One ¼ page color ad in program journal (camera ready)
- Sponsorship acknowledgement on Stage
- Access for 1 key executive to press area
- Corporate logo on select Unifest merchandise
- Company logo with hyperlink on Festival website
- On-site Booth space (10X10 tent, table, 2 chairs)

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# 2023



## ANNIVERSARY GALA SPONSOR - \$5,000 (3 AVAILABLE)

### EXCLUSIVITY & BRANDING BENEFITS:

- Your Company's Name premium banner placement at festival on all activities with Unifest 2023
- 2 Tables at Gala
- 15 General admission tickets to festival
- 5 VIP Tickets to Festival
- Mention in Press Releases
- Corporate mention in select Unifest Promotional Radio, Print and Web promotions
- One full page color ad in Anniversary journal (camera ready)
- Sponsorship acknowledgment on Stage on day of event.
- Access for key Executives to press area
- Corporate logo on select Unifest merchandise
- Company logo with hyperlink on Festival website
- On-site Booth space (10X10 tent, table, 2 chairs)

**DEADLINE FOR COMMITMENT APRIL 15, 2023**



# 2023

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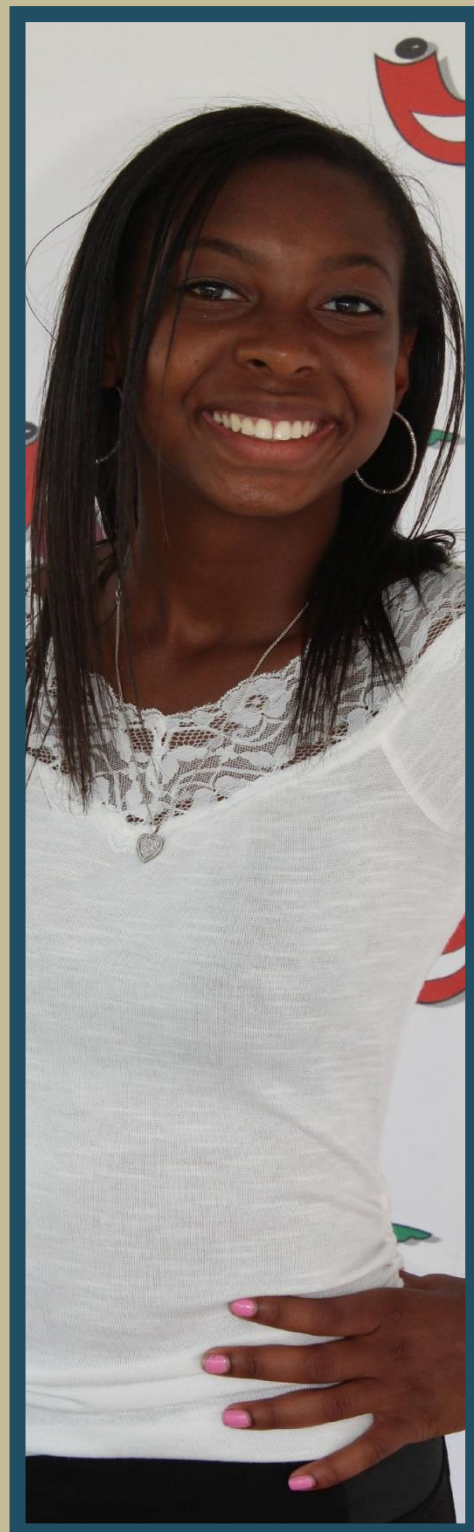
## TEEN TALENT EXPLOSION - \$5,000 (3 AVAILABLE)

### EXCLUSIVITY & BRANDING BENEFITS:

- Your Company name as part of the official event name (ie: SPONSOR NAME presents the 2023 Teen Talent Explosion Competition)
- Banner placement at event on Friday May 19, 2023
- Company name and logo placement on all printed materials related to the event(i.e. Invitation, Event Program, Save the Date card)
- Sponsorship acknowledgment in radio/tv advertising related to the event
- Opportunities for Sponsor logo placement in the PSA's related to event, newspaper ads and all social media promotions
- Prominent Sponsor name recognition in press releases related to events
- Logo placement on Teen Talent Explosion website with link through to sponsor website.
- 10 Tickets to event and prominent seating at event
- Opportunity for key company executive to announce the 2023 Teen Sensation winner at the event & on stage at Unifest



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## FUTURE LEADERS SPONSOR - \$5,000 (4 AVAILABLE)

MARCHING BAND COMPETITION / CULTURAL CORNER / SCHOLARSHIP ESSAY  
COMPETITION / KIDS MOTIVATIONAL WORKSHOP:

- Your Company's Name (Cultural Corner) include banner and or signage placement in the area
- 4 VIP Passes
- 6 General Admission tickets
- One ¼ page color ad in program journal (camera ready)
- Associate your brand to one of the festival's most popular cultural attraction in Broward county. As sponsor of the Future Leaders & Cultural Corner which include our kids corner, parade of costumes, parade of flags, kids motivational workshop and the battle of the bands you associate your brand to quality entertainment and endless family target marketing and branding opportunity.
- Corporate mention in Press Releases
- Corporate mention in Unifest Print and Web promotions
- Sponsorship acknowledgment on Stage

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# 2023



## HEALTH & BUSINESS EXPO PAVILION - \$5,000 (2 AVAILABLE)

### BENEFITS:

- Premium banner placement and signage in pavilion
- 2 VIP passes
- 2 General Admission tickets
- Endless opportunity to promote your corporate brand directly in the corporate tent
- Corporate logo on select Unifest promotional ads, Print and Web promotions
- Corporate logo on select Unifest merchandise
- Company logo with hyperlink on Festival website
- One 1/4 page color ad in program journal (camera ready)
- On-site Booth space (10X10 tent, table, 2 chairs)

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## GENERAL SPONSORSHIP BANNER - \$2,500 (10 AVAILABLE)

### BENEFITS:

- 2 General Admission passes
- On-site Booth space (10X10 tent, table, 2 chairs)
- Business card ad in journal (camera ready)
- Sponsorship acknowledgement on Stage
- This sponsorship sends a strong message that your company support South Florida's growing Caribbean Community

**DEADLINE FOR COMMITMENT APRIL 15, 2023**







**CELEBRATING 28 Years OF BRIDGING CULTURES**

Brought to you by:  
**The Greater Caribbean American Cultural Coalition, a 501 (c)(3) Organization**

## ***FOR MORE INFORMATION***

### **MARIO ZAMORA**

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### **PATRICK BUCHANAN**

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