

**Reggae Jerk Jam**  
**Sponsorship Package**



**Sat. Oct 31, 2009**

*An Authentic Caribbean Cultural Experience*

**To be held at the:**

**BAYANIHAN ARTS & EVENTS CENTER**  
**14301 Nine Eagles Dr.**  
**Tampa, Fl. 33626**

**Reggae Jerk Jam** - A true Caribbean cultural experience that showcases the food and music of the region, while supporting charitable causes.

This food & music festival is a family oriented event featuring live music of different styles: traditional Reggae, Steel Pan soca, as well as a popular DJ playing reggae music. The food offerings will span the Caribbean experience and emphasis will be on the world recognized "Jamaican Jerk Cuisine" with several vendors serving their own jerk specialties. Also on sale will be natural juices, sodas, including Caribbean Arts & Craft items of all forms.

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## ***Sponsor Benefits***

**"Reggae \* Jerk \* Jam"** will offer an excellent and cost effective marketing and promotional opportunity for participating sponsors.

The Bayanihan Arts & Events Center is located about 18 miles northwest of downtown Tampa and about 14 miles from Tampa International Airport. Surrounded by several fast growing communities such as St. Petersburg, Clearwater, Palm Harbor, Tarpon Springs, Trinity, New Port Richie and New Tampa. Together these areas offer a diverse population of over 2.5 million. The venue location along with the 5 adjoining zip code communities has a population of over 100 thousand, that comprises 85% Caucasian with a median income ranging from \$60,000 to \$150,000.

Marketing and promotions through several different mediums will give exposure and presence to well over one million (1,000,000) potential customers.

**The possible avenues for sponsors to benefit from are:**

- Inclusion in all on-air promotion.
- Festival specific t-shirts with sponsors logos printed.
- Print Media promotions through press releases and any other print articles.
- Flyer Distribution through the **"Reggae \* Jerk \* Jam"** street team, with over 5000 flyers circulated.
- Internet Promotions through festival website and extensive email distribution.
- Direct marketing with on-site promotions through company mentions, product handouts and sampling.
- Promotion and marketing at related events prior to the festival and at the festival itself on Saturday, October 31, 2009.

With these opportunities at a professionally organized event, sponsors will have the potential to reach a very large and diverse part of the population in the Tampa Bay area.

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**Sponsorship Packages**

**Spicy-Hot Sponsor:** 

- Official, titled, **PRESENTERS OF: "Reggae \* Jerk \* Jam"** - Referred to as such, in all promotions/mention of the event
- Company logo on 100 Reggae Jerk Jam T-Shirts
- Banner displayed at event
- Table space availability at event

Includes all benefits offered with the other packages shown below:

One package available: **\$10,000**

**Or**

Two-shared packages available: **\$6,000 per sponsor**  
(Total Value of Over: **\$20,000**)

**Spicy Sponsor:** 

- Titled as a **MAIN SPONSOR** of: **"Reggae \* Jerk \* Jam"**
- Web site link for up to 6 months on Making Waves web site
- Mention in all media promotions

Includes all benefits offered with the other packages shown below:

Limited packages available: **\$5,000**  
(Total Value of Over: **\$15,000**)

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**Medium-Spice Sponsor:** 

- Mentioned as a Sponsor in all print media promotions
- Covered pavilion table spot for company usage at the event

Includes all benefits offered with the other packages shown below:

Limited packages available: **\$3,000**

**(Total Value of Over: \$5,000)**

**Mild Spice Sponsor:** 

- Mentioned as a Sponsor on all event flyers circulated
- Mentions as a Sponsor during the event
- A table spot for promotion of company literature at event

Limited packages available: **\$1,000**

**(Total Value of Over: \$2,000)**

To participate as a sponsor, or for other opportunities to be a sponsor, please contact:

**Jennifer Gordon-Martin**  
**(813) 792-1948**  
**(813) 368-2495**  
[info@MakingWavesMove.com](mailto:info@MakingWavesMove.com)

**Gary Harris**  
**Trilogy Productions Co. Ltd.**  
**(305) 794-8782**  
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