

August 24 & 25, 2024  
CENTENNIAL SQUARE  
VICTORIA, BC



**2024**

# **Sponsorship Package**

**web:** [www.ilandfest.com](http://www.ilandfest.com) | **email:** [hello@ilandfest.com](mailto:hello@ilandfest.com)



## **Igniting Caribbean Culture on Vancouver Island**

I-Land Fest is a vibrant celebration poised to make its mark as Vancouver Island's premiere Caribbean cultural event. Conceived by a passionate board driven by the need for greater Caribbean representation and cultural appreciation on the island, I-Land Fest aims to fill a significant void in the local cultural landscape.

Comprised entirely of board members with Caribbean backgrounds, each boasting extensive experience in community development, I-Land Fest is more than just an event—it's an expression of love. With a deep-seated commitment to community engagement, our board members are actively involved in various local events, making them well-equipped to spearhead this exciting initiative.

At the heart of I-Land Fest is the desire to share the rich tapestry of Caribbean culture with Vancouver Island. Despite its vibrant, lively, and diverse nature, Caribbean culture remains underrepresented and often overlooked in the local scene. Through I-Land Fest, we aim to shine a spotlight on Caribbean talent, cuisine, and traditions, offering residents and visitors of Vancouver Island a unique opportunity to immerse themselves in the sights, sounds, and flavour of the Caribbean.





## What can you expect at I-Land Fest?

This exciting two-day festival kicks off with a vibrant parade on August 24th, starting at Government St & Wharf St and ending at Centennial Square. The festival at Centennial Square will feature an array of local and regional Caribbean performers, including singers, a limbo performer, a steel pan band, and dancers. Enjoy the beats of Caribbean DJs playing soca, reggae, calypso, dancehall, and chutney. Families can explore the kiddies zone with cultural games and activities. Adults can relax in the beer garden, sip on some signature Caribbean beer, while indulging in delicious Caribbean cuisine from food vendors. The festival will also showcase local businesses, merchandise vendors and more.

Our tentative schedule includes the morning parade and festival at Centennial Square on August 24th, followed by an evening after-party at a venue to be determined, and continuing with the festival on August 25th at Centennial Square.

## Become A Sponsor & Help Spread Caribbean Culture on Vancouver Island

We encourage you to play a role in spreading diverse culture on Vancouver Island! Currently, there is no Caribbean festival on Vancouver Island like ours, so you'd be joining us at the foundational level in creating history!

Your commitment to celebrating diversity and promoting inclusivity will help contribute to cross-cultural understanding within our community.

Additionally, your partnership will assist the City of Victoria in building its tourism, making a lasting impact on the cultural landscape of Vancouver Island.

We invite you to align your brand with our mission and values, and together, we can create an unforgettable experience for attendees. Your support will be recognized and appreciated by festival-goers, participants, and the broader community alike.



# SPONSORSHIP BENEFITS



## CARIBBEAN SUNSET

**\$5,000**

- Logo on all promotional/marketing material ✓
- Promotional booth (20x20 tent, 2 tables, 4 chairs) ✓
- Logo placement on website ✓
- Recognition as a major sponsor in media coverage ✓
- Speaking opportunity during opening ceremony ✓
- Customized social media shoutouts ✓
- On-stage signage during the event ✓
- Feathers banner within venue ✓
- Recognition on the event's program ✓



## TROPICAL BREEZE

**\$3,500**

- Logo on all promotional/marketing material ✓
- Promotional booth (10x10 tent, 1 table, 2 chairs) ✓
- Logo placement on website ✓
- Speaking opportunity during opening ceremony ✓
- Social media shoutouts ✓
- On-stage signage during the event ✓
- Feathers banner within venue ✓
- Recognition on the event's program ✓



## PARADISE VIBES

**\$2,000**

- Logo on all promotional/marketing material ✓
- Promotional booth space (10x10 tent, 1 table, 2 chairs) ✓
- Logo placement on website ✓
- Verbal acknowledgment during event ✓
- Social media shoutouts ✓
- On-stage signage during the event ✓
- Recognition on the event's program ✓

## Sponsorship Agreement

As a sponsor for the 2024 I-Land Fest, I hereby affirm my commitment to promoting cultural diversity, cross-cultural understanding, and respect within our community. By partnering with I-Land Fest, I recognize the importance of celebrating and showcasing the vibrant culture of the Caribbean on Vancouver Island.

I choose to support I-Land Fest through the following sponsorship selection(s):

- ☐ **Caribbean Sunset** ..... \$5,000
- ☐ **Tropical Breeze** ..... \$3,500
- ☐ **Paradise Vibes** ..... \$2,000

Other contribution(s):

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By signing below, I acknowledge that my sponsorship contribution will help make I-Land Fest a success and contribute to fostering greater cultural appreciation and inclusivity within our community.



## Sponsors Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**I-Land Fest**

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