



Shurwayne Winchester at i-Land Fest, August 24, 2024

# *Sponsorship* **PACKAGE**

This proposal outlines plans for the festival taking place on Vancouver Island, British Columbia, from **August 29-31, 2025**.

ORGANIZED BY:

*Vancouver Island*  
**CARIBBEAN HUB**

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**i-Land Fest is the premier Caribbean Carnival in British Columbia's capital and the entire Vancouver Island region.**

This vibrant celebration immerses attendees in the rich spirit of the Caribbean, featuring soca & calypso music, a parade, and performances by local, regional and international Caribbean artists. i-Land Fest not only showcases the cultural diversity of the Caribbean but also provides a valuable platform for Caribbean businesses and entrepreneurs.

## **Celebrating Our 2024 Success**

The 2024 i-Land Fest, held on August 24 and 25 at Centennial Square, was a spectacular achievement, attracting approximately **6,000 enthusiastic attendees**. The parade on Government Street drew **4000 spectators** while **400 vibrant masqueraders** added to the carnival spirit. Our after party was a hit, selling out with **350 guests** and a bustling line outside Medusa's Shot House in downtown Victoria.

Additionally, we were honoured to feature **Shurwayne Winchester**, international Trinbagonian soca artist, who headlined our 2024 event with a phenomenal performance. The festival also showcased a diverse array of 25 vendors, enhancing the overall experience with a variety of food, art, and goods.

## **What Sets Us Apart**

Our festival stands out with its focus on sustainability and inclusivity. We encourage the reuse of costumes from other carnivals and offer donated costumes at a low cost to cover shipping, promoting both environmental responsibility and accessibility.



## Exciting Plans for 2025

After the resounding success of our inaugural event in 2024, we are thrilled to announce exciting enhancements for our 2025 festival.

We're expanding the festival to a thrilling three-day event! The extra day will feature a Steel Pan concert, spotlighting traditional steel pan musicians and celebrating Trinidad & Tobago's national instrument.

We're also exploring a new venue that offers more comfort and convenience for our attendees. Our goal is to provide a space where guests can relax with lawn chairs, picnic mats, and small tents, creating a more comfortable and enjoyable festival experience than ever before.

We invite you to be a part of this evolving celebration and help us make the 2025 i-Land Fest our most memorable event yet.

## Media Coverage & Online Presence

i-Land Fest received extensive media coverage from local and regional news outlets, the festival's vibrant celebration of Caribbean culture has captured the attention of thousands. The event was highlighted in the following major publications:

- [Victoria News](#)
- [Oak Bay News](#)
- [Capital Daily](#)
- [Victoria Buzz](#)
- [Parksville Qualicum Beach News](#)
- [CHEK News](#)

FRONT PAGE OF THE  
TIMES COLONIST  
NEWSPAPER



Our online presence has been equally impressive, with the i-Land Fest website receiving over **20,000** hits in the weeks leading up to the event. This surge in traffic underscores the widespread interest and excitement surrounding the festival, making it an excellent opportunity for sponsors to reach a diverse and engaged audience.



## 2024 Photos & Videos

- [Parade](#)
- [Festival Day 1](#)
- [Festival Day 2](#)
- [Recap Videos](#)

# SPONSORSHIP BENEFITS



## CARIBBEAN SUNSET

**\$15,000**

- 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

**\$7,500**

- 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

**\$2,500**

- 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 ✓

## WHAT DO OUR 2024 NUMBERS LOOK LIKE?

**6,000**  
Festival  
Foot Traffic

**4,000**  
Parade Spectators

**400**  
Masqueraders

**350**  
After Party  
Guests

## Sponsorship Agreement

As a sponsor for the 2025 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** ..... **\$15,000**
- Tropical Breeze** ..... **\$7,500**
- Paradise Vibes** ..... **\$2,500**

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 \_\_\_\_\_