



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 incredible success of our inaugural event in 2024, we're taking i-Land Fest to the next level in 2025!

Bigger & Better: We're expanding to a three-day festival, packed with even more Caribbean culture, music, and vibes.

Steel Pan Showcase: Experience the magic of Trinidad & Tobago's national instrument at our brand-new Steel Pan Concert, featuring world-class musicians.

New Venue: We're moving to Ship Point—a popular waterfront location in the heart of Victoria, BC, known for attracting thousands of visitors.

Exciting Partnership: We're teaming up with the Maritime Museum's Classic Boat Festival, happening the same weekend and drawing huge crowds to the Inner Harbour.

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

\$10,000

- Logo Placement on All Marketing Material ✓
- Social Media Shout Out ✓
- 3-Day Booth Space at the Festival ✓
- 6 Tickets to Each Paid Event ✓
- Branding within Venue & On Stage ✓
- Speaking Opportunity During the Opening Ceremony ✓



TROPICAL BREEZE

\$5,500

- Logo Placement on All Marketing Material ✓
- Social Media Shout Out ✓
- 3-Day Booth Space at the Festival ✓
- 4 Tickets to Each Paid Event ✓
- Branding within Venue ✓



PARADISE VIBES

\$2,500

- Logo Placement on All Marketing Material ✓
- Social Media Shout Out ✓
- 3-Day Booth Space at the Festival ✓
- 2 Tickets to Each Paid Event ✓

WHAT OUR 2024 NUMBERS LOOK LIKE

6,000+
Festival
Foot Traffic

4,000+
Parade Spectators

400+
Masqueraders

350+
Paid Party
Guests

WHAT WE PREDICT FOR 2025

20,000+
Festival
Foot Traffic

8,000+
Parade Spectators

1000+
Masqueraders

800+
Paid 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):

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 _____