



Caribbean
Days Festival

July 29 & 30
2017

Sponsorship, Advertising and Promotional Opportunities

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society of British Columbia

Welcome to Caribbean Days Festival	3
Festival Facts	3
Exposure Opportunities	3
Campaign Types	4
Corporate Sponsorship	4
On-Site Promotions and Sampling	4
Souvenir Booklet Advertising	4
Exposure.....	5
Advertising Campaigns	5
Printed Collateral	5
On-Site Exposure	5
Online	5
Audience	6
Attendance Estimates.....	6
Attendance Demographics	6
Social Benefit.....	7
Our Mission.....	7
Our Social Services	7
Kudos	8
Testimonials	8
For More Information	9
Appendix I: Biggest festivals and cultural events in BC	10

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia

4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www. caribbeandays.ca

Welcome to Caribbean Days Festival

Festival Facts

- 🌴 Caribbean Days Festival is one of the largest single-weekend cultural festivals in British Columbia
Source: BIV:see back page
- 🌴 It is held at North Vancouver's Waterfront Park, by the Lonsdale Quay/Seabus Terminus
- 🌴 It has been running continuously since **1988**
- 🌴 The 2017 Festival will be held on **July 29th & 30th**
- 🌴 Festival and satellite event attendance is approximately **50,000**
- 🌴 The Festival is estimated to be responsible for the sales of **25,000** additional Translink Seabus passenger fares
- 🌴 Festival advertising and awareness creates **2 million** or more impressions
- 🌴 The Festival is free to the public, open to all ages, wheelchair accessible and close to public transportation
- 🌴 The Festival has multiple satellite events, including
 - Caribbean Boat Cruise: July 22nd 2017
 - Street Parade: 10AM, July 29th 2017
 - Waterfront Caribbean Party: July 23rd 2017

Exposure Opportunities

There are multiple ways to engage your organization with Caribbean Days Festival.
The following types of activities and exposure are available, depending on your level of engagement.

- 🌴 Promotional vendor presence
- 🌴 Product sampling
- 🌴 Product sales & distribution
- 🌴 Banners & on-site display advertising
- 🌴 Festival Souvenir Booklet
- 🌴 Festival and satellite event posters
- 🌴 Festival and satellite event Flyers
- 🌴 Festival and satellite event Club cards
- 🌴 North Vancouver area newspaper supplement
- 🌴 Translink Platform Poster ads
- 🌴 Radio spots
- 🌴 Community Announcements
- 🌴 Volunteer T-Shirts
- 🌴 Media interviews
- 🌴 Satellite events: Caribbean Boat Cruise and Waterfront Outdoor Dance

Please browse the following pages to familiarize yourself with the details of these opportunities.

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia
4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9
Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca

Campaign Types

Corporate Sponsorship

The Trinidad & Tobago Cultural Society of BC's annual Caribbean Days Festival and Street Parade provide a terrific opportunity for businesses to promote their products and services directly to tens of thousands of Festival attendees, and millions of advertising viewers and listeners. We can negotiate both in-kind and cash sponsorship agreements. Talk to your representative about exclusive supplier and headlining sponsor opportunities.

On-Site Promotions and Sampling

Organizations that are interested in promoting a product or service with a presence on-site at the festival may apply for this special vendor status.

Prime location	\$3500	Highest traffic location, on main footpath
Secondary location	\$1500	Regular traffic locations
Parade Participation	\$500	Corporate entry in Street Parade

Note: To qualify for vendor status, the vendor must agree to obtain Operator's Liability Insurance, as well as other licensing and health compliance as applicable. Damage deposit may apply.

Souvenir Booklet Advertising

Your organization can be featured in our Souvenir Booklet, with 10,000 impressions to a wide demographic. See following pages for audience specifics. Download a copy of last year's booklet at www.caribbeandays.ca.

Classified Event Listing (4 lines of text)	\$100
Classified Business Listing (4 lines of text)	\$100
Business card (approximately 1/8 of a page)	\$150
Quarter page	\$250
Half page (free listing in Classified ads included)	\$500
Whole page (free listing in Classified ads included)	\$800
Inside covers (free listing in Classified ads included)	\$1,000
Back cover	\$1,200

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia
4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca

Exposure

Here is a breakdown of the exposure opportunities that Caribbean Days Festival generates each summer. Your sponsorship package may be tailored to include additional specific exposure opportunities. Talk to your representative about constructing a campaign with your organization in mind.

Advertising Campaigns

These impressions occur ahead of the Festival, in June/July

Print Media	Approx. Impressions
BC entertainment newspaper	123,000
North Vancouver newspaper supplement	63,000
Translink Platform Poster ads	100,000
Broadcast Media	Approx. Impressions
Radio spots	462,000
Television spots	750,000
Community announcements	500,000

Printed Collateral

These impressions occur ahead of the Festival, in June/July

	Approx. Impressions
Posters	50,000
Flyers	5,000
Club cards	5,000

On-Site Exposure

Exposure during the Festival weekend

	Approx. Impressions
Banners & display ads:	50,000
Stage, Beverage Garden Fencing, Concessions, Parade	
Product sampling	50,000
Volunteer T-Shirts	50,000
Souvenir Booklet	15,000
Parade Participation	8,000

Online

This exposure is available all year long

	Unique Visits (annual)
Caribbean Days Web site	82,000
Trinidad & Tobago Society Web site	42,000
Festival Facebook Fan page and more	



CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia
4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca

Audience



Attendance Estimates

Caribbean Days Festival in the Park: Saturday	20,000+ attendees
Caribbean Days Festival in the Park: Sunday	20,000+ attendees
Street Parade	8000 spectators
Waterfront Outdoor Dance	600 patrons
Caribbean Boat Cruise	250 patrons
Volunteers and others	1000 stakeholders
TOTAL PATRON EXPOSURE	Approx. 50,000

Attendance Demographics

Sample study, 1000 attendees

Gender

Male	48.4 %
Female	51.6 %

Transportation

Transit Commuters	40 %
-------------------	------

Geography

Greater Vancouver	84.60 %
Vancouver Island	2.20 %
Other British Columbia	2.70 %
Other Canada	2.30 %
Washington State	1.40 %
Other U.S.	2.00 %
Outside Canada & USA	4.80 %

Age

Kids under 10	8 %
Teen/Tween: 10-18 years	10 %
19 - 24 years	11 %
25 - 34 years	25 %
35 - 44 years	15 %
45 - 54 years	11 %
55 +	20 %

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia
 4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9
 Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca

Social Benefit



Our Mission

The Trinidad & Tobago Cultural Society of BC is an organization dedicated to providing cross cultural understanding, acceptance and interaction between peoples of diverse nationalities and heritage through their art, their music and their respective talents and abilities. Membership is open to people of all nationalities, color and creeds. We aim:

- 🌍 To contribute to the development of Canadian culture
- 🌍 To present an event comprising various ethnic groups and cultures reflecting the diversity of the Canadian mosaic
- 🌍 To display arts and crafts, music, dance and food of the Caribbean as well as that of other cultures in a setting of harmony
- 🌍 To inspire individuals to actively participate in the community at large
- 🌍 To raise in our youth awareness of the existing Caribbean and other cultures in Canada



TRINIDAD & TOBAGO
CULTURAL SOCIETY OF B.C.

Our Social Services

Over the years, the TTCS has sponsored a number of social and cultural initiatives such as scholarships, Seniors' outings, Youth development workshops and provision of bursaries, aid, computers and supplies to schools, hospitals and other beneficiaries.

- 🌍 The Trinidad & Tobago Cultural Society of BC offers two types of scholarships annually: Post Secondary Scholarships and Music Scholarships.
- 🌍 We have conducted a Library Program by donating books by Caribbean authors to several of the public libraries in the Lower Mainland, including Richmond, Vancouver, New Westminster and Burnaby.
- 🌍 Over the years, the TTCS has had an active Youth Group, who held youth-oriented meetings and events, and participated in Youth development workshops. The TTCS has also sponsored a number of Seniors' events and initiatives.
- 🌍 The Society has been actively involved in supporting aid initiatives for Caribbean nations such as fundraising for the January 2010 earthquake disaster in Haiti. Over the years, many donations of equipment, materials, school, art and computer supplies have been sent to the Caribbean.

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia
4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca

Kudos

FAVOURITE ANNUAL NORTH SHORE FESTIVAL

READERS' CHOICE

Caribbean Days

Waterfront Park
North Vancouver

Pictured: Ron Rogers, Arnold Cambridge, Manchan Sonacharsingh, Merle Baggio, Carl Beach, Del Friday, Brian Tucker



Testimonials

"I loved the parade. ... Thank you for your efforts in organizing the Caribbean Days Festival."

- Andrew Saxton, Member Of Parliament, North Vancouver

More kind words from other Festival attendees:

"Once again, the TTCSBC has done an outstanding job. I have volunteered for the festival in the past and always try to attend (at least 1 of 2 days)."

"Your steel band is amazing."

"Every year I am woken up by the sounds of steel drums because I live right on Victoria park which is the staging area for the parade. It's a fantastic event that's a lot of fun and definitely worth the trip across the inlet."

"It was my first time at the North Vancouver event, but what a perfect way to spend a Saturday!"

"Last week was Caribbean Days in North Vancouver, and I went there to have some fun and take some photos... Was perfect with these sunny days."



Thanks from the Government of Canada

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia

4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www. caribbeandays.ca

For More Information

Frequently Asked Questions

When is the Festival?

This year's Festival is July 28 - 29, 2012

How many [advertisements, printed collateral] are you going to print/run this year?

We have a minimum advertising spend each year which is funded by the Trinidad & Tobago Cultural Society. On top of that budget, we purchase exposure based on the needs and commitments of partners and sponsors. The more a sponsor commits, the higher our level of advertising spending and exposure can be for them.

How do you know how many people attend?

The Festival is a free event, and attendance counts are estimates. Audience counts are performed at Festival peak times using crowd sampling and extrapolated to produce the final estimates.

Certain areas such as beer gardens are subject to paid entry and therefore accurate patron counts are possible.

How are impressions statistics gathered?

Advertising impressions figures are pulled from vendor-supplied figures and BBM Canada measurements

When is the closing date for advertising participation and logo delivery?

Most of the printed runs require commitment and logo delivery by early June. Send us your logo as soon as you can and we will do our best to get you in as soon as possible.

Do you invoice?

We will generate an invoice for you. We require an installment payment to open your account, and full payment by press time.

You can always pay your invoice online at our Web site using your corporate credit card.

It's too late for this year.

We are seeking organizations that wish to be engaged not only this year, but up to 2017 and beyond.

Contact Us

Be a part of the largest single-weekend cultural festival in British Columbia, and reach an audience of 50,000 patrons with advertising exposure of 2 million impressions or more. To proceed, please contact our sponsorship department, at sponsor@caribbeandays.ca.

Sponsorship Information

Message Line: 604 515 2400

www.caribbeandays.ca

sponsor@caribbeandays.ca

Media Information

Message Line: 604 515 2400

www.caribbeandays.ca

media@caribbeandays.ca

Festival Chairperson

Mr. Victor Bryan

Direct: 778.995.6958

chair@caribbeandays.ca

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia

4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca

Biggest Metro Vancouver festivals and cultural events

Ranked by attendance at most recent event

Rank	Event Website	Event host Phone	Venue(s)	Nature of event	Event manager	Date of most recent event	Next event date	Attendance: most recent/previous
1	HSBC Celebration of Light www.celebration-of-light.com	Vancouver Fireworks Festival Society 604-642-6835	English Bay	Fireworks competition	Andrea Dowd-Dover	July 30, Aug. 3, Aug. 6, 2011	2012	1,000,000 1,500,000
2	The Fair at the PNE www.pne.ca	Pacific National Exhibition (PNE) 604-253-2311	PNE Fairgrounds	The 17-day fair at the PNE is the largest annual ticketed event in B.C.	Jeff Strickland, vice-president, operations	Aug. 20-Sept. 5, 2011	Aug. 29-Sept. 6, 2010	937,489 937,485
3	Vancouver Pride Parade www.vancouverpride.ca	Vancouver Pride Society 604-687-0955	Downtown Vancouver	Annual gay, lesbian, bisexual, transgender celebration	NP	July 31, 2011	Aug. 5, 2011	640,000 640,000
4	TiP Vancouver International Jazz Festival www.coastaljazz.ca	Coastal Jazz & Blues Society 604-872-5200	Various indoor and outdoor venues in Vancouver	Internationally acclaimed jazz festival featuring the full spectrum of jazz, blues, funk, world and electronic dance music.	NP	June 24-July 3, 2011	June 22-July 1, 2012	520,000 525,000
5	CelticFest Vancouver www.celticfestvancouver.com	Celtic Fest Vancouver Society 604-683-8331	Various venues in downtown Vancouver	Western Canada's biggest annual Celtic festival with about 50 events over five days	R. Albano	March 2011	March 14-18, 2012	250,000 0
6	Bright Nights in Stanley Park www.vancouverparks.ca	Vancouver Park Board 604-251-8531	Stanley Park, Miniature Railway	Christmas train and lights display. Joint event with BC Professional Fire Fighters' Burn Fund as a fundraiser for the Burn Fund	Vancouver Park Board	Nov. 2010-Jan. 3, 2011	Dec. 2011-Jan. 2012	200,000 200,000 ²
6	Canada Day at Canada Place www.canadaplace.ca/canadaday	Canada Place Co. Corp. 604-175-1200	Canada Place	Canada Place's unique event including a traditional citizenship ceremony, musical performances and interactive displays and family events	NP	July 1, 2011	July 1, 2012	200,000 200,000
8	Vancouver International Film Festival www.viff.org	Greater Vancouver International Film Festival Society 604-685-0260	Various venues in Vancouver	International film festival	Alan Franey	Sept. 30-Oct. 15, 2010	Sept. 29-Oct. 14, 2011	148,000 149,000
9	Vancouver Christmas Market www.vancouverchristmasmarket.com	Vancouver Christmas Market Inc. 604-934-4506	Queen Elizabeth Theatre Plaza	Cultural event	Malte Kuetz	Nov. 24-Dec. 24, 2010	Nov. 24-Dec. 24, 2011	125,000 ¹ 85,000
10	Canada Day in Surrey www.canadaday.surrey.ca	City of Surrey NP	Cloverdale Millennium Amphitheatre	One of the largest Canada Day celebrations in Metro Vancouver	Donnelly & Associates	July 1, 2011	July 1, 2012	100,000 125,000*
11	Rio Tin to Alcan Dragon Boat Festival www.dragonboat.bc.ca	Rio Tin to Alcan Dragon Boat Festival Society 604-689-2382	False Creek and Creekside Community Centre	Live world music, dragon boat racing, food from around the world, activities for kids, marketplace and more	Ann Phelps	June 10-12, 2011	June 15-17, 2012	100,000 100,000
12	Bard on the Beach Shakespeare Festival www.bardonthebeach.org	Bard on the Beach Shakespeare Festival 604-737-0225	Theatre tents in Vanier Park	Annual Shakespeare festival staging four professional productions in open-backed theatre tents against a spectacular natural backdrop	NP	June-Sept. 2011	June-Sept. 2012	90,000 79,000
13	Cloverdale Rodeo and Country Fair www.cloverdale rodeo.com	Cloverdale Rodeo and Exhibition Association 604-576-9461	Cloverdale Rodeo & Exhibition Fair Grounds	The country fair features family-friendly entertainment and activities, while the Cloverdale Rodeo offers up world-class rodeo action and the second largest payout in Canada	Dave Melenduk	May 30-25, 2011	May 18-21, 2012	77,000 72,000
14	Festival of Lights at VanDusen Botanical Garden www.vandusengarden.org	VanDusen Botanical Garden 604-251-8335	VanDusen Botanical Garden	Annual light display with 1.4 million lights, Dancing Lights on the Lake, Gingerbread Wood, Make-a-Wish Candle Shrine, Santa's Living Room, Gold Chain Walk and more	VanDusen Botanical Garden	Dec. 2010-Jan. 1, 2012	Dec. 9, 2011-Jan. 1, 2012	72,000 60,000 ²
15	Caribbean Days Festival www.caribbeandays.ca	Trinidad & Tobago Cultural Society of B.C. 604-515-2400	Waterfront Park	B.C.'s first, original and major annual Caribbean cultural event. This free, two-day outdoor festival, features Caribbean and multicultural food, music, arts and crafts	Manchan Sonchan Singh	July 23-24, 2011	July 28-29, 2012	48,000 48,000
16	Summer Night Market www.summernightmarket.com	Ums Communications Inc. 604-278-8000	2631 Yulcan Way, Richmond	Multicultural night market festival	Paul Cheung	May 18-Sept. 18, 2011	Summer 2012	48,000 45,000
17	Word on the Street www.thewordonthestreet.ca/words/vancouver	Rebus Creative 604-684-8294	Vancouver Library Square and C.B. Plaza	Literary festival to buy books, attend author readings	NP	Sept. 26, 2010	Sept. 25, 2011	40,000 ¹ 40,000
18	Richmond Maritime Festival www.richmondmaritimefestival.ca	City of Richmond 604-718-8040	Britannia Shipyards, National Historic Site of Canada	Maritime-themed entertainment exhibits, displays and demonstrations, heritage boats, island city	Sandi Swanigan	Aug. 5-7, 2011	Aug. 10-12, 2012	40,000 20,000
19	Vancouver International Fringe Festival www.vancouverfringe.com	First Vancouver Theatre Space Society 604-257-0350	Granville Island	B.C.'s largest theatre festival features over 500 shows in 11 days at venues on and around Granville Island	NP	Sept. 8-18, 2011	Sept. 17-17, 2012	31,262 22,000
20	Vancouver International Children's Festival www.childrensfestival.ca	Vancouver International Children's Festival Society 604-108-5655	Granville Island	Week-long festival of performing arts and culture for young audiences	Katharine Carol	May 30-June 5, 2011	May 28-June 3, 2012	30,000 45,000
21	Theatre Under the Stars www.tustars.ca	Theatre Under the Stars 604-734-8111	Malin Bowl, Stanley Park	Musical theatre productions	James Cronk	July 8-Aug. 20, 2011	July 6-Aug. 18, 2012	30,000 36,000
22	Vancouver Playhouse International Wine Festival www.playhousewinfest.com	Vancouver Playhouse International Wine Festival 604-872-6623	Vancouver Convent Centre	Premier wine event and among the biggest, best and oldest wine events in the world	Harry Hertscheg, Trish Metcalfe	Mar. 28-Apr. 3, 2011	Feb. 27-Mar. 4, 2012	25,000 25,000
23	Push International Performing Arts Festival www.pushfestival.ca	Push Festival Society 604-605-8284	Various venues in Vancouver	International performing arts festival	NP	Jan. 18-Feb. 6, 2011	Jan. 17-Feb. 5, 2012	24,439 24,000
24	MusicFest Vancouver www.musicfestvancouver.ca	Vancouver Summer Festival Society 604-688-1152	Various venues in Vancouver	Annual feast of classical, jazz and world music presentations for 10 days in August in over 40 events	Morna Edmundson, administrative director	Aug. 6-15, 2010	Aug. 5-14, 2011	19,822 15,000 ¹
25	Fort Langley Cranberry Festival www.fortlangley.com	Fort Langley Business Improvement Association 604-888-8835	Fort Langley	Cranberry festival	Shirley Stewart	Oct. 9, 2010	Oct. 8, 2011	15,000 20,000

Sources: Interviews with representatives from the above web sites and @Vancouver, BC. Not ranked NP had provided 0-2010 figure 2 = Omineca festival in 2010, due to the Olympic and Paralympic Winter Games 3 = 107,000 (rainy) 4 = 2009 attendance 5 = Historical average 6 = Formerly festival Vancouver 7 = Ten-day festival attendance

Do not miss the **Book of Lists**, a compilation of lists featured in *Biv*, including biggest law firms, construction companies, biotech firms and many more. Free to subscribers (\$79.95 plus \$17 for one year) or \$35 plus \$17 as a separate purchase. Purchase lists at BookofLists.com or www.biv.com/statelists.

Business in Vancouver makes every attempt to publish accurate information in The List, but accuracy cannot be guaranteed. Researched by Richard Chu. lists@biv.com.

CARIBBEAN DAYS FESTIVAL

Presented by the Trinidad & Tobago Cultural Society Of British Columbia

4974 Kingsway Avenue, Suite 635, Burnaby, BC V5H 4M9

Tel: 604-515-2400 • Fax: 604-434-9334 • sponsor@caribbeandays.ca • www.caribbeandays.ca