



CARIBBEAN



Caribbean Week in Canada

November 10 – November 17, 2017

Toronto & Montreal

SPONSORSHIP OPPORTUNITIES

The Caribbean Tourism Organization (CTO) invites you to sponsor Caribbean Week 2017 in Toronto & Montreal and connect the most influential business leaders of Caribbean tourism as well as millions of tourism consumers through the outstanding media coverage that the activities receive in television, print and social media outlets.

WHAT IS CARIBBEAN WEEK?

Caribbean Week is a celebration of the sights and sounds and unique vacation experiences and business offerings that the Region offers. Its objectives are:

- To create awareness of the Caribbean's diverse product offerings and showcase the Region's desirability through consumer engagement and authentic cultural experiences;
- To offer opportunities for Caribbean government officials, private sector executives and industry partners to sell their destinations, and build relationships for year round business development;
- To engage the Caribbean Community – over 60 million strong and growing – focusing on the pride in our heritage as one of the most diverse cultures in the world;
- To generate significant brand exposure for the CTO, its members and sponsors.

Join the companies that have supported the week of activities by taking a moment to review the sponsorship packages outlined below, and contact Nancy Drolet, droletn@caribtourism.com, 905-857-1986, with your questions, to discuss or tailor sponsorship options best suited to your company's objectives.

For more information log on to www.onecaribbean.org or <http://canada.caribbeanweek.com>.

CARIBBEAN TOURISM ORGANIZATION

Canadian Office | Phone: 905-857-1986 | Email: droletn@caribtourism.com

For information on Caribbean Week in Toronto & Montreal, visit: <http://canada.caribbeanweek.com>

PLATINUM SPONSORSHIP: CAN \$20,000

- ✓ Press interview with travel media
- ✓ Logo identification as platinum sponsor on home page of Caribbean Week website
- ✓ Speaking opportunity at a select event
- ✓ Logo Presence at all Caribbean Week events
- ✓ Non-Government Membership for 2018
- ✓ Ten (10) tickets to the Caribbean Ball
- ✓ Seating for 2 with CTO officials at Caribbean Tourism Awards Luncheon
- ✓ Exhibit Table at Caribbean Media Marketplace
- ✓ Exclusive sponsorship of an available event of your choice
- ✓ Exposure on www.onecaribbean.org and on <http://canada.caribbeanweek.com> with hyperlink to sponsor's website
- ✓ Inclusion in promotional activity with media partners
- ✓ Brand inclusion in all CTO's social networking promotion highlighting your company
- ✓ Signage at Registration Desk

Value Added: Inclusion in radio publicity campaign;

PARTNER SPONSORSHIP: CAN \$15,000

- ✓ Identified as a Partner Sponsor on www.onecaribbean.org and on <http://canada.caribbeanweek.com> with hyperlink to sponsors website
- ✓ Non-government membership for 2018
- ✓ Logo presence at all Caribbean Week events
- ✓ Listing in all press releases as Partner sponsor
- ✓ Ad inclusion in all CTO's social networking promotions
- ✓ Sponsor's logo displayed on presentation screens before and after sessions
- ✓ Display table for distribution of materials at select event
- ✓ Invitation to Press Conference
- ✓ Insertion of up to two (2) corporate favors in delegates Registration gift bags
- ✓ Six (6) tickets for the Caribbean Ball

FEATURE SPONSORSHIP: CAN \$10,000

- ✓ Logo (linked to sponsor's website) on www.onecaribbean.org
- ✓ Listing in all Caribbean Week related press releases
- ✓ Exhibit table at select event
- ✓ Corporate favors in delegates Registration gift bags
- ✓ Invitation to Press Conference
- ✓ Listing in all Press Releases as a Supporting Sponsor
- ✓ Brand inclusion in CTO's social networking promotions
- ✓ Logo presence on all Caribbean Week signage
- ✓ Four (4) tickets for the Caribbean Ball

CARIBBEAN TOURISM ORGANIZATION

Canadian Office | Phone: 905-857-1986 | Email: droletn@caribtourism.com

For information on Caribbean Week in Toronto & Montreal, visit: <http://canada.caribbeanweek.com>

NETWORKING SPONSORSHIP: CAN \$5,000

- ✓ Banner display and table for your materials during the trade breakfast
- ✓ Our company logo hyperlinked to sponsor's website from www.onecaribbean.org or <http://canada.caribbeanweek.com>
- ✓ Listing in all press releases as Networking sponsor
- ✓ Corporate favors in Registration gift bags
- ✓ Inclusion in CTO's online social networking promotions
- ✓ Two (2) tickets for the Caribbean Ball

PREMIUM SPONSORSHIP: CAN \$3,000

SESSION SPONSORSHIP BENEFITS:

- ✓ Logo hyperlinked to sponsor's website on www.onecaribbean.org
- ✓ Inclusion in CTO's online social networking promotions
- ✓ Corporate favors in Registration kits
- ✓ One (1) ticket for the Caribbean Ball

CONSIDERATION WILL BE GIVEN TO COMPANIES WHO WISH TO ASSOCIATE THEIR BRAND WITH A SPECIFIC EVENT ON THE CALENDAR, AS LISTED UNDER THE VARIOUS SPONSORSHIP CATEGORIES BELOW.

**FOR ADDITIONAL DETAILS PLEASE CALL:
NANCY DROLET – 905-857-1986**



CARIBBEAN WEEK IN CANADA
NOVEMBER 10-17, 2017 | TORONTO & MONTREAL
SPONSORSHIP OPPORTUNITIES

I wish to support Caribbean Week 2017 in Toronto & Montreal at one of the levels indicated below:

- We wish to sponsor at the Corporate level and be associated with Caribbean Week, generally. Our corporate sponsorship amount is indicated below.
- We have identified, below, the specific event with which we wish to be associated – (optional).
 () We have attached a 300 dpi (large, high resolution) copy of our logo – (in eps, jpg, tif, png).
- Platinum Sponsorship – CAN \$20,000**
 () Caribbean Ball
- Partner Sponsorship – CAN \$15,000**
 () Caribbean Media Marketplace (Toronto & Montreal) **or**
 () Trade Show and Educational Forum for Travel Agents **or**
 () Staging and Decorations
- Feature Sponsorship – CAN \$10,000**
 () Industry Awards Luncheon **or** () Videography **or** () Awards **or** () Decorations **or** () Entertainment
- Networking Sponsorship – CAN \$5,000**
 () Speaker Engagement **or** () Caribbean Diaspora Forum
- Premium Sponsorship – CAN \$3,000**
 () Special Caribbean Week premium item **or** () Caribbean Week Gift Bags

COMMITMENT FORM

Name: _____ Company: _____

Address: _____

Phone: _____ Email: _____

Enclosed is my cheque/money order payable to **Caribbean Tourism Organization** in the amount of \$ _____.

Charge the full amount to: () AMEX () MC () VISA. Card #: _____

Card member's Name: _____ CV #: _____ Exp: _____

Signature: _____ Date: _____

SEND ALL INFORMATION, WITH PAYMENT TO: CARIBBEAN WEEK IN CANADA 2017

c/o Caribbean Tourism Organization ♦ 137 Birchlawn Rd. ♦ Bolton, ON L7E 3W3

Email: droletn@caribtourism.com ♦ Tel: 905-857-1968