



# ADVERTISEMENT PLAN

## ***AfroJazz Fest - Drums & Tropics***

2023 Edition

August 26th and 27th, 2023

805 Santa Maria Blvd, Milton, ON L9T 2X5



Dear Sir/Madam,

The 2023 edition of the "AfroJazz Fest - Drums & Tropics" presented by the Centre canadien pour l'unité de la famille (CCF) is coming soon.

This event has the objective of celebrating diversity and Afro-Caribbean culture. It is a moment of socialization to promote musical art, visual art, etc. for a better understanding of our cultural identity in its diversity.

The 2023 edition of the "AfroJazz Fest - Tambours & Tropiques" Festival will take place in person on August 26, 2023, from 12:00 pm to 9:00 pm and on August 27, 2023, from 12:00 pm to 7:00 pm at the Milton Community Sports Park (805 Santa Maria Blvd, in Milton). We invite you to take advantage of this opportunity to showcase your products and services.

During the 2022 edition, more than 12 artists from Africa, Caribbean and Latin America took the stage to entertained about 2500 participants with laugh, songs and dances during the two days of the festival. **The 2023 edition of the "AfroJazz Fest - Tambours & Tropiques" targets a participation of about 5000 people in person.** In addition, the festival will be broadcasted on our different platforms (Facebook, Instagram, YouTube) for an audience of about 10000 people. The promotion of the event will be done on our different platforms and we expect to reach more than 5,000 people directly through email blasts, more than 15,000 people from May to August 2023 via social networks (Facebook, Instagram, YouTube, etc.) and more than 100,000 people through community radio.

By associating yourself with the 2023 edition of the "AfroJazz Fest - Tambours & Tropiques", you have the opportunity to promote your organization, your company, your products or your services to more than 5,000 participants in person during the two days of the festival and more than 10,000 people online.

You will find in the following pages a promotional plan with different options to ensure the visibility of your products, programs and services during this two days event.

Do not hesitate to contact us if you wish to have a specific promotional package for your company or organization.

We sincerely thank you for your interest in our event

Please accept, Madam, Sir, the assurance of our distinguished consideration

Josiane Kamdem

Treasurer of the Board

Centre canadien pour l'unité de la famille



## PROMOTION AND VISIBILITY PACKAGE

| Visibility during the event  | Level of sponsorship |                  |                 |                     |
|--|----------------------|------------------|-----------------|---------------------|
|  | Bronze<br>750\$      | Silver<br>1500\$ | Gold<br>3000 \$ | PRESTIGE<br>5000 \$ |
| Your logo will be displayed on our website with link to your official page   | X                    | X                | X               | X                   |
| A table and two chairs for your booth on the festival site   | X                    | X                | X               | X                   |
| Your logo on the festival program (1000 printed copies with QR code for download, virtual distribution to over 15,000 people)  | X                    | X                | X               | X                   |
| Your logo on the presentation thanking the sponsors (repeated during the event)  | X                    | X                | X               | X                   |
| Your logo will be present in the virtual replay* of the festival (thank you slide)   | X                    | X                | X               | X                   |
| Your promotional tools of choice will be displayed on site (brochures at the information tent, banners, etc.)                  |                      | X                | X               | X                   |
| Promotion of your organization/product/services on social networks during the period of May-August 2023                        |                      | X                | X               | X                   |
| Special mention of your name during the opening speeches on August 26 and 27 (description of your organization, thanks)        |                      | X                | X               | X                   |
| Your logo will be printed on our giant posters that will be prominently displayed on the festival grounds throughout the event |                      |                  | X               | X                   |
| Acknowledgement of your support in press releases sent out about the event   |                      |                  | X               | X                   |
| A speech at the event  |                      |                  | X<br>2 minutes  | X<br>5 minutes      |
| The main stage of the festival will be named after you (e.g. YOUR_NAME_STAGE)  |                      |                  |                 | X                   |

\* The festival will be broadcast on our social networks after the event (Facebook, Youtube, Instagram)

\*\* We will accept one prestige

**NB:** Promotion and visibilities options are negotiable and a customized packages can be created based on the organization expectations.

***Hope to see you in August 2023!***



## ORDER FORM

I would like to promote my organization/company products/services during 2023 edition of " AfroJazz Fest - Tambours & Tropiques " festival, which will take place on August 26 & 27, 2023 in Milton at the Milton Community Sports Park (805 Santa Maria Blvd, à Milton)

|                                       |  |               |  |
|---------------------------------------|--|---------------|--|
| <b>Name</b><br>(Company/Organization) |  |               |  |
| <b>Mailing address:</b>               |  |               |  |
| <b>Postal Code:</b>                   |  |               |  |
| <b>Contact person :</b>               |  |               |  |
| <b>Title:</b>                         |  |               |  |
| <b>Phone:</b>                         |  | <b>Email:</b> |  |
| <b>Signature:</b>                     |  | <b>Date:</b>  |  |

**Levels of promotion and visibility chosen (check the box)**

| Category | Amount   | Check your choice |
|----------|----------|-------------------|
| Prestige | \$ 5,000 |                   |
| Gold     | \$ 3,000 |                   |
| Silver   | \$ 1,500 |                   |
| Bronze   | \$ 750   |                   |
| Other    |          |                   |

|              |           |
|--------------|-----------|
| <b>Total</b> | <b>\$</b> |
|--------------|-----------|

Please send this signed order form and your logo (high resolution), no later than June 1<sup>st</sup>, 2023, by email to: [contact@centrecanadiendela famille.ca](mailto:contact@centrecanadiendela famille.ca)

An invoice will be sent to you. You may then make payment by check\* or direct deposit.

\*Payment by cheque made out to :

Centre canadien pour l'unité de la famille (CCF).

Address: PO Box 30058 RPO Hawthorne, Milton, ON L9T 0L8