

GUYANA INDEPENDENCE FESTIVAL 2010

SPONSORSHIP & ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES:

The Guyana Festival Journal is the primary advertising piece for the Festival. 40,000 copies of the journal are distributed across the Greater Toronto Area over four weeks preceding the Festival week-end and has the highest reach for a single issue publication in the community. It is undoubtedly the best vehicle for reaching the Guyanese Community and for showing your support for the Independence celebrations. **Advertising space is restricted and limited.**

GUYANA FESTIVAL JOURNAL: FULL COLOUR

Quantity: **40,000** Size: **24-32 pages**

Sponsorship Cost:

- Oversized Business card (3¼"W x 2.75"H w/border) \$250.00
- One-eighth page (5"W x 3"H w/border) \$355.00
- Quarter page (5"W x 6.75"H w/border) \$475.00
- Half page (10"W x 6.75" H w/border) \$775.00

Sponsorship Benefits:

- ✓ *Advertisement is displayed in **40,000** copies of Festival Journal distributed across Toronto, the GTA and Canada over a four-week period.*
- ✓ *Copies will also be provided to potential and actual Trade Show*

MAJOR SPONSORSHIP OPPORTUNITIES:

The Guyana Independence Festival is organized into individual activities streamlined into three days of seamless entertainment, education and enjoyment. Each activity is matched to a sponsor, and the sponsor's name is titled to the activity and appears in all of the Festival promotional materials. This approach creates a win-win situation for any sponsor looking for co-branding opportunities with the Guyanese Community. Title sponsorship includes:

TRADE/TOURISM EXPO:

Title Sponsorship	\$10,000.00
Trade Show Booth	\$ 475.00

CELEBRITY CRICKET MATCH:

Title Sponsorship	\$12,000.00
Joint Sponsor.	\$ 1,500.00

DUCK CURRY COOK-OUT:

Title Sponsorship	\$ 5,000.00
10x10 Tent Sponsorship (could include company banner)	\$ 500.00
20x20 Tent sponsorship (could include product display and banner)	1,500.00

TASTE OF GUYANA:

Title Sponsorship	\$ 5,000.00
10x10 Tent Sponsorship (includes company banner).	\$ 500.00

INFORMATION BOOTH/PLASTIC BAGS (Includes 5,000 named plastic bags)

Title Sponsorship	\$ 3,000.00
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CULTURAL SHOW:

Title Sponsorship	\$ 3,000.00
Joint Sponsor.	\$ 1,000.00

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BAR & INDEPENDENCE LIME

Title Sponsorship \$ 2,000.00

DOMINOES TOURNAMENT:

Title Sponsorship \$ 1,000.00

Joint Sponsorship \$ 500.00

SOFTBALL CHAMPIONSHIP:

Title Sponsorship \$ 1,000.00

Joint Sponsorship \$ 500.00

SOCCER CHAMPIONSHIP:

Title Sponsorship \$ 1,000.00

Joint Sponsorship \$ 500.00

VOLUNTEER T-SHIRTS:

300 Volunteer T-shirts with company name and logo \$ 3,000.00

CAR SHOW:

Title Sponsorship \$ 2,000.00

Joint Sponsorship \$ 500.00

GUYANA FESTIVAL SCROLL \$ 100.00/ECH

BENEFITS OF MAJOR SPONSORSHIP:

Title Sponsorship:

- ✓ Corporate Name included in Title of event sponsored.
- ✓ Corporate Logo and Name included on all print advertising from date of signed agreement.
- ✓ 1 or 2 Corporate Banner placements (\$5,000 or higher = 2 corporate banners)
 - 1 at event sponsored.
 - 1 at Community Centre for duration of Festival.
- ✓ Minimum of 2 promotional announcements of Sponsor during the specific event and acknowledgement in the Festival Journal.

BANNER PLACEMENT - GENERAL:

- Banner placement at Community Centre for duration of Festival . . . \$ 275.00

Sponsorship Benefits: Sponsor's advertising will be displayed to approximately 25,000 attendees at Festival

"IN-KIND" DONATIONS:

"In-kind" donations consist of sponsors donating products or services that their business provides. ***This is an excellent way of advertising your firm's services and products without putting out any cash.***

➤ **Examples:**

- o Bakeries or restaurants may donate their products as refreshments for Festival volunteers or participants.
- o Automobile rental firms may loan a van or truck for transporting goods to/from the Festival.