



CHUTNEYFEST

2021

virtual

SPONSORSHIP
PROPOSAL

PRESENTED BY
CANADIAN INDO CARIBBEAN FESTIVAL

JULY 24-25, 2021

ChutneyFest 2021



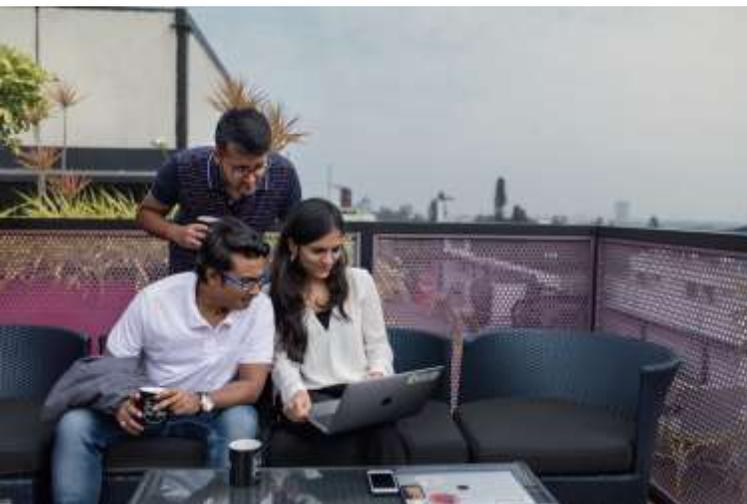
Now entering its 8th year, ChutneyFest is Canada's fastest growing celebration of Indo Caribbean culture, heritage and music. Delivered annually by the Canadian Indo Caribbean Festival (CICF), it has become the City of Brampton's Marquee event over the last two years, but a destination for anyone that enjoys the sights and sounds of the West Indies. It has also become a growing annual attraction for tourists from across North America, the Caribbean, Europe and Asia. Attracting more than 3,500 visitors annually, and over 8,000 online in 2020, this year's event promises to be ChutneyFest's biggest to date - bigger audiences, more headliners, and now a full two days!

What you'll experience

ChutneyFest offers a unique fusion of Indian and Caribbean influences, bringing together musicians, dancers, performers and drummers with roots in chutneysoca - a blend of traditional Hindi and English lyrics, mixing soca beats with traditional dholax drums. It also features steel-pan artists, classical singing and tassa drumming. ChutneyFest is most celebrated for its music and music competitions, bringing together international headlining acts as well as emerging new talent - all to one stage! Activities and features for all generations make this free, all-day family event in July a destination for not just West Indians, but anyone who loves music, dance and fun.

In 2020, in response to COVID-19, CICF rapidly moved ChutneyFest to virtual delivery, moving its production to a multi-site coordination so that it could still showcase talent from Brampton and the GTA to Trinidad, allowing audiences to still enjoy their favourite headliners from around the world. It brought a full day of events right into people's homes, reaching more audiences than ever before - double, in fact!

The Benefit to You



As a sponsor and supporter of ChutneyFest 2021 you immediately become part of the CICC and Indo Caribbean family. This means being part of one of Brampton's and Canada's fastest-growing communities with roots across the Caribbean including Trinidad and Tobago, Guyana, and Suriname, among other nations. Of the almost 600,000 people who live in our municipality, almost 100,000 are Caribbean! Brampton is the home of diversity and culture. The City of Brampton recognizes CICC's contributions to this, and since 2020, has made ChutneyFest one of its Marquee events. Sponsorship of our event means endorsing and helping to celebrate this diversity and regional uniqueness. In return, we will offer one of the best cultural, musical and community events Canada has to offer. Here are some other key benefits.

CONNECT WITH NEW CUSTOMERS

ChutneyFest gives you the single-largest opportunity to increase your visibility with the West Indian, Caribbean and newcomer community of Brampton and the GTA - in-person and online. What better way to introduce your business and corporate culture to new or existing audiences than through our event? More and more companies are seeing the value, as well as social impact and return of reaching newer communities and diverse cultures across our country.



INCREASE BRAND AWARENESS

You'll have unparalleled brand visibility to thousands of untapped new audiences and potential new customers by supporting our event. We have a number of custom opportunities for your brand to be featured throughout the event, on our digital platforms before and after the event, and to reach audiences the world-over. Whether a title sponsor or supporting sponsor, we can work with you on event visibility that works for you.

TELL CUSTOMERS YOURSELF THAT YOU SUPPORT CHUTNEYFEST

First impressions are important. We have lots of opportunities for your company to meet audiences and tourists - even online! We have moderated forums and audience participation activities, such as community rooms, polls and contests. Tell a whole new audience how interested you are in meeting them, their families and community by participating in any of these in our virtual spaces.

GIVE YOUR STAFF SOMETHING TO DANCE ABOUT!

Companies like yours know that getting staff out into the community and involved in local events has two good outcomes -it's good for communities and it's good for staff! While we are moving from on site to online this year, we still welcome staff to volunteer, hold their own dance party at home or even take in the sights and sounds! What better way to show appreciation to your staff than to encourage them to have fun - especially during these times. Talk to us about how your teams can get directly involved in the ChutneyFest.



What we offer

After eight years of growing success, ChutneyFest is being earmarked as one of Brampton's go-to events in the city. We attract thousands of visitors, global headlining acts, a diverse and unique fusion of Indian and Caribbean communities, and support from our municipal government and representatives. We support a range of small businesses across Brampton, engage in partnerships across Canada, North America and have reach in other parts of the world. As a sponsor, you'll have access to new, diverse and driven audiences who see ChutneyFest as their annual destination. You'll also give this hallmark event a chance to grow even bigger in the coming years. We offer this and so much more!

CROSS-MEDIA EXPOSURE

Our event has grown faster than we've been able to keep up. So fast, in fact, that we only started social media presence a few years ago! What we offer is over 6,500 social media followers, over 42,000 website views, and exposure to domestic and international audiences through print and broadcast media. Last year, we had over 175,000 engagements across all of our marketing platforms. We're doing some catch up - we've been a word of mouth success to date - but our marketing investments this year means we'll have renewal and an ambitious strategy to meet our audiences everywhere, the world-over.

A PROVEN TRACK RECORD OF HONESTY AND ACCOUNTABILITY

Our track record is a good one. We are always accountable to all of our funders, sponsors and supporters. Every transaction is noted and receipted, and our financials as a nonprofit are always transparent. Every dollar we're given goes right back into building our event.

WE AREN'T JUST IN THE COMMUNITY. WE ARE COMMUNITY.

Our entire event's manpower comes from people who aren't just staff, but friends. From our 50+ volunteers at our live events, to our committed entertainers, from our grounds and sound crew to our members, everyone is invested in ChutneyFest because it means something to them. So when we say your sponsorship makes you part of a family, that's exactly what we mean. Knowing who's behind the scenes doesn't really pertain to us. Each one of us has a 'roll up your sleeves' mentality, with a story about why we're involved.

DIVERSITY & INCLUSION

ChutneyFest is a Black-driven and -led celebration of a unique culture that blends Caribbean and Indian influence, with a history that is often misunderstood. For West Indians, this uniqueness IS their identity. ChutneyFest belongs to them but also to Brampton and Canada, and the range of cultures, faiths, walks of life and ages that comprise it.



Event Leadership Team



Stephenson Nanan

President

Stephenson is the President of ChutneyFest and CICF, and a musician with lifelong roots in the industry. Stephen has a profound passion for Indo Caribbean culture, and since moving to Canada in 1989, has committed to showcasing the best of his heritage through music, art, community and culture.

"We love meeting up with family and friends...the community spirit and entertainment."

"It's a way to celebrate West Indian culture and a place to have fun...It brings all local talent together, young and old."

- **Visitors**



Kiran Dindial

Event Leader

Kiran has been a lifetime musician and drummer, and works with CICF annually to help build ChutneyFest into a renown festival as a prolific musician.

Sponsorship Options

Title Sponsor	\$8,000
Gold Sponsor	\$5,000
Chutney Sponsor	\$500-\$1,000



How your sponsorship will look and feel

\$8,000

As a **Title Sponsor** we offer you the chance to be the official partner of ChutneyFest. This means customized event branding and mention on all of our collateral, online platforms and most prominent stage signage - over two days.

We invite our Title Sponsor to kick off our event, end our event, while also announcing our competition winners - the biggest attraction at ChutneyFest!

We also want Title sponsors to choose the headlining act they want to announce, as well as have naming rights to our audience focused activities, such as contests, polls and fan favourites.

We are also happy to work with Title Sponsors to customize a package that works well for everyone!

We think this profile will be a great way to enhance your brand with our visitors.



Title

- Exclusive sponsor for ChutneyFest 2021 & branding of entire event
- Customized digital and stage signage and in collateral including media buys
- Introduction of headlining act of choice
- Event kick off & wrap up + competition winner announcements
- Naming rights to audience engagement activity of choice, contests & giveaways
- First rights to renew for 2022
- 2 month promotional time frame



Gold

- Title designation on main stage
- Sponsor-provided signage and digital logo visibility at event & in collateral including media buys
- Naming rights to one audience engagement activity
- Introduction of one headlining act
- 2 month promotional time frame

Chutney

- On stage mention of sponsor
- Sponsor-provided signage and digital logo visibility at event & in collateral including media buys
- Introduction of one act
- 2 month promotional time frame

\$5,000

As a **Gold Sponsor**, you'll get up front profile at the event. This includes brand visibility on all of our collateral, signage, online platforms and stage.

We also offer Gold sponsors the opportunity to introduce a headline act and have the company logo visible digitally and on stage.

Gold sponsors also have naming rights to a number of our audience engagement opportunities, such as contests and giveaways.

We see this as a great opportunity to engage in our unique, unrivaled event and see alignment with your corporate spirit.

\$500 - \$1,000+

We also have opportunities for all other sponsorship levels - **Chutney Sponsor**. This includes a mix of brand visibility on collateral, signage, online platforms and mentions, as well as introduction of talent.

We can work with sponsors on participation and visibility.

Sponsorship Terms and Conditions



CICF will be more than happy to work with sponsors to formalize our terms and conditions of sponsorship. We recognize the importance of transparency and the conditional requirements of sponsorship. We want to ensure that our sponsors feel they are getting the profile they deserve in support of our event.

Upon conditional agreement to sponsor ChutneyFest, CICF and its leadership team will work with you to confirm details, develop in writing the terms of our sponsorship, and share these for both parties. We will also provide a receipt after the event confirming funds.

We also recommend a point of contact within your organization so that we can solidify all event-day requirements.

Sponsorship Application for ChutneyFest 2021

Company _____

Contact Name _____

Telephone _____

Email _____

Address _____

City _____

Province _____

Postal Code _____

Signature _____

Date _____

Please check off your sponsorship interest level:

- Title
- Gold
- Chutney

Please check your donation type:

- Monetary
- In-kind
- Merchandise
- Professional Services
- Other

Ownership:

Unless otherwise indicated, all donations become the property of ChutneyFest without restriction.

Payment Terms:

Full payment must occur within 30 days of signing contract unless otherwise discussed and agreed upon. Balance owing must occur 40 days within signing contract. Please make cheque payable to: **Canadian Indo Caribbean Festival**

For information contact:

Stephenson Nanan

905-867-8564

sgcan67@gmail.com



Details

ChutneyFest

July 24-25, 2021

4 pm to 8 pm

chutneyfest.com

Free, family friendly, all ages

For information contact:

Stephenson Nanan

905-867-8564

sgcan67@gmail.com