

# Tourism Sponsorship Application

For an event to be considered for funding through the Tourism Sponsorship Program a formal application must be submitted. Please complete this application and submit it to the GFLCVB representative you've spoken with.

## Section 1. Event administration

All fields in section 1 of this application must be completed.

Legal name of company: Caribbean Village Entertainment Inc. State the company was incorporated/organized in: Florida  
Contact name: Lindell G. Douglas Contact email: \_\_\_\_\_  
Contact Street, City, State, Zip: 1461 NW 101 Terrace, Plantation FL ,33322

### About Your Company

Please tell us about your organization. How many years has the company been incorporated, and what is the company's experience in producing similar events?

The organization was founded in 2015. We are a full service event management and production company. This is the seventh staging of this event.

Name of event Caribbean Food & Rum Festival

Event date(s) 12/12/21

Event venue(s) Hollywood Arts Park

Total projected room nights 500

This is the total number of anticipated hotel or short-term-rental room nights the event will generate within Broward County. If you do not know this number, write "unknown".

Total projected attendance 6,000

This is the total number of attendees you expect at the event.

### Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance).

If this is a new event, explain why you anticipate the numbers above.

This event has grown over the years, from 1,000 patrons at the very first staging, to over 5,000 and counting. The event is marketed in North Eastern USA- From Atlanta, GA to Texas. We also expect a significant audience from the Caribbean.

**Describe the event's budget**

- What is the total budget for the event; what are the overall sources of revenue? For example: ticket sales, sponsors (you do not have to name specific sponsors), concessions, etc.
- How will money from this application be used (for example: talent, venue rental, etc.)?

The total budget for 2021 is \$260,000

Source of revenue is as follows:  
Sponsor & Vendors- \$140,000  
Ticket Sales- \$400,000  
Concession- \$20,000

Funds from this application will be used to increase our various marketing initiatives that seeks to bring more patrons from outside Florida to Broward County.

**Proposed investment**                                \$50,000                                This is the amount of money you're requesting in this application.

**Section 2. Event plan**

**Please note that an attachment with answers to the questions in Section 2 may be submitted with this document; however, all questions below must be answered either on this application or the attached document. Thank you!**

**Describe the event**

Please summarize the event, who it appeals to, and why it would be a good fit for Broward County.

The Caribbean Food & Rum festival will bring together lovers of Caribbean food, music and culture in Southern Florida. There is no event of its kind in South Florida.

Broward County has the weather, the ambience and the people to recreate the Caribbean experience. Patrons will get to taste and feel the islands in their experience at the Caribbean Food & Rum Festival.

On the main stage, we have the following confirmed artists:

1. Third World Band: International Grammy Nominated Band
2. Barrington Levy: Grammy Nominated Reggae Artist
3. Alison Hinds: Queen of Soca
4. Patrice Roberts: Renowned Soca Artist
5. Peter Ram: Renowned Calypso Artist
6. Julien Believe: Bahamian Soca/Junkanoo Artist

**Describe the marketing / promotional plan for the event**

What is the marketing plan, what is the marketing budget, what media will be utilized, and who designed the plan?

Our marketing plan consist of:  
Paid targeted social media marketign campaigns, Organic Social, National Radio, Regional Radio, Flyer distribution at strategic locations, Partnerships with influencers and popular websites, Partnership with community organizations, Billboards, Live streaming & live shows on social media, Strategically written and placed articles, blog post and PR Stunts, Appearances on NBC6, Deco Drive Channel 7, as well as Digital marketing campaigns by iHeart Media Group

We currently have more than 2,000 pre-sold tickets, as the event was postponed from 9/5/21 to 12/12/21. We have obver 1,000,000 impressions thus far, with interest as follows: 58% Women & 42% Men

Age ranges  
18-24 years 9.5%  
26-34 years 34.4%  
35-44 years 33.6%  
45-54 years 20%  
55-64 years 2.5%

Festival interest by location: Orlando, Miami, Pembroke Pines, Hollywood, Fort Lauderdale, Miramar, Plantation, Kingston JA, Nassau Bahamas, Tampa- see attached diagrams for website tarffic by locations

**Describe how the local tourism industry is involved**

For example, are you partnering with local hotels for promotions or are local restaurants participating as vendors, etc.?

We will feature the food of more than 10 local restaurants and work with three local hotels to drive revenues to their establishments.

**Sign and date application**

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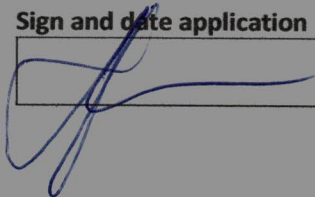
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8/31/2021

lindell.douglas@gmail.com

