



## RUM AND RHYTHM

ROSELAND BALLROOM • NEW YORK CITY

THURSDAY, JUNE 10, 2010 – 6:30 PM - 9:00 PM

### ITEM

### COMMENTS

**MAIN EVENT:**

**RUM & RHYTHM**

**VENUE:**

**ROSELAND BALLROOM, 239 WEST 52ND STREET, NEW YORK CITY**

**DATE:**

Thursday, June 10, 2010

**CTO CONTACT:**

Caribbean Tourism Organization-USA, Inc.  
80 Broad Street, Suite 3200  
New York, NY 10004  
212-635-9530 x 212  
[annette@caribtourism.com](mailto:annette@caribtourism.com)  
[www.onecaribbean.org](http://www.onecaribbean.org)

**RESTRICTIONS:**

21 years or older

**TIME OF EVENT:**

6:30 pm – 9:00 pm

**ALL PRODUCTS MUST BE MARKED AS FOLLOWS:**

#### **RUM & RHYTHM**

- For Goody Bags - send to CTO by May 21, 2010
- For Silent Auction - send to CTO by May 21, 2010

**RECOMMENDED QUANTITIES:**

One Case of each item marked for your Tasting Station.

**SET-UP TIME:**

From 10:00 am on Thursday, June 10, 2010. We ask that all Stations be ready by 6:00 pm for Photo opportunities.

**DELIVERY/LOAD-IN:**

Please contact CTO if you intend to ship or have any item delivered

**TASTING STATION:**

One 6' table will be provided for each Tasting Station. Linens and ice will also be provided. Rum Stations must provide own tasting cups.

**POURING CREDENTIALS:**

Each Tasting Station will receive three (3) Pouring Credentials.

**BANNERS & SIGNAGE:**

Displays, Pop-up Banners and Table Signage allowed. All requests for **electricity** need to be confirmed 3 weeks in advance.

**MEDIA SCHEDULE:**

**Media will be invited, as our guests, to the event following Media Marketplace.**

**PROMOTIONAL MATERIALS:** Your Website is one means of promoting the event. To encourage ticket sales, please link ***Caribbean Week in New York*** page on our website, [www.oneCaribbean.org](http://www.oneCaribbean.org) to your site.

**ARTWORK:** Please supply us with a copy of your company artwork (bottle photo, label, logo) 300 dpi and at least 300 pixels immediately upon confirmation, to guarantee inclusion in promotional material. Send to [annette@caribtourism.com](mailto:annette@caribtourism.com).

**SPONSORSHIP ITEMS:** See Sponsorship Document, offered on a first-come first-served.

**Items available for sponsorship at this event are:**

- A branded gift bag
- A branded tasting glass
- Program Booklet

**PAYMENTS:** Due upon submission of Commitment form.

**TICKETS:** Priced at \$75.00 per person. Group prices are available for 10 or more tickets. Includes a chance to win a door prize – a trip to the Caribbean - and other fantastic items.



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**FEE SCHEDULE**

**FEE: \$1,500 per Tasting Station**

Tasting Stations for the event will be assigned in the order in which each company commits and upon receipt of payment in full.

**SPONSORSHIP OPPORTUNITIES**

<b><u>ITEM</u></b>	<b><u>FEE</u></b>
<input type="checkbox"/> <b>Co-branded Goody Bags (Qty 1,000)</b>	
<input type="checkbox"/> Caribbean logo and Your logo (one color)	\$5,000 exclusive
<input type="checkbox"/> Brand Logo, non-exclusive, per brand (one color) <i>(based on 3 sponsors)</i>	\$2,000 per brand
<input type="checkbox"/> <b>Tasting Stemware - 1 per guest (Qty 1,000)</b>	
Caribbean logo and Your logo (one color)	\$5,000 exclusive
Caribbean logo and 3 logos max (one color) <i>(based on 3 sponsors)</i>	\$2,000 each
<input type="checkbox"/> <b>Other branded Novelty Item</b>	\$5,000 exclusive
<input type="checkbox"/> Specialty Cocktails	\$500
Event Menu will feature up to Five (5) Specialty Cocktails. Guests will be served samples of each cocktail throughout the evening from the main bar. <i>Sponsor must provide recipe which will be printed in the event program</i>	
<input type="checkbox"/> <b>Seminar</b>	
Pending availability, seminar will be conducted by An industry professionals.	Fee + Expenses Inquire
<input type="checkbox"/> <b>Advertising in Event Program – (Qty 1,000)</b>	
Exclusive Advertiser	\$5,000
Multiple Advertisers—Full Pages Only	
<input type="checkbox"/> Cover 4/c	\$1,750
<input type="checkbox"/> Full Page 4/c	\$1,000
<input type="checkbox"/> Page b/w	\$750



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**COMMITMENT**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I wish to participate in the following activities:

- ( ) Rum Tasting Station ..... \$ \_\_\_\_\_
- ( ) Branded Goody Bag - Exclusive (B/W) - \$5,000..... \$ \_\_\_\_\_
- ( ) Branded Goody Bag - limited to 3 (B/W) - \$2,000 ..... \$ \_\_\_\_\_
- ( ) Branded Novelty Item – Exclusive - \$5,000 ..... \$ \_\_\_\_\_
- ( ) Tasting Stemware – Exclusive - \$5,000 ..... \$ \_\_\_\_\_
- ( ) Tasting Stemware - limited to 3 logos \$2,000 ..... \$ \_\_\_\_\_
- ( ) Seminars (if available) – *fees to be determined*..... \$ \_\_\_\_\_
- ( ) Specialty Featured Cocktail – *\$500 (includes product and recipe)* ..... \$ \_\_\_\_\_
- ( ) Advertising - Exclusive - \$5,000 ..... \$ \_\_\_\_\_
- ( ) Advertising - per Cover 4/c - \$1750 ..... \$ \_\_\_\_\_
- ( ) Advertising - full page 4/c - \$1,000 ..... \$ \_\_\_\_\_
- ( ) Advertising - full page b/w- \$750 ..... \$ \_\_\_\_\_

[ ] Enclosed is my check/money order payable to **CTO-Foundation, Inc.** in the amount of \$ \_\_\_\_\_

[ ] Charge the full amount to:

( ) AX ( ) MC ( ) VISA ( ) Discover # \_\_\_\_\_ Exp: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**RETURN COMPLETED FORM TO:**  
 Annette Stowe  
 Caribbean Tourism Organization-USA, Inc.  
 80 Broad Street, Suite 3200 ♦ New York, NY 10004  
[annette@caribtourism.com](mailto:annette@caribtourism.com) ♦ Tel: 212-635-9530 ♦ Fax: 212-635-9511