



The Caribbean Tourism Organization-USA, Inc. will be pleased to tailor the sponsorship packages to meet our mutual objectives.
Please call to discuss.

DIAMOND PACKAGE – \$100,000

Title Sponsor of Caribbean Week

BENEFITS

- Company designated a title sponsor
- CEO designated Honorary Chair
- CTO Corporate Membership for 2010
- (20) Tickets to: *Rum & Rhythm*
- Signage at all Caribbean Week events
- Logo on all Caribbean Week materials
- Sponsor recognition at all luncheons & receptions during Caribbean Week
- Full Page Ad in the official *Governments of the Caribbean State Ball Journal*
- Use of Caribbean logo on approved promotional materials
- VIP seating at all Caribbean Week Events
- Preferred seating at luncheons during Caribbean Week
- Booth in prime location at the Caribbean Fair
- Table at *Caribbean Media Marketplace*
- Sponsor acknowledgement throughout Caribbean Week
- 2 Prime tables of ten (10) at the *Governments of the Caribbean State Ball*
- Recognition plaque presented at the *Governments of the Caribbean State Ball*
- Participation in Caribbean Week *Press Conference*
- Inclusion in press releases prior to and during Caribbean Week
- Inclusion in all other promotions prior to and during Caribbean Week
- Extensive exposure on www.OneCaribbean.org with hyperlink to sponsor's website
- Invitation to a private cocktail party with CTO officials and other Caribbean Week sponsors preceding the *Governments of the Caribbean State Ball*

VALUE ADDED

- Additional visibility in \$3 million Public Relations and Marketing exposure during Caribbean Week
- Exposure at Caribbean Week in Toronto (Fall 2010)



CT Foundation, Inc.
Caribbean Tourism Organization Foundation, Inc.



SPONSORSHIP PACKAGES AND BENEFITS



CT Foundation, Inc.
Caribbean Tourism Organization Foundation, Inc.



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CARIBBEAN WEEK IN NEW YORK

SUNDAY, JUNE 6 TO FRIDAY, JUNE 11, 2010

Caribbean Week in New York is a celebration of the sights, sounds, colors, culture and unique vacation attributes of the Caribbean. Tourism officials, the media, artists, performers, celebrity chefs, sponsors and strategic partners converge on New York for a week of Caribbean hospitality and vacation special offers.

Arranged by the Caribbean Tourism Organization, the *Week* combines business sessions and sponsored events with food, entertainment and networking opportunities! The week culminates with the popular Governments of the Caribbean State Ball at the Plaza Hotel. *Caribbean Week in New York* typically attracts over 10,000 participants. In addition, extensive media coverage of the various events reaches local, national and international audiences in the millions.

The overall objectives of *Caribbean Week in New York* are:

- ▶ To provide a platform for the sale of Caribbean vacations;
- ▶ To create events that attract significant positive media attention for the Caribbean;
- ▶ To provide opportunities for all members to promote their individual products and services;
- ▶ To engage the Caribbean Diaspora;



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PLATINUM PACKAGE – \$75,000

Presenting Sponsor of **ONE** of the following elements

- ▶ Dinner at the Governments of the Caribbean State Ball
- ▶ Caribbean Fair, OR
- ▶ Rum & Rhythm

BENEFITS

- CTO Corporate Membership for 2010
- Ten (10) Tickets to *Rum & Rhythm*
- Signage at all Caribbean Week events
- Logo on all Caribbean Week materials
- Use of Caribbean logo on approved promotional materials
- Booth in prime location at the *Caribbean Fair*
- Preferred seating at luncheons during Caribbean Week
- 1 Prime table of ten (10) at the *Governments of the Caribbean State Ball*
- Recognition plaque presented at the *Governments of the Caribbean State Ball*
- Participation in Caribbean Week *Press Conference*
- Inclusion in press releases prior to and during Caribbean Week
- One full-page for company advertising or message in the *Governments of the Caribbean State Ball Journal*
- Extensive exposure on www.OneCaribbean.org with hyperlink to sponsor's website
- Invitation to a private cocktail party with CTO officials and other Caribbean Week sponsors preceding the *Governments of the Caribbean State Ball*

VALUE ADDED

- Additional visibility in \$3 million Public Relations and Marketing exposure during Caribbean Week



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GOLD PACKAGE – \$50,000
Sponsorship of **ONE** of the following elements

- ▶ Caribbean Media Marketplace, OR
- ▶ Caribbean Meeting and Incentive Travel Showcase

BENEFITS

- CTO Corporate Membership for 2010
- Ten (10) Tickets to *Rum & Rhythm*
- Signage at the sponsored event
- Logo on all Caribbean Week materials
- Use of Caribbean logo on approved promotional materials
- VIP seating at all Caribbean Week Events
- 1 Prime table of ten (10) at the *Governments of the Caribbean State Ball*
- Invitation to the Caribbean Week *Press Conference*
- Inclusion in press releases prior to and during Caribbean Week
- One half (½) page for company advertising or message in the *Governments of the Caribbean State Ball Journal*
- Exposure on www.OneCaribbean.org with hyperlink to sponsor's website
- Invitation to a private cocktail party with CTO officials and other Caribbean Week sponsors preceding the *Governments of the Caribbean State Ball*

VALUE ADDED

- Exposure during Caribbean Week in Toronto (Fall 2010)



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CARIBBEAN WEEK IN NEW YORK 2010
NEW YORK CITY — JUNE 7TH -11TH , 2010

Sponsorships and Benefits

NICKEL PACKAGE - \$15,000.00
Sponsorship of **ONE** of the following elements

- ▶ An Award
- ▶ Gift Bags at the Governments of the Caribbean State Ball (exclusive)
- ▶ Gift Bags at *Rum & Rhythm* (exclusive)
- ▶ Decorations at *Rum & Rhythm*
- ▶ Coffee Break at Caribbean Marketing Conference, OR
- ▶ Coffee Break at Caribbean Media Marketplace

BENEFITS

- Two (2) Tickets to *Rum & Rhythm*
- Recognition at sponsored event
- Logo on all sponsored event materials and at location
- Two (2) tickets to the sponsored event
- Inclusion in press releases prior to and during Caribbean Week
- Exposure on www.OneCaribbean.org with hyperlink to sponsor's website.





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BRONZE PACKAGE – 25,000
Sponsorship of **ONE** of the following elements

- ▶ Master of Ceremony at the Governments of the Caribbean State Ball
- ▶ Wine with Dinner at the Governments of the Caribbean State Ball
- ▶ Travel Agent Workshop
- ▶ Breakfast at Caribbean Marketing Conference, **OR**
- ▶ Breakfast at Meeting & Incentive Travel Showcase

BENEFITS

- Four (4) Tickets to *Rum & Rhythm*
- Signage at the sponsored Caribbean Week event
- Logo on all Caribbean Week materials
- Two (2) tickets to the *Governments of the Caribbean State Ball*
- Inclusion in press releases prior to and during Caribbean Week
- One Patronship listing for company advertising in the *Governments of the Caribbean State Ball Journal*
- Exposure on www.OneCaribbean.org with hyperlink to sponsor's website.



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SILVER PACKAGE – \$35,000
Sponsorship of **ONE** of the following elements

- ▶ Caribbean Media Awards Luncheon Thursday June 10th
- ▶ Audio Visuals at the Governments of the Caribbean State Ball
- ▶ Entertainment at the Governments of the Caribbean State Ball
- ▶ Decorations at the Governments of the Caribbean State Ball
- ▶ Allied Awards Luncheon on Friday June 11th
- ▶ Caribbean Marketing Conference, **OR**
- ▶ Luncheon for Ministers, Board, Directors & Committee members on Wednesday June 9th

BENEFITS

- Eight (8) Tickets to *Rum & Rhythm*
- Signage at the sponsored Caribbean Week event
- Recognition at sponsored event
- Logo on all Caribbean Week materials
- Use of Caribbean logo on approved promotional materials
- VIP seating at sponsored event
- Four (4) tickets to the *Governments of the Caribbean State Ball*
- Inclusion in press releases prior to and during Caribbean Week
- One half (½) page for company advertising or message in the *Governments of the Caribbean State Ball Journal*
- Exposure on www.OneCaribbean.org with hyperlink to sponsor's website



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