



**DALLAS CARNIVAL CARIBBEAN FESTIVAL** otherwise known as Dallas Carnival, is a family oriented cultural extravaganza held annually on the 3rd weekend in September. Dallas Carnival is expecting rapid growth in the coming years and is taking its rightful place as one of the best Carnival Celebrations within the U.S. We are proud of what our festival represents — unity of the diverse cultures within the DFW Metroplex.

Our mission is to promote, develop and celebrate diversity, the Caribbean culture, arts, history and traditions with a four-day display of festivities. The weekend festivities provide a unique experience filled with tasty Caribbean food, music, live entertainment and so much more for all ages and backgrounds.

Dallas Carnival Caribbean Festival will be hosting its **6th Annual Dallas Carnival Celebration, September 12th-15th, 2019**. This year's festival is expected to draw an even larger crowd than that of last year's inaugural event, with requests beginning as early as 10 months prior to our opening event.

Dallas Carnival will implement various marketing techniques to enhance the awareness and visibility of the events. The strategies to be implemented are:

- Promotional CD distribution of approximately 1000, via street teams in Houston, Dallas, Austin, Miami, Atlanta and New York
- Flyer distribution of approximately 10,000, via street teams in Houston, Dallas, Austin and surrounding cities
- Print media
- Radio (including online radio stations)
- Social media
- Email blasts
- Newsletters

It is our hope that you will not only become a supporter for the 2019 events, but that you will foster a long-standing relationship with Dallas Carnival to enhance your establishment's branding and increased exposure.

Video footage and photographs of last year's spectacular weekend is available for viewing at [www.dfwcarnival.com](http://www.dfwcarnival.com) and [www.facebook.com/dallascarnival](http://www.facebook.com/dallascarnival)

Sincerely,  
**Dallas Carnival**  
**info@dfwcarnival.com**  
**682-583-293**

# SPONSORSHIP AGREEMENT

This Sponsorship Agreement, made as of the \_\_\_\_\_ day of \_\_\_\_\_, 2019 between Dallas Carnival, and is formed on this date for the sole purpose of promoting Dallas Carnival 2019 slated for **September 12th-15th, 2019** in Dallas Texas, upon the terms and subject to the conditions hereinafter set forth.

- Sponsor will provide Dallas Carnival with all materials and necessary permissions needed to utilize the sponsors name and logos in promoting Dallas Carnival 2019.
- Sponsor agrees to a cash sponsorship of: \$ \_\_\_\_\_ to position as a \_\_\_\_\_ sponsor for the 2019 Dallas Carnival
- As producers of the 2019 Dallas Carnival, the producer(s) shall retain all rights of ownership. This agreement does not constitute a partnership or joint venture between the parties. Sponsorship commitments are due 45 days prior to this event.
- Please make checks payable to "Dallas Carnival" and send your sponsor information with this executed agreement to:

**Dallas Carnival**  
**Attn: Dallas Carnival**  
**P.O. Box 445**  
**Coppell Texas, 75019**

IN WITNESS WHEREOF, the parties to this Sponsorship Agreement have executed it effective as of the day and year first written.

Authorized Signature of Sponsor	Print Name	Date
Authorized Signature of Events Rep	Print Name	Date

# DALLAS CARNIVAL CELEBRATION

## SEPT. 12TH-15TH, 2019

### SPONSORSHIP OPPORTUNITIES

Based upon your company's current and or standard marketing and promotional strategies, some promotional opportunities can be tailored to best suit your needs. The sponsor is responsible for providing Dallas Carnival with all materials (logos, banners etc.) and necessary permissions needed to utilize their company's production material in promoting Dallas Carnival.

#### UNDERWRITER - \$5,000

- Prominent Logo inclusion on all print materials produced to promote Dallas Carnival such as posters or flyers
  - A minimum of six (10) scripted announcements at the Festival's main concert event stage
  - Inclusion in title position in all radio promotional spots. Promotional spots will begin airing collectively no less than two weeks prior to the event
  - Company and product will be recognized during all of our events
  - 8 complimentary VIP admission tickets to the 2019 Dallas Carnival
  - 8 complimentary general admission tickets to the 2019 Dallas Carnival
  - A 10' x 10' canopy tent, table & 6 chairs to be used for the distribution of your materials, display and merchandising
  - 1 vehicle(s) in the 2019 Dallas Carnival Parade
  - Business Banner Displayed on Park Fence
- \*\* Main Stage sponsorship available

#### PLATINUM - \$3,000

- Recognition and placement of sponsor's banner and materials during the entire weekend and on the main stage – material to be provided by sponsor
- A minimum of four (5) scripted announcements at the Festival's main concert event stage
- Business Banner will be displayed on park fence
- 6 complimentary VIP admission tickets to the 2019 Dallas Carnival
- 6 complimentary general admission tickets to the 2019 Dallas Carnival vehicle(s) in the 2019 Dallas Carnival Parade

#### GOLD - \$1,000

- A minimum of two (3) scripted announcement(s) at the Festival's main concert event stage
- Your company and product will be recognized during all of our events
- Business Banner will be displayed on Park Fence
- 4 complimentary general admission tickets to the 2019 Dallas Carnival
- 4 complimentary VIP tickets to the 2019 Dallas Carnival
- 1 vehicle(s) in the 2019 Dallas Carnival Parade

#### SILVER - \$700

- Your company and product will be recognized during all of our events
- Business banner will be displayed on the park fence
- 3 complimentary general admission tickets to the 2019 Dallas Carnival
- 3 complimentary VIP tickets to the 2019 Dallas Carnival

#### BRONZE - \$500

- 2 complimentary general admission tickets to the 2019 Dallas Carnival
- Your company and product will be recognized during all our events

#### ALL SPONSORS WILL RECEIVE SOME VARIATION OF THE FOLLOWING:

- Inclusion on Dallas Carnival Website and other electronic media; including hyperlink to sponsors website or site of choosing.
- Inclusion in all printed/press materials and our e-mail listing promotions. Recognition and placement of sponsor's banner and materials during the entire event weekend (Material to be provided by sponsor)