



Anguilla Summer Festival

Beach. Boats. Bacchanal.

anguilla

2023



3RD - 13TH AUGUST



Sponsorship PROPOSAL

WWW.ANGUILLASUMMERFESTIVAL.COM

Introduction

10.7K

IG & FB
FOLLOWERS

For forty-nine years Anguilla Summer Festival (ASF) has hosted successful pageants and competitions with over 100K attendees spread across the various events. In 2023, we anticipate our attendance numbers will increase by 10% as we market Anguilla, in collaboration with the Anguilla Tourist Board, as a festival destination.

As one of the island's largest revenue generators, ASF offers a niche product; our national sport Boatracing (a sport unique to Anguilla); and one of, if not the largest Caribbean Beach Party in the Leeward Islands. Coupled with ASF events and marquee events such as Eyes Wide Shut and Poker Run, who wouldn't want to experience 10 days of Beach, Boats and Bacchanal!

Included are our sponsorship packages for your review. If none of these appeal to you, we encourage you to commit to the development of Anguilla's culture through your support of other initiatives. We will ensure you are appropriately recognised. We have listed some of the options below, and look forward to your partnership for the 2023 Anguilla Summer Festival celebrations!

OTHER SUPPORT OPTIONS

1. Create a Troupe - The more the merrier!
2. Support a Troupe - Can be adults or children
3. Support a Band - Who doesn't love J'ouvert?!
4. Support a Boat - A or B Class - Every day is a race!
5. 'In Kind' Contributions such as Beverages, Gift Certificates, Snacks, Clothing Items, Tech Items, Photography, Videography etc.,

ANGUILLA SUMMER FESTIVAL

WWW.ANGUILLASUMMERFESTIVAL.COM

meet the committee

CHAIRPERSON

Erica Edwards

DEPUTY CHAIRPERSON

Shayne Thompson

FINANCIAL COMPTROLLER

Cleonette Lake

EXECUTIVE SECRETARY

Keischa Brooks

PAGEANTRY CHAIR

Romare Kelsick

STREET LOGISTICS CHAIR

Roxana Brooks

MUSIC DEVELOPMENT CHAIR

Shayne Thompson

ANGUILLA TOURIST BOARD REPRESENTATIVE

Keri Rogers

BOATRACING REPRESENTATIVE

Likerah Adams

DEPT. OF YOUTH AND CULTURE REPRESENTATIVE

Tiffany M. Rogers-Carty

EVENT

Sponsor

USD 10,000 +

EVENT SPONSOR INFO

Event Sponsorship is based on the cost of overall production, and varies per event.

EVENT	SPONSOR AMOUNT
Junior Calypso Competition	USD 10,000
Soca Monarch	USD 16,000
Senior Calypso Competition	USD 40,000
Bacchanal Saturday	USD 40,000

EVENT BRANDING *(per event sponsored)*

1. Event Naming Rights (e.g. Your company Soca Monarch)
2. Vending at event(s) *T & C apply*
3. Signage at event(s) *T & C apply*

MEDIA COVERAGE & PROMOTION

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Business logo on all Anguilla Summer Festival promotional material,
3. Business Advert/Banner on Anguilla Summer Festival Website
4. One monthly **Sponsor Highlight** on all Anguilla Summer Festival digital platforms
5. QR Code on Event Ticket & Poster to lead to sponsors preferred digital platform
6. Personalised media coverage package developed with the Summer Festival Marketing Committee *based on event sponsored*

OTHER BENEFITS

1. Five Summer Festival Season Passes
2. Five Summer Festival General Passes

Prince & Princess

SCHOOL SPONSOR | USD 1,600

The Prince & Princess Competition allows our students to explore their creative side, learn effective teamwork through hands-on experience, and also develop self discipline.

The students are exposed to cultural activities in a effort to enrich their awareness of Anguilla's culture. They also engage in several workshops that cover topics such as health and fitness, dining etiquette, and public speaking.

MEDIA COVERAGE

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Business logo on all Anguilla Summer Festival promotional material.
3. One monthly **Sponsor Highlight** on all Anguilla Summer Festival digital platforms

CONTESTANT INFO

1. Contestant will provide an Ambassadorial Role for your company.
2. Contestant will be known as Miss "Your Company" on all media outlets
3. Contestant will wear your company's branded sash at all official appearances
4. Your Company will be acknowledged in all promotional speeches by the contestant
5. Contestant Photos for use in your company's promotional material

OTHER BENEFITS

1. Three Prince & Princess Competition Passes
2. One Pageant Pass
3. Two Summer Festival General Passes

Talented Teen

CONTESTANT SPONSOR USD 2,500

Miss Talented Teen is an exemplary example of Anguilla's talent! This talent competition focuses on empowering young women to develop their talents, own their power and from 2023 encourage them to be involved in social causes. All of our contestants will receive training in speech, etiquette, cosmetology, and poise. The winner of this talent competition becomes a teen ambassador for Anguilla, and represents the country in regional competitions, as well as hosts and assists with local events.

MEDIA COVERAGE

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Business logo on all Anguilla Summer Festival promotional material.
3. One monthly **Sponsor Highlight** on all Anguilla Summer Festival digital platforms

CONTESTANT INFO

1. Contestant will provide an Ambassadorial Role for your company.
2. Contestant will be known as Miss "Your Company" on all media outlets
3. Contestant will wear your company's branded sash at all official appearances
4. Your Company will be acknowledged in all promotional speeches by the contestant
5. Contestant Photos for use in your company's promotional material

OTHER BENEFITS

1. Three Miss Talented Teen Competition Passes
2. One Pageant Pass
3. Three Summer Festival General Passes



CONTESTANT Queen SPONSOR

USD 5,000

The Miss Anguilla Pageant is regarded as one of the most prestigious events on the Anguilla Summer Festival calendar. All of our contestants will receive training in deportment, public speaking, building a brand, and life as a public figure. The winner of this respected pageant becomes an ambassador for Anguilla, and represents the country in several regional competitions, as well as hosts and assists with local events. The Anguilla Summer Festival Committee will host a mixer where your team is able to meet the contestants and their chaperone, so you can feel comfortable in your contestant choice.

MEDIA COVERAGE

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Business logo on all Anguilla Summer Festival promotional material.
3. One monthly **Sponsor Highlight** on all Anguilla Summer Festival digital platforms

CONTESTANT INFO

1. Contestant will provide an Ambassadorial Role for your company.
2. Personalised Contestant **Appearances Package** developed with the Summer Festival Marketing Committee
3. Contestant will be known as Miss "Your Company" on all media outlets
4. Contestant will wear your company's branded sash at all official appearances
5. Your Company will be acknowledged in all promotional speeches by the contestant
6. Contestant Photos for use in your company's promotional material

OTHER BENEFITS

1. Two Miss Anguilla Swimsuit Competition Passes
2. Two Miss Anguilla Queens Pageant Passes
3. Two Pageant Passes
4. Two Summer Festival Season Passes

Level: **SILVER**

USD 5,000 – 9,999

BENEFITS

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Business logo on all Anguilla Summer Festival promotional material,
3. Two Summer Festival Season Passes
4. One Summer Festival General Pass

Level: **BRONZE**

USD 2,500 – 4,999

BENEFITS

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Business logo on all Anguilla Summer Festival promotional material,
3. Three Summer Festival General Passes

Contributions

UNDER USD 2,500

BENEFITS

1. Press Release highlighting sponsorship level on all digital platforms, and with media outlets. *(incl. photos & videos)*
2. Two Summer Festival General Passes

THANK YOU!

Dates to remember

The calendar of events will be posted on our website the day registration opens

On Yuh Mark... Website/Calendar Launch	Sat. 25 February 2023
Registration Closes	Fri. 31 March 2023
SPONSORSHIP DEADLINE	Fri. 14 April 2023
Get Set! Meet the Contestants mixer	Sun. 30 April 2023
PROMO MATERIAL DESIGNED	Mon 01 - Mon 15 May 2023
Early Bird Ticket Sales	Thur. 01 - Thur. 20 July 2023
Miss Anguilla Swimsuit Competition	Sun. 23 July 2023
Prince & Princess Show	Sun. 30 July 2023
GO! Official Opening of Anguilla Summer Festival	Thur. 03 August 2023
SPONSOR FEEDBACK DEADLINE	Fri. 15 September 2023

CONTACT US

Anguilla Summer Festival Committee
Festival's Office c/o Department of Youth and
Culture

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www.anguillasummerfestival.com