



SUNDAY JULY, 3RD 2022
ATLANTA, GEORGIA

Caribbean people have shared an appreciation for the culture, history and the people. Atlanta's large Caribbean community is represented in several multicultural events. Atlanta, Georgia is the home of two major Caribbean events. Both 'Reggae in the Park' and 'Festival Peachtree Latino' which catered to over 15,000 patrons each have made the park the ultimate venue for hosting family-oriented events. Jabari CG Production, known for major events such as 'Chicago Jerk Festival' and 'Philadelphia Jerk Festival' to name a few will be hosting 'The Rum and Wine Festival' designed to bring together Caribbean families with similar entertainment interests. The Rum and Wine Festival' in Atlanta, Georgia promotes unity and togetherness under the banner of Caribbean music and culture which is a beacon to everyone to come as you are and spread love.

Needs Assessment

There are roughly 80,000 Caribbean natives living within the Metro Atlanta, Georgia. Amongst these islands, culture shares our identity and it influences our behaviors. To unify people of Caribbean heritage bringing together multi-racial, multi-cultural and multi-lingual people, Jabari CG Productions will be hosting its 1st annual **Independence Rum and Wine Festival** in Atlanta, Georgia on Sunday, July 3, 2022, from 11 am – 11 pm.

Demographics

| | |
|--------------------------|---|
| DATES & TIME: | SUNDAY, JULY 3, 2022; 11 AM – 11 PM |
| LOCATION | Atlanta, Georgia |
| ATTENDANCE | 10,000 + |
| COST | Various Price points from General Admission through to VIP |
| AGE/GENDER | Average Age: 18 – 54 years. Females (52.34%); Males (47.66%) |
| MARITAL STATUS | Married (21%); Domestic Partnership (37%); Single (42%) |
| EDUCATION | High School (24.1%); College (36.7%); Other (39.2%) |
| HOUSEHOLD INCOME | \$25K (45%); 50K (27%); \$75K (17%); \$100k (11%) |
| ETHNICITY | African American (24.3%); Hispanic (29.1%); Caucasian (42.8%) |



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Mission

United Carib Music Festival aims to bring together multi-racial, multi-cultural and multi-lingual people from the Caribbean through providing a family-oriented event geared at showcasing and celebrating Caribbean music, food and arts.



The Experience

Under the theme '**Great Muzik, Great Food and Great Vibz**', this event encompasses all things that make the Caribbean great. **United Carib Music Fest** aims to provide a well-rounded family-oriented event that will highlight the advanced nature of culinary arts in the Caribbean, the rich sound of Caribbean music from the Greater and the Lesser Antilles and showcase the true artistic vibe of natives.



CULTURE YARD

Indians, Africans, Chinese and Europeans exist within the Caribbean society and their ways of life are manifested by each group. The culture yard showcases fashion, art and literacy pieces that showcase diversity but still unifies Caribbean people.

Venue: Atlanta Georgia

Atlanta is more than just a park, it is the ideal recreation center. It has over four acres of land space that will be manipulated for the purpose of hosting the event.



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FOOD

A myriad of Caribbean dishes can be found throughout Atlanta, Stone Mountain particularly downtown Lithonia, where Premiere Restaurant Lounge is located. You will also find Caribbean bakeries selling coconut drops and cakes; and natural juice shops, markets, and bars in Stone Mountain Georgia. The following areas will be set up at Independence Rum and Wine Music Festival to celebrate Caribbean Foods:

Pan Village

The '**Pan Village**' will include all jerked foods paired with signature jerk sauces from our sponsors products. This area will include live sessions featuring celebrity chefs from different Caribbean countries showcasing Caribbean Jerk at its best.

Fisherman's Shack

The two bodies of water that border the Caribbean region are the Atlantic Ocean and the Caribbean Sea. Our seafood is next to none, so the '**Fisherman's Shack**' offers an oasis to seafood lovers who want to indulge into seafood – boiled, grilled, jerked and roasted to name a few.

Vegan Delight Village

The world has gone 'green' in more than one way and we want to embrace a healthier lifestyle so our '**Vegan Delight Village**' will place emphasis on 'Live' or 'Raw' foods that are prepared to perfection.



MUSIC

To showcase different genres from the Caribbean, **The Independence Rum and Wine Festival** will feature an array of artist.

Dancehall

Reggae

Soca

R&B



The stage show is expected to begin at 1pm.



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ADVERTISEMENT & PUBLIC RELATIONS

Television

- ▶ Advertisement Placement in Metro Atlanta– surrounding area of Atlanta, North and South Carolina, Florida, Tennessee and Alabama
- ▶ Interview Placements on selected programs

Radio

- ▶ Advertisement Placement in Metro Atlanta– surrounding area of Atlanta, North and South Carolina, Florida, Tennessee and Alabama
- ▶ Interview Placements on selected programs
- ▶ On-Air Ticket Give-a-ways

Print

- ▶ Full Page Advertisement
- ▶ Bi-Weekly Press Releases in Print

Online

- ▶ Google Ad Placements (Targets the Caribbean Diaspora)
- ▶ Use of Social Media Influencers
- ▶ Instagram and Facebook Advertisement (Targets the Caribbean Diaspora)

Promotional Materials

- ▶ 10000 Fliers (back and front print)
- ▶ 5000 promotional brochures for partnering hotels/resorts/airlines (Coupons attached)
- ▶ 5000 Scratch and Win cards for partnering ticket outlets (Buy two or more tickets, scratch to win a complimentary band)



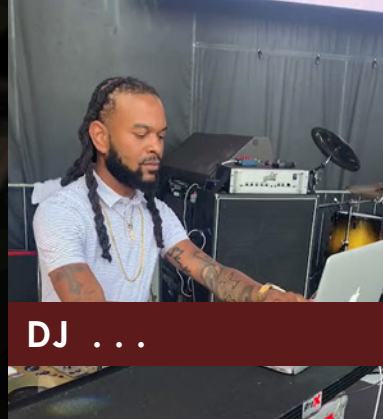
HIGHLIGHTS



BOASY BOY FLOYD



KY-MANI MARLEY



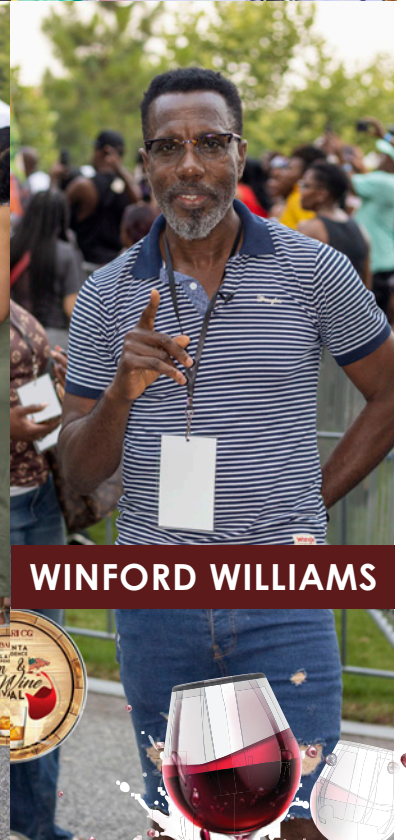
DJ ...



DJ PRINCE CHARM



D-ANGEL



WINFORD WILLIAMS



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**LIL MO****BABY CHAM****BUNJI GARLIN**

TARGETS

Target Audience: 10,000 + Patrons

Primary Targets

- ▶ Families from the Caribbean Diaspora living in the Atlanta, Georgia and surrounding states
- ▶ Patrons who have an interest in the Caribbean Heritage and lifestyle from

Atlanta

New York

Florida

North and South Carolina

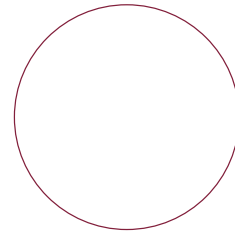
Alabama

Tennessee

Secondary Targets

- ▶ Tourists from Caribbean Islands*

*Special Partnerships between Hotels & Airlines will be put in place for tourists from selected Caribbean Islands



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PRESENTING SPONSOR \$60,000.00

PARTNERSHIP

- ▶ Seminar (required)
- ▶ Product for seminar
- ▶ Brand Ambassador

ENTITLEMENTS

- ▶ Prominent placement as presenting/lead sponsor on all advertising material
- ▶ Visibility in after the festival highlight video for promotional use in media (After Movie)
- ▶ Interviews pre-launch and during event
- ▶ Message/Presentation at launch event
- ▶ Host branded seminar
- ▶ Inclusion in seminar kit
- ▶ Rights to leverage the festival in promotions across all channels media/trade deal/offers
- ▶ Prominent event/stage branding
- ▶ 20x20 hosting area/booth at the festival
- ▶ Mentions on stage at the event
- ▶ 3 branded feature cocktails
- ▶ Branding of festival gift item e.g. branded drinkware
- ▶ Branding on tickets
- ▶ Stage engagement (giveaways at the event)
- ▶ Special offer at the festival (Drink offer/ Drink and Food or drink and chaser)
- ▶ Staff branding
- ▶ Tickets to the event

Sponsorship Packages and Entitlements



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PLATINUM SPONSOR \$45,000.00

PARTNERSHIP

- ▶ Seminar (required)
- ▶ Product for seminar
- ▶ Brand Ambassador
- ▶ Product for event

ENTITLEMENTS

- ▶ Interview launch Event
- ▶ Interviews during event
- ▶ Inclusion in seminar kit
- ▶ Rights to leverage festival for digital and trade promotions
- ▶ 20 x10 hosting area/booth at the festival
- ▶ Major placement on all marketing collateral
- ▶ Host Seminar
- ▶ Festival gift branding e.g. mask/ sanitizer
- ▶ Mentions on stage at event
- ▶ Rights to leverage festival in promotions digital and trade
- ▶ 2 branded feature cocktails
- ▶ Event/Screen branding
- ▶ Engagement on stage e.g giveaways
- ▶ Tickets to the event

Sponsorship Packages and Entitlement



GOLD SPONSOR \$30,000.00

PARTNERSHIP

- ▶ Seminar (required)
- ▶ Product for seminar
- ▶ Brand Ambassador
- ▶ Product for event

ENTITLEMENTS

- ▶ Interview at launch event
- ▶ Interview at event
- ▶ Key placement of all advertising collateral
- ▶ 10x10 hosting area/booth at event
- ▶ Inclusion in seminar kit
- ▶ Mentions on stage
- ▶ 1 branded feature cocktail
- ▶ Rights to leverage festival in digital and trade promotions
- ▶ Tickets to the event

Sponsorship Packages and Entitlement



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SILVER SPONSOR 15,000.00

PARTNERSHIP

- ▶ Product for event

ENTITLEMENTS

- ▶ Inclusion in all marketing callateral
- ▶ Sponsor mention of stage
- ▶ Banner branding at the festival
- ▶ Stage screen branding
- ▶ Tickets to the event

BRONZE SPONSOR \$5,000.00

PARTNERSHIP

- ▶ Product for event

ENTITLEMENTS

- ▶ Inclusion on digital marketing collateral
- ▶ Product availability at event
- ▶ Event Branding
- ▶ Tickets to the event

Sponsorship Packages and Entitlement





COMPANY PROFILE

Jabari CG Production was registered in 2009 by Clinton Garibaldi as an entertainment production company. The company offers a variety of services such as event planning and executions, artist management and bookings. Over the years the team has worked assiduously to maintain a high level of professionalism and has prided itself in producing some of the most talked-about events in the United States especially among Caribbean natives.

Over the last 10 years, Jabari CG Production has managed and helped developed talents such as Sanchez, Jah Selah, School Boy, Teflon, and US rapper Omillio Sparks. They have also managed the bookings of Tanya Stephens, Dexta Daps, D'Angel, Serani, Kip Rich, Cobra, and Cocoa Tea. In 2010, Jabari CG Production planned and executed '**Atlanta Summer Festival**' with an attendance of just over 5000 patrons. In 2011 and 2012 they planned the '**Oliver Samuels Tour**' in the United States pulling in impressive numbers in each state. 2013 saw them booking the King of the Dancehall Beenie Man for '**Summer Breeze**' in Philadelphia and between 2014 – 2016 the successful staging of the annual '**Philadelphia Jerk Festival**'. The '**Philadelphia Jerk Festival**' grew rapidly each year hosting just over 6500 patrons each show.

With these successes, Jabari CG Production continued to produce stellar events such as the '**Shades of Summer**' in 2017 featuring dancehall superstars Dexta Daps and Tifa and of course the annual '**Chicago Jerk Festival**' (2018 – 2019) with over 5500 patrons and counting at each staging. The most recent project for the team is the '**Comedy Madness Tour**' in 2019 which hit venues across the US in states such as Atlanta, Philadelphia, and New York to name a few. Comedians such as Caribbean favorites, Lemon, Pretty Boy Floyd, Christopher 'Johnny' Daley, Major Hype and Ity and Fancy Cat all made for an ideal 'Laugh-a-ton'.

These events all show the diversity of Jabari CG Production, who is fully equipped with a qualified staff with superb planning and coordination skills that have guaranteed 100% satisfaction to patrons at each event. Jabari CG Production is dedicated to presenting exceptional entertainment packages at each event.



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