

Taking Caribbean Excellence to the World

Corporate Sponsorship 2013 Package



Design Caribbean

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BE PART OF THE SUCCEES

About Design Caribbean

Encapsulate the spirit of design - "See. Feel. Be. all things Caribbean"

Inspired by the passion and talent of both distinguished and aspiring artists, Design Caribbean brings the region's finest handcrafted and innovative designs onto the world stage.

During October, 2013 at the Grand Lucayan Resort, Freeport, Grand Bahama, The Bahamas, the event will showcase a broad range of unique products, connecting artisans to buyers, and design enthusiasts from the Caribbean region, North America and Europe. Design Caribbean visitors will come away with a true sense of the diversity and splendour that breathes vibrancy into the Caribbean region.

Design Caribbean is organised by Caribbean Export, a trade and promotion organisation with 15 member states, whose mandate is to "take Caribbean excellence to the world."



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OUR MISSION

Fostering sustainability for artisans

“Vital to Caribbean artisans, the show proactively encourages collaboration between governments, public and private sector agencies, champions from the design community, a bevy of capable consultants from the region, home-grown sponsorship, and support from donor organisations. Conversations and collaborations between all these parties is essential to the sustainability and success of Caribbean artisans”

Pamela Coke-Hamilton, Executive Director, Caribbean Export



ALLOCATION OF FUNDS

- Long-term sustainability of our artisan's business's is a top priority.
- Established Caribbean artisan's as well as those just starting out given a platform.
- Artisans from a wide variety of spheres will be represented including ceramics, jewellery, fashion, home accessories, and spa and wellness.

WHY INVEST IN THE CARIBBEAN?

- **Great value for your investment.** For every dollar invested a return can be expected.
- Artisans are proven economic contributors to the region.
- Only area in the Caribbean with a trade surplus.
- **A game changer for competitiveness** as the region is able to produce a distinctive design style due to the mosaic cultural landscape and organic material use.
- **Investing in a fast moving dynamic sector.**
 - The gift and craft sector globally is a significant economic sector, estimated to be well over US\$3 billion and contributes significantly to the GDP of various countries.
 - For instance, in the Dominican Republic, sales of craft exceed US 1.5 million annually for products from ceramics to wood, while in Jamaica, estimates are in the region of US\$1.6 million.
 - Approximately \$5.3 million in craft items were imported into Barbados.
(noted from BIDC 2007)

WHY BACK ARTISANS?

- High visibility
- Fulfills your corporate social responsibility
- Great media and marketing exposure
- Real opportunity to see your support translated into long-term success for artisan entrepreneurs



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WHY BECOME A CORPORATE SPONSOR?

- Not only will your partnership **boost the Caribbean economy**, more importantly, you will be making a smart business investment with the largest exposure to artisans and design officialdoms in the Caribbean.
- **Grow awareness of your corporate identity**
- Open up year-round promotional opportunities for your company and product.
- Align your business with well-respected institutions in the region.
- Portray a **positive image to current stakeholders** and a new audience of potential employees and customers.
- **Year-round promotional opportunities for your company and product.**

WHO IS OUR AUDIENCE?

- Our audience is young, women and ready to trade artisans.
- 90% are businesses that are export ready and looking to grow
- **Design Caribbean** is the largest mass marketed event promoting Artisans and hand crafted design in the Caribbean region.
- Through billboard, radio, web, social media and print mediums in addition to partnering and community communications, our aim is to reach 5 million people in the Caribbean region.



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GREAT EXPOSURE

As a corporate partner, we work with you to identify a program that provides the best exposure ensuring goals and objectives are reached. Depending on the size and type of partnership, you may be promoted in the following ways:

- Billboards
- Posters
- Presentations
- Banners
- Seminars
- Social media
- Web



WAYS TO BE A SPONSOR

- The majority of our exhibitors say they are more likely to do business with a sponsor than with a non-sponsor.
- By sponsoring **Design Caribbean** you can help us keep costs low and give more support to our artisans in the region. In return, you will be prominently promoted throughout the Caribbean and diaspora.
- There are two ways you can sponsor Design Caribbean event:
 - (i) Provide a **cash sponsorship** to defray the cost of hosting the event and/or sponsorship of selected exhibitors.
 - (ii) Provide **in-kind product**, including food, air travel, supplies, vehicles, media time, in-kind service, medical personnel, bus drivers, ferry operators, or photographers.



CORPORATE SPONSORSHIP OPPORTUNITIES

	PREMIERE	PLATINUM	GOLD	SILVER	BRONZE	STARTER
Promotion and Visibility	Upon Request	\$15,000 US	\$10,000 US	\$5,000 US	\$2,500 US	\$1,000 US
Recognition on billboard ads	★					
Recognition on radio ads	★	★	★	★	★	★
Recognition on web banner ads	★					
Recognition in event newsletter	★	★				
Recognition in print media	★	★	★			
Recognition on T.V. ads	★	★	★	★		
Use of sponsor's logo on merchandise	★	★	★	★	★	
Recognition on website with link to company website	★	★	★	★	★	★
Use of Design Caribbean logo for promotional opportunity	★	★	★	★	★	★
Booth space at Design Caribbean Event	★	★	★	★	★	★
On-site signage opportunity	★	★	★			
Corporate team VIP access	10	5	2			
Show tickets	15	10	8	6	4	2
Advertising in programme	★	★	★	★		

ADDITIONAL PROGRAMMES

In addition to the main trade show there are selected events within the programme that can be sponsored individually

- Soul Fusion – music concert
- Essence Fashion Show
- Business Workshops
- Film Night

For details on additional programmes contact Zamani Moodie at zmoodie@carib-export.com



HOW TO GET INVOLVED

Exporting Caribbean Creativity to Global Markets

The singular focus of Design Caribbean is to enhance the competitiveness of Caribbean-designed products and services. It is an opportunity for artisans to collaborate, centralize and focus in a proactive way, to increase the probability of collective success. This is only possible through the generous support of our sponsors.

To get involved contact Andrea Alleyne at aalleyne@carib-export.com

Tel: +1 246 436 0578



YOU CAN MAKE A DIFFERENCE

“It is the premiere show in the Caribbean. I look at what I do as a very special thing and I think people who are supporting these shows should look at it in the same way.”

Quote from Mark Daniel

Designer and owner of Avark Inc. in Barbados



IN PARTNERSHIP WITH



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