

# CARIBBEAN 305

taste it all

JUNE 22, 2019



Mana  
Wynwood





## INTRODUCTION



For the third year in a row, South Floridians will have the opportunity to savor all of the diverse gastronomic delights the Caribbean has to offer at one extraordinary culinary and cultural celebration!



Presented by the Caribbean Hotel and Tourism Association (CHTA), Caribbean 305 is an annual event that highlights the art of Caribbean cooking as it brings together top chefs and bartenders from the region.



The Caribbean Hotel & Tourism Association (CHTA) facilitates the full potential of the Caribbean hotel and tourism industry by serving members' needs and building partnerships in a socially responsible and sustainable manner. CHTA is the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism.





# 2019

# 15

## NATIONAL CULINARY TEAMS REPRESENTED

Anguilla, Bahamas, Barbados, Belize,  
Bonaire, BVI, Cayman Islands, Curacao,  
Jamaica, Puerto Rico, St. Lucia,  
Suriname, Trinidad & Tobago, Turks &  
Caicos, and USVI.

# 8

## ADDITIONAL DESTINATIONS & TOURIST BOARDS REPRESENTED

# +1,500

## CONSUMER ATTENDEES



Savor all of the diverse gastronomic delights the Caribbean has to offer at one extraordinary culinary and cultural celebration!



over **36 MILLION**  
total media impressions



**15+**  
Countries and  
Islands from the  
Caribbean



**1,500+**  
attendees

**\$75,000+**  
average household  
income

**AGE RANGE**  
**21 - 55**

**GENDER**  
50 female  
50 male

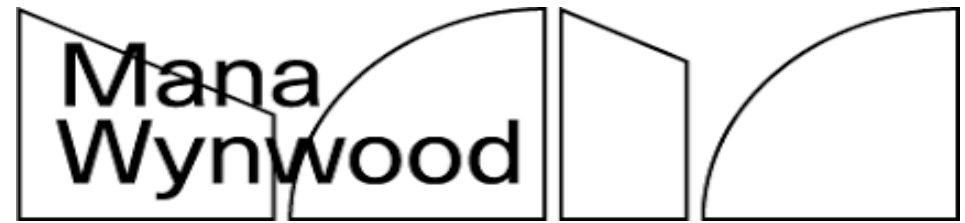


CHTA is the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism.

An evening of "everything Caribbean", appealing to all senses via the food, music and dance from the islands and countries of the Caribbean

Join over 1,500 South Floridians as they enjoy the islands and countries top bartenders and chefs as they come together to showcase all the flavors of the Caribbean





## VENUE



**Mana Wynwood** is Miami's premier event venue, the anchors of Wynwood's thriving artistic and cultural scenes to create an unforgettable experience.





## TITLE SPONSORSHIP \$50K



- Sponsor name to be incorporated into the event name (i.e. Sponsor's Caribbean305)
- Category exclusivity
- Sponsor listed as the Title Sponsor, receiving logo recognition on all press and marketing materials in association with the event
- One (1) dedicated activation footprint (10x20) at the event
- Logo included on the event step-and-repeat (Event, Title Sponsor and Presenting Sponsor logos ONLY)
- Logo recognition on all event signage, including but not limited to outdoor and welcome signage, Sponsor footprints, etc.
- Two (2) Sponsor dedicated eBlasts to be sent to the Caribbean Hotel & Tourism Association database
- Logo inclusion/reference in TV, radio, social media advertisements produced by the event
- Logo inclusion on the Caribbean305 website
- Four (4) dedicated social media posts from event-affiliated social media accounts
- Twenty (20) general admission tickets to the event
- Includes Eight (8) VIP Tickets





## PRESENTING \$30K

- Sponsor name to be incorporated into the event name (i.e. Caribbean 305 presented by Sponsor)
- Category exclusivity
- Sponsor listed as the Presenting Sponsor, receiving logo recognition on all press and marketing materials in association with the event
- One (1) dedicated activation footprint (10x20) at the event
- Logo included on the event step-and-repeat (Event, Title Sponsor and Presenting Sponsor logos ONLY)
- Logo recognition on all event signage, including but not limited to outdoor and welcome signage, Sponsor footprints, etc.
- One (1) Sponsor-dedicated eBlast to be sent to the Caribbean Hotel & Tourism Association database
- Logo inclusion/reference in TV, radio, and social media advertisements produced by the event
- Logo inclusion on the Caribbean 305 website
- Two (2) dedicated social media posts from event-affiliated social media accounts
- Ten (10) general admission tickets to the event
- Includes three (6) VIP passes





## CO-SPONSORSHIP \$15K



- One (1) dedicated activation footprint (10x20) at the event
- Logo recognition on all event signage, including but not limited to welcome signage, Sponsor footprints, etc.
- Logo inclusion in social media advertisements produced by the event
- Logo reference in radio advertisements produced by the event
- Logo inclusion in all outdoor advertisement
- Logo inclusion on the Caribbean 305 website
- Two (2) dedicated social media posts from event-affiliated social media accounts
- Ten (10) general admission tickets to the event
- Four (4) VIP Tickets





## COUNTRY SPONSORS ONLY \$10K



- One (1) dedicated activation footprint (10x10) highlighting your country as one of the Caribbean's top destinations.
- Opportunity to showcase your country's best chefs, food, cocktails and other regional flavor
- Opportunity to provide live entertainment at event, eg. music, dancers, artists, visual artists, etc.
- Logo recognition on all event signage, including but not limited to welcome signage, Sponsor footprints, etc.
- Logo inclusion in advertisements produced by the event
- Logo inclusion on the Caribbean305 website
- Two (2) dedicated social media posts from event-affiliated social media accounts
- Six (6) general admission tickets to the event





## EVENT SPONSOR \$7.5K



- One (1) dedicated activation footprint (10x10) at the event
- Logo recognition on all event signage, including but not limited to welcome signage, Sponsor footprints, etc.
- Logo inclusion in print and outdoor advertisements produced by the event.
- Logo inclusion on the Caribbean305 website
- Four (4) general admission tickets to the event



## FOR SPONSORSHIP INFORMATION

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