



**2009 CARIBBEAN
WEEK
TORONTO CANADA**

SPONSORSHIP OPPORTUNITIES

**MEDIA MARKETPLACE
AND
AWARDS LUNCHEON**

&

RUM & RHYTHM FESTIVAL



1. *Media Marketplace and Awards Luncheon*
Distillery District, Fermenting Cellar
Friday, October 30, 2009
10:00 AM to 3:00 PM

This event provides CTO member Governments, the Caribbean hotels and private sector exhibitors with the opportunity to interact with writers from the consumer, travel trade and Caribbean press. The media are invited to have one-on-one discussions with tourist boards, hotels, tour operators and airline representatives to gain valuable product and destination information.

The Media Marketplace will be preceded by a Media Briefing to provide unique insights into upcoming regional strategic initiatives.

Multiple awards recognizing outstanding media and trade achievements in the promotion of the Caribbean will be the highlight of the Awards Luncheon event following the Media Marketplace.

10:00 AM – 11:00 AM	Media Briefing (65 media)
11:00 AM – 1:00 PM	Media Marketplace (35 exhibitors)
1:00 PM – 3:00 PM	Awards Luncheon (125 media, exhibitors and trade guests)

2. *Rum & Rhythm Festival*
Distillery District, Fermenting Cellar
Friday, October 30, 2009
6:00 PM to 9:00 PM

The Rum & Rhythm Festival will be held in the Fermenting Cellar in Toronto's trendy Distillery District. A variety of the Caribbean's award-winning rums will be available for tasting in addition to rum cocktails served up by the region's top mixologists. The Festival will also feature tantalizing cuisine served by Caribbean chefs, vibrant musical performances and a silent auction including "one of a kind" vacations to the Caribbean.

We anticipate attendance of approximately 500 consumers, media and travel trade at this unique event bringing the tastes, sights and sounds of the Caribbean to Toronto!

Sponsorship Opportunities:

Title Sponsorships

\$5,000

- Prominent logo placement on all Caribbean Week advertising and promotional material
- Feature on Caribbean Week web site including logo and company description
- Acknowledgement in all Caribbean Week Press Releases
- Verbal acknowledgement at Awards Luncheon and *Rum and Rhythm Festival*
- Booth at Media Marketplace and at *Rum and Rhythm Festival*
- Full page ad in Media Marketplace program
- Ten tickets to Awards Luncheon
- Ten tickets to *Rum & Rhythm Festival*

Corporate I Sponsorships

\$2,500

- Logo placement on all Caribbean Week advertising and promotional material
- Feature on Caribbean Week web site including logo and company description
- Acknowledgement in all Caribbean Week Press Releases
- Verbal acknowledgement at Awards Luncheon and *Rum and Rhythm Festival*
- Half page ad in Media Marketplace program
- Four tickets to Awards Luncheon
- Four tickets to *Rum & Rhythm Festival*

Corporate II Sponsorships

\$1,000

- Logo placement on all Caribbean Week advertising and promotional material
- Feature on Caribbean Week web site including logo
- Acknowledgement in all Caribbean Week Press Releases
- Verbal acknowledgement at Awards Luncheon and *Rum and Rhythm Festival*
- Two tickets to Awards Luncheon
- Two tickets to *Rum & Rhythm Festival*



SPONSORSHIP COMMITMENT FORM

Contact Name: _____ Title: _____

Organization or Company: _____

Address: _____

City: _____ State/Province: _____

Country: _____ Postal/Zip Code: _____

Phone: _____ Fax: _____

Email: _____

- Title Sponsor \$5,000
- Corporate I Sponsor \$2,500
- Corporate II Sponsor \$1,000
- Prize/Silent Auction Items (details to be provided)

Please forward this form to CTO Canada Office by no later than **September 25, 2009**

Address: 2 Bloor Street West
Suite 2601, Toronto, Ontario
M4W 3E2

Telephone: 416-935-0767

Fax: 416-935-0939

Email: cto@voxtm.ca

Payment Details

Enclosed is my cheque made payable to CTO in the amount of \$ _____

Please send me an invoice

Credit card () AX () MC () VISA () Discover #: _____

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Expiry Date: _____

Signature of Cardholder: _____

Date: _____