JABARI CG PRODUCTIONS

CHICAGO JERK FESTIVAL

2ND ANNUAL CHICAGO JERK FESTIVAL

SUNDAY JUNE 23RD 2019

WASHINGTON PARK, CHICAGO, ILLINOIS

CONTACT

CLINTON GARIBALDI - CGARIBALDI@JABARIPRODUCTIONS.COM | 312.479.3693

WWW.CHICAGOJERKFESTIVAL.COM

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EVENT OVERVIEW

Every so often an opportunity comes along that helps advance the brand of a city in a unique and noteworthy way. Affiliating the City of Chicago with what is sure to become an annual event we present the "CHICAGO JERK FESTIVAL"

This culturally rich celebration of the 36 countries of the Caribbean and authentic Jamaican Jerk cooking— is just such an opportunity for a city that hosts some of the most vibrant and cultural neighborhood festivals.

DETAILS & DEMOGRAPHICS

DATES & TIME: JUNE 23RD, 2019
Sunday: 11 am – 10 pm

LOCATION: Washington Park, Chicago

ATTENDANCE: 10,000+

COST: Various Price points from General Admission through V.I.P.

AGE/GENDER: Average Age: 18 – 54 years | Male (45%) Female (55%)

MARITAL STATUS: Married (32%) Domestic Partnership (45%) Single (23%)

EDUCATION: High School (20%) College (65 %) Other (15%)

HOUSEHOLD INCOME: $25K (27%) $50K (45%) $75K (17%) $100K (11%)

ETHNICITY: Caribbean (55%) African American (20%)
Hispanic (15%) Caucasian (10%)

WORLD CLASS MUSIC

FOOD VENDORS

ARTS & CRAFT VENDORS

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SPONSOR ACTIVATIONS

VIP AREAS

KIDS ZONE

EVENT FEATURES

MISSION

- To provide a quality family oriented Caribbean cultural festival
- To promote the diversity of the Caribbean and attract a diverse audience
- To attract tourists to Chicago & stimulate cultural tourism in the Caribbean
- To foster a sense of community pride
- To strengthen the local economy and encourage new enterprise.

OBJECTIVES

- To attract 10,000+ attendees for the one day festival
- To attract at least ½ attendees from across the Midwest
- Raise the level of Caribbean entertainment in Chicago
- Forge partnerships with local & corporate businesses and residents to support the festival
- To strengthen the local economy and encourage new enterprise.
- Hire staff from the community
- Highlight, support and encourage local community talent on the main stage
- Promote interactive arts and educational programs
- Provide a cultural culinary experience showcasing Chicago's Caribbean restaurants

EVENT PURPOSE

THE WHERE

The Chicago Jerk Festival is to be held in Chicago's Washington Park, Russell Drive Grove area.

THE WHY

JERK is a traditional Jamaican art of cooking thoroughly seasoned meat, spiced with pepper and smoked on pimento sticks. Cuisine plays a huge role in the Caribbean culture and history, especially JERK cuisine, through this festival Chicago will get to share in this cultural experience.

EVENT PURPOSE

ONLINE & SOCIAL MEDIA PLAN:

We share specific content through Facebook, Twitter, Instagram, You Tube, blogs and various Caribbean online and social media outlets.

TELEVISION/RADIO:

Our extensive online, radio, television and print contacts will assist in targeting festival goers in Chicago and the Midwest seeking a cultural experience.

ATTENDANCE:

Our street team is dispatched to over 100 festivals and events around the Midwest promoting with flyers, posters and giveaways For months leading up to the Jerk Festival.

MEDIA & PROMOTIONAL PLAN

- As a partner you'll benefit from our comprehensive marketing strategy that reaches a diverse and interesting target market: Americans of Caribbean descent in the USA. Although they are American, they have strong bonds with the region and culture they came from. It's an economically viable and growing group.

- They are loyal buyers of consumer goods, go on vacation, own homes and send their children to college at a higher rate than the African American population. (Black Diversity Study, August 2003, University of Albany, State University of New York).

- The community is credited with contributing approximately $70 billion in remittances to economies in the Caribbean region each year. – The Dialogue 2017

- They are becoming a sizable portion of the middle-class American voting population. The US government is also aware of this and passed H. Con. Res. 71 (H. Res. 570 in the 108th Congress) to acknowledge and celebrate the contributions of Caribbean-Americans to the US since the inception of the country and to designate June as the National Caribbean-American Heritage Month.

- They want to be addressed as "Americans of Caribbean descent" and not as "Afro-Americans." According to an AT&T study, 72% of the Caribbean Americans prefers to be identified as "a person of Caribbean Heritage" rather than "an African American.

- "They identify with and embrace their own culture. They turn to and support those brands that promote their culture.

PARTNER ACTIVATIONS

Create a lasting impact with a fixed highly visible presence at the event during the two day event. Imagine YOUR booth in the main festival area and/or the front stage VIP area…wherever you choose YOUR booth can be used a retail location, on site promotions or a staging area for YOUR promotional installments.

Booths and spaces are available in a variety of sizes

10 X 10 | 10 X 20 | 20 X 20| CUSTOM FOOTPRINT

All booth sizes include booth, electricity, tables and chairs

BRAND & PRODUCT PLACEMENT

The Chicago Jerk Festival offer a number of ways that SPONSORS may boost visibility of their products and brands

SIGNAGE | BANNER PLACEMENT | LED WALLS | GATE HANDOUTS | SWAG BAGS | EVENT DAY MAPS | VOLUNTEER T-SHIRTS | CREDENTIALS | PROGRAM BOOK | TICKETS | SPECIAL EVENT INVITATIONS | STORAGE LOCKERS | VIP AREAS and a host of other options.

PLEASE INQUIRE FOR THE DETAILS

BENEFITS

Custom sponsorship package available

Target your goods or service to a captive audience of over 10,000+ people

Raise awareness with onsite activation or displays

Introduce new products or services

$60,000 in integrated marketing and media coverage across the Midwest

Capitalize on our website & social media reach

PARTNER BENEFITS

CHICAGO JERK FESTIVAL SPONSORSHIP

PRIME MARKETING OPPORTUNITIES FOR YOUR BUSINESS

JABARI CG PRODUCTIONS - FOUNDED 2009

VISION: To create the optimal network between our community public sector and non-profit sector for the promotion of our local community.

MISSION: The Chicago Jerk Festival mission is to provide a quality family-oriented Caribbean festival and to promote the diversity of the Caribbean community to attract a diverse audience. We also want to attract tourists to Chicago during this time and stimulate cultural tourism in the Caribbean. This will be a wonderful opportunity to strengthen the local economy and encourage new enterprises.

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Since 2018 Jabari CG Productions has brought you Chicago Jerk Festival. A one day City of Chicago Signature Event that brings approximately 10,000 visitors to Washington Park. From thrilling stage performances to amazing food and beverages to a family fun atmosphere, which includes a kids zone with games and bounce houses. There is something for everyone no matter what the age, and that means prime marketing opportunities for your business. Our sponsor benefits are amazing. Your company and brand will be exposed to thousands of festival goers during the one day, and in advertising and social media campaigns prior and website brand identification for a year following the event. This year, part of the proceeds of your sponsorship money will go towards a non-profit organization. We encourage you to be an active part in The Chicago Jerk Festival. Be a sponsor and together we will continue to make progress for our city through preservation.

PARTNER SPONSOR - $75,000

A PARTNER SPONSOR enjoys unique brand awareness during Chicago Jerk Festival plus the benefits of year-round Sponsorship with additional events presented by Jabari CG Productions.

- Sponsor/Brand activation, display of products and/or services with the opportunity to conduct customized brand-enhancing activities throughout Chicago Jerk Festival.
- Sponsor/Brand featured in all advertising and marketing materials.
- Sponsor/Brand featured on Social Media marketing campaign.
- Sponsor/Brand logo featured on Chicago Jerk Festival website.
- Maximum media and site exposure.
- Sponsor/Brand logo on Event Wrist Bands- for the festival.
- Sponsor/Brand logo on on-site event banner.
- Sponsor/Brand booth and product distribution during festival.
- Sponsor/Brand recognition and announcements during festival.
- Opportunity for 10' x 10' on-site booth.
- Logo placement on official festival shirts worn by staff and sold.
- Special Partner Recognition at VIP Event.
- 15 VIP Launching/Opening Event invitations.
- 15 VIP Chicago Jerk Festival Armbands.

PRESENTING SPONSOR - $50,000

A PRESENTING SPONSOR will have full site and media exposure during the one day event.

- Sponsor/Brand logo on site event banner.
- Sponsor/Brand logo on Event Wristband for the festival.
- Sponsor/Brand activation, display of products and/or services with the opportunity to conduct customized brand-enhancing activities throughout Chicago Jerk Festival.
- Sponsor/Brand featured on Social Media marketing campaign.
- Sponsor/Brand logo featured on Chicago Jerk Festival website.
- Sponsor/Brand signage throughout the event.
- Sponsor/Brand logo on on-site event banner.
- Sponsor/Brand featured in all marketing and promotional materials.
- Sponsor/Brand tent and product distribution during festival.
- Sponsor/Brand recognition and announcements during festival.
- Opportunity for 10' x 10' on-site booth.
- Logo placement on official festival shirts worn by staff and sold.
- Special Presenting Recognition at VIP Event.
- 10 VIP Launching/Opening Event invitations.
- 10 VIP Chicago Jerk Festival Armbands.

LEADING SPONSOR - $25,000

A LEADING SPONSOR will have their organization's name/logo featured on all promotion materials and in advertising.

- Sponsor/Brand activation, display of products and/or services with the opportunity to conduct customized brand-enhancing activities throughout Chicago Jerk Festival.
- Sponsor/Brand logo featured on Chicago Jerk Festival website.
- Sponsor/Brand featured on banners displayed on-site.
- Sponsor/Brand recognition and announcements during festival.
- Sponsor/Brand featured in all advertising, marketing and promotional materials.
- Logo placement on official festival shirts worn by staff and sold.
- Opportunity for 10' x 10' on-site booth.
- 7 VIP Launching / Opening Event invitations.
- 7 VIP Chicago Jerk Festival Armbands.

FEATURED SPONSOR - $10,000

- Sponsor/Brand logo on events advertising and promotional materials.
- Sponsor/Brand logo featured on Chicago Jerk Festival website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- Opportunity for 10' x 10' on-site booth.
- 5 VIP Launching/Opening Event invitation.
- 5 VIP Chicago Jerk Festival Armbands.

GOLD SPONSOR - $5,000

- Sponsor/Brand logo on events advertising and promotional materials.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- Opportunity for 10' x 10' on-site booth.
- 4 VIP Launching/Opening Event invitation.
- 4 VIP Chicago Jerk Festival Armbands.

SILVER SPONSOR - $2,500

- Sponsor/Brand logo featured on Chicago Jerk Festival website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- 3 VIP Launching/Opening Event invitation.
- 3 Chicago Jerk Festival Armbands.

BRONZE SPONSOR - $750

- Sponsor/Brand logo featured on Chicago Jerk Festival website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- 2 VIP Launching / Opening Event invitation.
- 2 Chicago Jerk Festival Armbands.

YEAR ROUND PROMOTION AND RECOGNITION:

Partner, Presenting and Leading Sponsors:

- Logo links from Jabari CG Productions and Chicago Jerk Festival websites.
- Logo placement on newsletters sent out and all media and promotional materials

Featured and Gold Sponsors:

- Chicago Jerk Festival website placement with link to your company website.

All Sponsors:

- Sponsor Thank You Ad in Chicago tribune.
- Advertising Mentions in Chicago tribune and event marketing.
- Logos and/ or company name on Chicago Jerk Festival website.

TANYA STEPHENS

COCOA TEA

KIPRICH

STACIOUS

JAH VINCI

EVENT HOSTS

NUFFY

AGENT SASCO

D'ANGEL

DEXTA DAPS

KIPRICH

ENTERTAINMENT

HTTPS://WWW.YOUTUBE.COM/WATCH?V=IWT9B2_U20Y

HTTPS://WWW.YOUTUBE.COM/WATCH?V=TRQN-LPCTYG

HTTPS://WWW.YOUTUBE.COM/WATCH?V=FZH3H4LJFQI

EVENT RECAP

THANK YOU

The success of the 2019 Chicago Jerk Festival is contingent on the support and sponsorship of organizations such as yours. WE invite you to partner with us in producing our BEST Chicago Jerk Festival yet.

WE THANK YOU FOR YOUR CONSIDERATION.

ADVERTISING DEADLINE:

To derive full promotional/advertising benefits, Presenting, Diamond, and Gold sponsors are required to turn in logos or artwork 16 weeks before the event.

GUIDELINES FOR ELECTRONIC FILES:

We accept native files for the following programs (Windows):

.Adobe Acrobat (PDF) | .JPEG | .GIF

For more information on how YOU can be a part of the 2019 Chicago Jerk Festival or to discuss a custom sponsorship package:

CONTACT:

Mr. Clinton Garibaldi, CEOJabari Production

312-479-3693 or 775-501-7276

jabariproduction@gmail.com

CONTACT US

CLINTON GARIBALDI

JABARIPRODUCTION@GMAIL.COM | 312.479.3693

JABARI CG PRODUCTIONS

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2090 BAKER RD, SUITE 304 -142 NW

KENNESAW GA 30144

WWW.CHICAGOJERKFESTIVAL.COM