



RWIFO

ROCHESTER WEST INDIAN FESTIVAL ORGANIZATION, INC.

RWIFO, Inc. | PO Box 64551, Rochester, NY 14624 | 585-234-0909 | RWIFO.org

RWIFO 2025 Carifest Sponsorship Packet

The Rochester West Indian Festival Organization, Inc. (RWIFO) events including Carifest™ Festival and Parade are made possible by generous sponsors like YOU.

Every year, Rochester comes alive for RWIFO's Carifest Festival and Parade. Sponsoring RWIFO shows your commitment to Caribbean culture, diversity, and community, enhancing Rochester's appeal. Now in its 39th year, Carifest is one of NYS's oldest Caribbean festivals and the only one in Western NY. Over 4,500 attendees boost local businesses, making it a signature summer event. Carifest admissions cover only 50% of the costs. RWIFO relies on generous supporters like you to bring Caribbean culture to our neighborhood. This ticketed event in the heart of Downtown Rochester offers diverse sponsorship recognition opportunities.

What does RWIFO & Carifest sponsorship mean for you?

- You help RWIFO fill our downtown streets with children's activities, music, crafts, food and art from the Caribbean while creating a multicultural experience that is accessible to people of all ages, abilities, backgrounds, & incomes.
- You make a difference in the local economy and join a community of local businesses who are keeping Rochester unique and vibrant through their support for the Caribbean community in the area.
- You show your present and future clients and customers that you value one of their favorite events. Festivalgoers tell us that they make a point of supporting businesses that support our organization.
- You keep ticket prices low, plus help create 10+ hours of Festival events.
- You get access tens of thousands of "impressions" for their businesses through RWIFO's extensive publicity efforts in both local and regional markets, including:
 - ✓ Print (*500+ posters distributed*), Digital, Radio & Television Advertisement
 - ✓ RWIFO website (avg. 1000+ visits per day leading up to Carifest)
 - ✓ RWIFO social media (Instagram, Twitter & Facebook over 4000+ followers)
 - ✓ Press releases to extensive list of local, regional, and national media

Enclosed is a sponsorship package with various participation levels and pledge form. Any sponsorship supports our mission to enhance young people's scholarly lives and promote Caribbean culture in Rochester NY. Please return the sponsorship pledge form by the 25th of July 2025, to be included in our event advertisement. Individuals can also support Carifest by purchasing \$20 tickets. For questions, contact us at Sponsors@RWIFO.org or (585) 234-0909.

Sincerely,

The Sponsorship Committee

Rochester West Indian Festival Organization Inc. 501(c)(3) (EIN 16-1266063)



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RWIFO 2025 Carifest Sponsorship Levels and Benefits

Presenting (\$10,000+)

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor banners at Carifest venue
- Top recognition in ALL stage announcements
- Producer-level complimentary all access stage passes, PLUS two additional complimentary passes to all RWIFO events
- Sponsor listed in press releases
- Sponsor logo on Carifest info tent
- Sponsor logo on Carifest poster
- Profile & mentions/tags on RWIFO social media

Producer (\$5,000-\$9,999)

- All the benefits of a Spotlight Sponsor, PLUS:
- Naming opportunity (exclusive) for a Carifest performance tent/stage or concert
- Recognition in most stage announcements
- Benefactor-level complimentary passes plus two passes to all RWIFO events
- Sponsor listed in press releases
- Sponsor logo on Carifest info tent
- Sponsor logo on Carifest poster
- Profile & mentions/tags on RWIFO social media

Benefactor (\$2,500-\$4,999)

- All the benefits of a Spotlight Sponsor, PLUS:
- Naming opportunity (shared) for the Cultural Village Carifest component
- Recognition in most stage announcements
- Two complimentary Carifest passes
- Sponsor logo on Carifest poster
- Mentions/tags on RWIFO social media

Main Stage (\$1,500-\$2,499)

- All the benefits of a Spotlight Sponsor, PLUS:
- Naming opportunity for a Carifest stage
- Sponsor name on Carifest poster
- Mentions/tags on RWIFO social media



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Spotlight (\$1,000-\$1,499)

- Recognition in select stage announcements (frequency is commensurate with level of support)
- Sponsor logo & link on RWIFO website
- Two complimentary Carifest passes

Collaborator (\$750-\$999)

- Recognition in select stage announcements (frequency is commensurate with level of support)
- Sponsor logo & link on RWIFO website

Community (\$500 to \$749)

- Recognition in select stage announcements (frequency is commensurate with level of support)

Advertiser (\$250)

- Logo/Brand prominently featured on digital signage throughout the festival.

RWIFO welcomes support at any level

For more information on RWIFO sponsorship, please contact:

The Sponsorship Committee

Sponsor@rwifo.org

(585) 234-0909

P.O. Box 64551

Rochester, NY 14624



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RWIFO, Inc. Carifest Festival and Parade

Saturday, August 9, 2025

Sponsorship Commitment Form

- | | |
|--|---------------------|
| <input type="checkbox"/> Presenting | (\$10,000+) |
| <input type="checkbox"/> Producer | (\$5,000 – \$9,999) |
| <input type="checkbox"/> Benefactor | (\$2,500 – \$4,999) |
| <input type="checkbox"/> Main Stage | (\$1,500 – \$2,499) |
| <input type="checkbox"/> Spotlight | (\$1,000 – \$1,499) |
| <input type="checkbox"/> Collaborator | (\$750 – \$999) |
| <input type="checkbox"/> Community | (\$500 - \$749) |
| <input type="checkbox"/> Advertiser | (\$250) |

- ☐ I am unable to sponsor the 39th Annual Carifest Festival and Parade at one of the above levels, but would like to make a tax-deductible contribution of: \$_____

Please note the following deadlines:

July 25th, 2025 – Company Logo (*Presenting/Producer/Benefactor/Mainstage/Advertiser*)

August 1st, 2025 – Company Bio and Banner (*Presenting*)

Sponsor Name (as it should appear on printed materials): _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone (Day): _____

Phone (Evening): _____

Email: _____

Payment:

- ☐ Check or Money Order enclosed (*payable to Rochester West Indian Festival Organization, Inc.*)
- ☐ Please send an invoice (*payment due by the 25th of July, 2025*)

Signature: _____

Date: _____

Mail completed forms to: RWIFO, Inc., c/o Sponsorship Committee, P.O. Box 64551, Rochester, NY 14624