



AM TROPIC *Spin*

An Arawak Media and Caribbean Cyber Stream event

**ARAWAK
MEDIA**



SPONSORSIP LETTER

- Dear Potential Sponsor
- We would like to invite you to contribute as a sponsor of our forthcoming event Internet Streaming Music and Song Competition Event "TropicSpin" going to be held on March 23, 2022 n Nassau, Bahamas and streamed by Caribbean Cyber Stream in Port of Spain, Trinidad. The primary aim of the event is bringing together young and up-coming musical talent in the Caribbean and Central American region so that they can showcase their talents and abilities in the music field. This proposal will discuss the opportunity to form a mutually beneficial partnership between you as our sponsor, and TropicSpin. Your sponsorship investment will enable us to; subsidize production expenses and, arrange various promotional activities for "TropicSpin". Join our event to promote your product and increase brand awareness. While you are one of the most recognizable companies in the region, we're very confident in our ability to exceed expectations for you and deliver your brand to the people that are most likely going to be your customers.
- We are hoping that your Company will be interested in sponsoring the Music and Song Competition "TropicSpin". We see a synergy and connection that would be of benefit to you in raising the profile of your company to our audience - and to your target market.
- To ensure the success of TropicSpin we are seeking partnerships, financial support, and key stakeholder involvement to support and promote this important and unique event. We, therefore, take this opportunity to invite you to be our partner and be part of these unique team. Below is more information about the TropicSpin Music and Song Competition and a table of benefits and opportunities for potential partners and sponsors.
- We are grateful that you have taken a few minutes of your time to look at our sponsorship opportunities enclosed and consider generously supporting this unique and vital initiative. We look forward to discussing partnership opportunities with your company and look forward to working with you to promote our efforts.
- We thank you in anticipation!
- Sincerely,
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- Youri Kemp
- Chief Executive Officer
- Arawak Media

ABOUT EVENT



- We are hosting an internet inspired music competition where we will feature the best and the brightest young and new artists from the Caribbean and Central American region. We will have two segments, the first is our solo artist division and the second our group/band division. Our solo segment will allow us to feature those young adults who are musically gifted in their own right and have a passion for the musical arts; while our group/band division will focus on the entire package and concept of group work and presentation. Through this we will have viewers watch and vote for which music video, whether artist or band/group, they think is the best one for the evening. No judging and no interference from specialists or music producers- just a fan based merit system on who the people like the most.
- Our competition is being produced in Nassau, Bahamas and streamed through Port of Spain, Trinidad to the rest of the world so we already have a regional scope and influence. We have a top tier production team and star quality studio that will allow our sponsors to have a fluid service for their advertisements. Through Arawak Media's news platform, Caribbean Magazine Plus, we have our own distribution and marketing channel for all of our pre, mid and post event marketing junkets. This is ideal for both national and regional brands but equally beneficial for local international brands that want to market their goods and services through the Caribbean and Central American region and for sponsors as well.
- By sponsoring us, you will be a part of a path breaking new platform that will engage key demographics at almost all levels. We all know how important it is to highlight music in the region and how important it is to cultural development and tourism. It helps to foster creativity in our young people. The TropicSpin will allow musical artists to showcase their skills in music (instrument/singing/writing), video production (videography, production, audio), and acting. By embracing the music through music videos allows for young people to be exposed and to develop all facets of the music industry only leveraged in larger markets in the North America and Europe.
- Showcasing all sides of the music industry through competition will spur creativity and can be very helpful in their future endeavours. As a region, it is imperative that we help our young people to be the best and highest versions of who they were created to be. By sponsoring our event, you are afforded the opportunity to support and encourage young people in throughout the Caribbean and Central America to embrace what drives them creatively. You can make an enormous impact by sponsoring this event. Why does this matter? As an industry, music is a Billion dollar industry and so too is video production.

OUR COMPETITION BRACKETS



- Solo Artist
- Best band/group

What makes us special:

We have taken the time to craft specific sponsorship packages that fit every budget. If you do not find everything you need in our pre-determined packages, no worries! We can customize something exclusively for your brand that speaks to your marketing objectives and how you can best benefit from a sponsorship of our property.

To that end, we will market our event and your brand via various social media outlets including Facebook, Twitter, Instagram and LinkedIn. Our overall goal is to have a great event that speaks to you the sponsor, our audience and our company. Our aim is to exceed your expectations!

INTERMISSION SESSION

- **How to get work in the music industry:**

- The session will be conducted by music producer, John Francis. It focuses on the comprehensive scope of how to get your foot in the door of the music and entertainment industry. As we know, it is not just talent and your passion alone that gets you into the entertainment world. But have the business mindset and see the whole playing field and not just from a musical perspective. This is geared towards people who have little to no musical talent who still want to participate in the industry because of their enthusiasm for the arts and culture.

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- **How to prepare for a record label:**

- Grammy award winning artist, Patrick Carey of Baha-Men, will provide detailed information and guidance about the entertainment industry. This platform will provide an opportunity to show business promotional advertisements, outline structure and more. This segment is geared towards mid-level talent who are trying to get a music deal with a major or mid-tier label but don't know how to go about getting it done. This is ideal for someone who is ready now!

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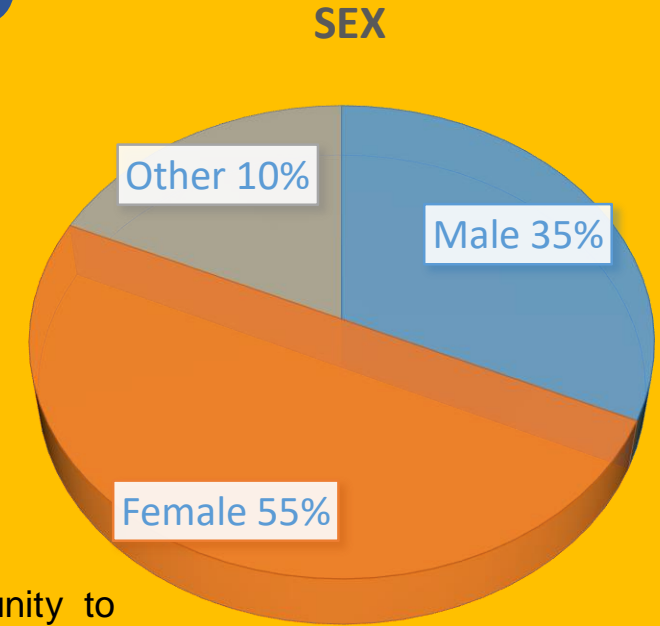
AUDIENCES DEMOGRAPHIC

0-10 – 5%
11-17- 30 %
18-24- 40 %
25-34- 25 %
35-55- 5 %
55 and over- 5%

Sponsoring the Music and Song Competition Event "TropicSpin" provides a unique opportunity to connect your brand with a professional audience who spend money on experience while also captivating the generation Z'ers who are loyal to brands they associate with during life enjoying moments.

Music and Song Competition Event "TropicSpin" will reach a blended key audience with an economic force and a passion to align themselves with brands who impact an emerging scene and loyal to their brands. With our engaging marketing strategies and onsite visibility we will provide sponsors with a major opportunity to gain new, loyal consumers.

We offer you the opportunity to reach our members, access our supporters and grow your business whilst supporting a TropicSpin. Developing and running an event is running a business. We invite you to become part of the Music and Song Competition Event "TropicSpin", join and work with us to develop this significant opportunity and achieve success together!



WHY YOU SHOULD SPONSOR US

- In return for your support, your will be prominently promoted throughout Music and Song Competition Event "TropicSpin", as well as various social media platforms, as an official sponsor of TropicSpin. Our following and popularity is growing consistently. We have reached well over 15,000 combined views organically. Our team has a very professional and clean look. Extremely marketable and would make awesome partners. We have grown organically.



BRAND EXPOSURE The opportunity to promote your brand and to maintain a high profile among key participants before, during and after the Music and Song Competition Event "TropicSpin."

BUILD RELATIONSHIP Opportunity to consolidate corporate and community relationships and expose your brand to our key markets.

BUSINESS IN THE SPOTLIGHT Sponsoring Music and Song Competition Event "TropicSpin" will help you stand out from the crowd. It enables you to prominently display your products and marketing materials.

HEIGHTENED VISIBILITY Positive publicity from print and electronic media will help increase the visibility of your company's products and services. Your brand will benefit from media coverage that otherwise could be prohibitively expensive.

SOCIAL MEDIA EXPOSURE

- **SOCIAL MEDIA EXPOSURE** Through our direct social media channels as well as our large array of media partners around the globe – We are in a position to reach a very valuable demographic skewing towards consumers with a full-time job and relatively high income. These individuals are big spenders on digital media subscriptions.
- **Facebook**
- Facebook is a powerful tool to engage conversation with attendees, online viewers and youngster. Thanks to our Facebook fan page, we'll regularly post about the Music and Song Competition Event "TropicSpin." Sponsors will be presented on this page through a dedicated section.
- **Twitter**
- With access to thousands of twitter handles, our Twitter account gathers easy and quick access to a large community of people who are just passing by social media. To communicate, we will post about the program but also exclusive content such as the Music and Song Competition Event "TropicSpin" details in general. Tweets about the sponsors redirecting to the link of your choice can also be made.
- **Instagram**
- Your logo and name will be circulate through the Music and Song Competition Event "TropicSpin" official imaging press. Logo and brand imaging will be kept and collated during the event to gauge participant reaction to events.
- **YouTube**
- We have our YouTube channel and that have more than 11.3K subscribers and, depending on the sponsorship level, sponsors logo will be displayed on the channel but also on each of the video published.



BRAND VISIBILITY We are pleased to offer your company an opportunity to become a part of this journey with us as a sponsor where you can expect optimum visibility for your brand, increasing your international presence and professional profile. Don't miss your marketing opportunity at this big event!

Sponsors will get recognition as a sponsor in program guide; our mailing lists; banner ads on event guide handbook and online; social media promotions; campaigns; contests; giveaways; product placement; sponsored posts as well as verbal recognition at the event and in any national and international coverage associated with the Music and Song Competition Event "TropicSpin".

Become a sponsor

SPONSOR BENEFITS AND PACKAGES



Titanium Partner
USD \$15,000



- As a Titanium partner of Music and Song Competition Event "TropicSpin" you will be entitled to following benefits;
- • Event naming rights for the event. For e.g.. <Your company name> presents Music and Song Competition Event "TropicSpin".
- • Background board behind the hosts on the telecast (Size 8-10 feet)
- • Your logo at the bottom left hand corner of the broadcast
- • Full pledged advertisement of the event and your brand as the leading sponsor on
- our Facebook and Twitter communities- Music and Song Competition Event "TropicSpin"
- 4 strip advertisements of between 30 and 60 seconds.
- • Radio mentions of the event with your brand name as the primary sponsor.
- • Social media advertising- webpage, Facebook, Twitter and Instagram advertising.
- • Hosts and Volunteers for the event wearing t-shirts of your brand color along with the brand
- logo.
- • Logo and link of your company on event website.
- • Solicitation and a thank you speech for your company.
- • Honour to hand over the Prizes to the winners of competition during Music and Song Competition Event "TropicSpin"



PLATINUM PARTNER
USD \$10,000

As a Platinum partner of the Music and Song Competition Event "TropicSpin" you will be entitled to following benefits;

- Segment naming rights for the event. For e.g.. <Your company name> presents this segment of the Music and Song Competition Event "TropicSpin"
- 2 strip advertisement slots at the first and second break/interval between 30 and 60 seconds
- Online mentioning of your brand along with the event by five (5) influencers
- Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Music and Song Competition Event "TropicSpin."
- Radio mentions of the event with your brand name as the primary sponsor.
- Print media advertising.
- Social media advertising- webpage, Facebook and Instagram advertising.
- Scroll advertisement during the event
- Logo and link of your company on event website and other affiliate websites where the event is being ran and promoted.
- Solicitation and a thank you speech for your company.
- Honour to hand over the Prizes to the winners of competition at the award ceremony (TBD) of the Music and Song Competition Event "TropicSpin"



GOLD PARTNER
USD \$8,000

As a Gold partner of the Music and Song Competition Event "TropicSpin" you will be entitled to following benefits;

- One strip advertisement during the event, 30 to 60 seconds
- Online mentioning of your brand along with the event by five (5) influencers
- Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Radio & TV Entertainment Networking Event "Talent Search".
- Social media advertising- webpage, Facebook and Instagram advertising.
- Scroll advertisement during the event
- Solicitation and a thank you speech for your company.
- Honour to have your logo and representative participate in the handing over of the Prizes to the winners of competition (TBD) at the Music and Song Competition Event "TropicSpin"



SILVER PARTNER

USD \$5,000

As a Silver partner of the Music and Song Competition Event "TropicSpin" you will be entitled to following benefits;

- Online mentioning of your brand along with the event by five (5) influencers
- Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- the Music and Song Competition Event "TropicSpin."
- Social media advertising- webpage, Facebook and Instagram advertising.
- Solicitation and a thank you speech for your company.
- Honour to have your logo and representative participate in the handing over of the Prizes to the winners of competition (TBD) at the Music and Song Competition Event "TropicSpin"



BRONZE PARTNER

USD \$3,000

As a Bronze partner of the Music and Song Competition Event "TropicSpin" you will be entitled to following benefits;

- Online mentioning of your brand along with the event by five (5) influencers
- Full pledged advertisement of the event and your brand as a leading sponsor on our Facebook community- Radio & TV Entertainment Networking Event "Talent Search".
- Social media advertising- webpage, Facebook and Instagram advertising.
- Solicitation and a thank you speech for your company.
- Honour to have your logo and representative participate in the handing over of the Prizes to the winners of competition (TBD) at the Music and Song Competition Event "TropicSpin"

SPONSORSHIP CONTRACT FORM

- Name _____
- Contact Title _____
- Contact Email _____
- Contact Phone Number/Mobile _____
- INFORMATION FOR PROGRAM GUIDE AND PROMOTION Company
- Name _____
- Company Address _____
- City _____ State _____ Zip _____
- Main Phone _____ Website _____

SPONSORSHIP LEVEL

- TITANIUM
- PLATINUM
- GOLD
- SILVER
- BRONZE

PAYMENT INFORMATION Total

\$ _____

Invoice me for payment By Check Invoice me for payment by credit card Please charge my credit card below Name on card _____

Account#: _____

Exp Date _____

Card Security code (3-4 Digits)

Signature/Company Seal: _____

CONTACT DETAILS

- For Further Contact and to send all payment information, send to:
- Yuri Kemp
- Chief Executive Officer
- Arawak Media
- Contact: 242-425-7046
- E-mail: tropicspin2022@gmail.com/info@tropicspin.com
- Email: tropicspin@arawakmedia.com
- All cheques payable to Arawak Media (Express Parcel Only). Nassau, Bahamas.