CITA
taste of cayman
FOOD & DRINK FESTIVAL 2023
Saturday 13 May 2023
Festival Green, Camana Bay

ABOUT TASTE OF CAYMAN

The Taste of Cayman Food and Drink Festival is one of Cayman's largest events attracting over 5,000 local and international attendees to Camana Bay's Festival Green.

As the signature annual fundraiser for the Cayman Islands Tourism, Taste of Cayman 2023 is going to be bigger, better and tastier than before, including all the past elements you know and love, including the Heavy Cake and Mixology competitions, plus some exciting new features which we can't wait to share with you!

We work closely with our sponsors to create unique and meaningful experiences to ensure maximum exposure and benefits from partnering with Cayman's favourite food and drink festival. Talk to us today about how we can create a bespoke package to assist with your marketing goals or select one of our already existing packages. We are always open to new and exciting ideas, if something isn't right, let us know and we'll find a way to make it work.

SPONSORSHIP OPPORTUNITIES

Select from our wide range of sponsorship packages to support the festival in a way that best suits you or your company.

GOLDEN FORK

CI$25,000 | US$30,000

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Tasteofcayman.org website Home Page Banner
- Paid video content
- Pre-event printed collateral (e.g flyers, posters, brochures)
- Pre-event sales locations collateral
- Event email blasts (tiered)
- Wristband Top Up Booth (on-site at event)
- Digital Signage (on-site at event)
- Volunteer T-Shirts (on-site at event)

Other Pre-Event Benefits

- Participation or mention in select media opportunities
- Social media post highlighting sponsor involvement
- Name mention in radio spots
- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Sponsor mention in media releases
- Permission to use Taste of Cayman branding

On Site Benefits

- 10 General admission tickets to the festival
- 6 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- 10’ x 10’ tent (subject to availability)
- 6 Banners or feather flags permitted in prime locations throughout event and at entrance (supplied by sponsor)

SILVER SPOON

CI$12,500 | US$15,000

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)
- Digital Signage (on-site at event)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Sponsor mention in media releases
- Permission to use Taste of Cayman branding

On Site Benefits

- 8 General admission tickets to the festival
- 4 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- 4 Banners or feather flags permitted in prime locations throughout event and at entrance (supplied by sponsor)

BRONZE KNIFE

CI$7,500 | US$9,000

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- 2 Banners or feather flags permitted in prime locations throughout event and at entrance (supplied by sponsor)

COPPER POT

CI$4,000 | US$4,800

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 3 General admission tickets to the festival
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets

SUGAR BOWL

CI$2,000 | US$2,400

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 2 General admission tickets to the festival
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets

SPECIALITY PACKAGES

In collaboration with the event organisers, this includes the potential for sponsors to fully brand and input to the content of these segments where appropriate.

VIP HOSPITALITY AREA

CI$35,000 | US$42,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Tasteofcayman.org website Home Page Banner
- Paid video content
- Pre-event printed collateral (e.g flyers, posters, brochures)
- Pre-event sales locations collateral
- Event email blasts (tiered)
- Wristband Top Up Booth (on-site at event)
- Digital Map (on-site at event)
- Digital Signage (on-site at event)
- Volunteer T-Shirts (on-site at event)

Other Pre-Event Benefits

- Participation or mention in select media opportunities
- Social media post highlighting sponsor involvement
- Name mention in radio spots
- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Sponsor mention in media releases
- Permission to use Taste of Cayman branding

On Site Benefits

- 20 General admission tickets to the festival
- 25 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of VIP Hospitality Area (at sponsors cost)

EXPERIENCE ROOM

CI$12,500 | US$15,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)
- Digital Map (on-site at event)
- Digital Signage (on-site at event)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of Experience Room (at sponsors cost)

ENTERTAINMENT PACKAGE

CI$12,500 | US$15,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)
- Digital Map (on-site at event)
- Digital Signage (on-site at event)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of entertainment (at sponsors cost)

ENTRANCE

CI$15,000 | US$18,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)
- Digital Map (on-site at event)
- Digital Signage (on-site at event)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of entrance (at sponsors cost)

ALL THINGS CAYMAN

CI$12,500 | US$15,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)
- Digital Map (on-site at event)
- Digital Signage (on-site at event)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of All Things Cayman (at sponsors cost)

PHOTO BOOTH

CI$10,000 | US$12,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

SOLD OUT

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of Photo Booth (at sponsors cost)

FIREWORKS

CI$10,000 | US$12,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Exclusive sponsor of the fireworks display
- 2 Banners or feather flags permitted in prime locations throughout event and at entrance (supplied by sponsor)

WINE GLASS

CI$15,000 | US$18,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Your company logo on 5000 souvenir stemless wine glasses handed out to attendees on arrival

WRIST BANDS

CI$20,000 | US$24,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Your company logo on 5000 wristbands providing entry to the event and cashless purchasing for all attendees

SEATING PACKAGE

CI$7,500 | US$9,000

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of Seating Area (at sponsors cost). Tables and chairs provided.
- 2 Banners or feather flags permitted in prime locations throughout event and at entrance (supplied by sponsor)

KIDS ZONE

CI$7,500 | US$9,000
(MAX 1 SPONSOR)

Sponsor logo inclusion on the following:

- Tasteofcayman.org website (with link)
- Pre-event select printed collateral (e.g flyers, posters, brochures)
- Event email blasts (tiered)

Other Pre-Event Benefits

- Promotion on Taste of Cayman social media assets (Facebook, Twitter & Instagram)
- Permission to use Taste of Cayman branding

On Site Benefits

- 4 General admission tickets to the festival
- 2 VIP tickets for VIP hospitality area
- Opportunity to purchase discounted pre-purchase general admission and VIP tickets
- Branding of Kids Area (at sponsors cost).

ADDITIONAL OPPORTUNITIES

Got another idea? Customise your own!

Get in touch with us to find out more about unique and custom sponsorship opportunities to give you the best value and promotion for your organisation. Contact Tower and let us know how you would like to get involved.

345 525 6157
345 623 6700
andy@tower.com.ky

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@TASTEOFCAYMAN