

THE 2019
taste ^{the} **islands**
EXPERIENCE

AN ALL-INCLUSIVE CARIBBEAN CULINARY EVENT

FRIDAY - SUNDAY
APRIL 26 - 28, 2019

IN
**DOWNTOWN
FORT LAUDERDALE**

TTIEXPERIENCE.COM

CONTACT:
SUPPORT@ISLANDSYNDICATE.COM
417-812-5663



South Florida's Premier All-Inclusive Caribbean Culinary Event

Here's what people are saying:

I must say the venue, the food and drinks, the music, the chefs, the ambiance, the entertainment, the bathroom facilities, the security, the volunteers and the organization of the entire event were like vibrant colors of a masterpiece of art that came to life.

Thank you to you and your crew for bringing a great event to the community!

Angelique H (Attendee)

I wanted to say a big 'thank you' to the entire staff. The event was amazing all around. We can't wait to see your next Event.

Barbara (Attendee)

This All-Inclusive Caribbean Culinary Event held at the Fort Lauderdale Historical Society was inhabited by some of South Florida's best Celebrity Chefs creating gourmet bites from the Caribbean! There were cultural activities, a museum and culinary theatre along with music, dancing and an open bar! This 2nd Annual Bash was a huge success...!

Scarlette C, Yellow Cab (Sponsor)

First class event, it was impressive to see all the vendors come together for an impactful evening. I plan on sharing your event at our next company meeting.

Vecas G, Korbel (Product Partner)



Something Special is Coming to the City of Fort Lauderdale

In April 2019, the tropical grounds of the Fort Lauderdale Historical Society, will be taken over by exotic flavors, scintillating aromas, sweet sounds, and colorful characters at The 2019 Taste the Islands Experience.

Celebrity chefs, culinary influencers and wine and spirits connoisseurs from around the region and the country will gather April 2019 in downtown Fort Lauderdale for the 3rd annual Taste the Islands Experience, a Caribbean food and spirits festival.

The event is an interactive celebration anchored at the Fort Lauderdale Historical Society, with a backdrop of riverboats and lush foliage that perfectly set the tone. Over the weekend, guests will indulge in a variety of Caribbean-themed food, spirits and entertainment, and an exciting program of events.

The events will feature, among others, the acclaimed Cynthia “Chef Thia” Verna and Hugh “Chef Irie” Sinclair of *Taste the Islands*, a Caribbean culinary and travel television series that airs nationwide on PBS stations and Create TV to an audience footprint of 246 million.

TTIX events have been hosted thus far in South Florida, Manhattan (NYC) and Washington, D.C.



Chef Irie's on stage cooking demonstration



Guests enjoying TTIX 2018



Guests enjoying TTIX 2018

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A WEEKEND OF EVENTS

The Taste the Islands Experience 2019 will feature a weekend of Caribbean-themed activities:

FRIDAY EVENING

A laid back opening night to unwind and indulge.

TTIX UNPLUGGED

- Intimate Live Performances
- Caribbean Themed Small Bite Selections
- Wine & Sprints Cash Bars

SATURDAY AFTERNOON

An interactive day of culinary and cultural excitement.

CULINARY PAVILION & RESTAURANT ROW

- Signature Taste the Islands Pavilion
- Caribbean-Inspired Restaurant Row

COCKTAILS & TASTINGS

- Cocktail Bar
- Wine and Spirits Tastings

ACTIVITIES & ENTERTAINMENT

- Celebrity Cooking and Mixology Demos
- Caribbean Culinary Museum and Theater
- Artisan Shopping Village
- Live Music
- Glam & Massage Studios
- Carnival Queens, Junkanoo Dancers and other Cultural Performers

SUNDAY MORNING

A mellow vibe to close out the weekend

SUNDAY BRUNCH

- Multi-island Breakfast Buffet
- Steel Band Serenade
- Tropical Mimosa Selection

RIVERBOAT CRUISE

- Light Bites and Beverages on the River



Alan Cave performing to an adoring audience



Chef Thia's culinary demonstration



Carnival dancer at TTIX 2018

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AUDIENCE APPEAL

Now in its 3rd annual staging, The Taste the Islands Experience is a multi-day festival attracting food, spirits and travel enthusiasts, and industry tastemakers, with significant disposable income.

- Average annual household income of \$75,000 - \$150,000
- Attendees primarily between 30 and 55 years old
- 53% Black | 22% White | 16% Latino | 9% Other
- Average attendee dines out 5 - 7 times monthly
- Average attendee has travelled internationally in the past year

MEDIA

Media coverage of The Taste the Islands Experience has included, but is not limited to:

TELEVISION

NBC 6
WSVN
South Florida PBS
COZI
Island TV
Sak Pase Media

RADIO

HOT105
WAVS1170
WDNA 88.9 FM
WZAB 880 AM
HITS 97.3
RockdaBox.net
Jus Muzic

PRINT

Island Origins Magazine
Sun Sentinel
Miami Times
Caribbean National Weekly
South Florida Times
Go Riverwalk

ONLINE

Yelp
VisitFlorida
TastetheislandsTV
Edible South Florida
SFLCN
Jamaicans.com
Sunny.org
MiamiToday
SoFlaNights
CaribbeanToday
SouthFlorida
RiverwalkAE
LocalWineEvents
SocialMiami

E-BLAST

Yelp
South Florida Symphony
ICABA
NOW in the Mix
Jamaicans.com
Caribcast
SFLCN

Guests at TTIX 2018



Guests at TTIX 2018



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BUZZ BUILDING

To reach food, travel and culture enthusiasts, our marketing strategy includes promotions in and outside of South Florida, including:

- 18 week strategic advertising campaign
- Traditional platforms including television, digital, radio and print
- Non-traditional platforms including taxi tops
- Public relations campaign
- Robust social media campaign
- Media partnerships
- Targeted email blasts
- In-restaurant / partner location POS campaign
- Event flyers and street team
- Event program (on site)

SPONSOR BENEFITS

- Face to face activation opportunities
- Facilitate market assessment of your product
- Affiliate your brand with a consumer event targeting food, travel and culture enthusiasts with disposable income
- Reinforce loyalty with current consumer relationships
- Identify new, quality customers
- Gain media exposure among food, culture, travel and lifestyle media
- Consumers are more likely to switch to a sponsor's brand that supports a local event or cause (Cone / Rober Report)

If none of our sponsorship packages meet your current marketing needs, we look forward to working with you to develop a customized sponsorship program.



TITLE SPONSOR

\$50,000

(One available)

BENEFITS:

RIGHTS

- Naming rights - The 2019 Company Name Taste the Islands Experience (Three year sponsorship commitment at fixed rate)
- Right to activate a co-branded promotion utilizing the TTX logo (subject to approval)
- Sponsor product / service exclusivity at events

ON SITE ENTITLEMENTS

- Exclusive sponsor activation space at or near entry to all TTX events
- Exclusive branding on main event stages and premium branding throughout all events
- Private Cabana at Friday evening event. (Includes waitress and bottle service)
- Exclusive logo placement on swag bag with branded promotional items
- Back cover ad placement in event programs
- 30 complimentary tickets for main event and 15 each for Friday and Sunday events
- Up to 6 banner placements throughout Friday and Saturday events, plus 2 at Sunday event
- On-stage welcome with multiple mentions throughout all events
- Opportunity to address audience from on-stage at Friday and Saturday events
- Premium logo placement on step and repeat

MEDIA & PUBLIC RELATIONS

- Invited Presenter at the TTX press conference
- Top billing in all radio, television and print advertising and media campaigns

- Featured content in TTX social media integration program
- TTX mobile app and website featuring sponsor name and/or logo as Title Sponsor
- One (1) full color spread (2 page ad) OR back cover in four (4) issues of the award-winning Island Origins Magazine
- Editorial coverage (2 page spread) in Island Origins Magazine issue
- Brand link from website event page



PRESENTING SPONSOR \$25,000

(Two available)

BENEFITS:

RIGHTS

- Presenting rights - The 2019 Taste the Islands Experience presented by Company (Two year sponsorship commitment at fixed rate)

ON SITE ENTITLEMENTS

- Exclusive sponsor activation space at premium location for Friday and Saturday events
- Up to 3 banner placements throughout Friday and Saturday events, plus 1 at Sunday event
- On-stage welcome with multiple mentions throughout the event
- Opportunity to address audience from on-stage at Friday and Saturday events
- Premium ad placement in event programs
- 20 complimentary tickets for main event and 8 each for Friday and Sunday events
- Preferred logo placement on step and repeat

MEDIA & PUBLIC RELATIONS

- Recognition at the TTX press conference
- Premium billing in selected radio, television and print advertising and media campaigns
- Featured content in TTX social media integration program
- TTX mobile app and website featuring sponsor name and/or logo
- One (1) full color spread (2 page ad) in Island Origins Magazine issue corresponding with TTX 2019 event.
- Editorial coverage (2 page spread) in Island Origins Magazine issue
- Brand link from website event page



A guest wins an all-inclusive trip for two to Barbados. Raffle proceeds benefitted the Historical Society



Valmas Cremas Activation



Goldson Spine Activation

DALE
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PLATINUM SPONSOR

\$15,000

(Two available)

BENEFITS:

ON SITE ENTITLEMENTS

- Sponsor activation space at premium location for Saturday event
- Up to 2 banner placements throughout Friday and Saturday events, plus 1 at Sunday event
- Logo placement on step and repeat
- On-stage welcome with multiple mentions throughout the event
- Full page ad placement in event programs
- 15 complimentary tickets for main event and 4 each for Friday and Sunday events

MEDIA & PUBLIC RELATIONS

- Recognition at the TTX press conference
- Billing in selected radio, television and print advertising and media campaigns
- Featured content in TTX social media integration program
- One (1) full page ad in Island Origins Magazine issue
- One (1) page editorial coverage in Island Origins Magazine issue corresponding with TTX 2019 event
- Brand link from website event page

GOLD SPONSOR

\$10,000

(Three available)

BENEFITS:

ON SITE ENTITLEMENTS

- Sponsor activation space at a main location for Saturday event
- 2 banner placements at Saturday event
- Logo placement on step and repeat
- On-stage welcome with multiple mentions throughout the event
- Full page ad placement in event programs
- 10 complimentary tickets for main event and 2 for Friday and Sunday events

MEDIA & PUBLIC RELATIONS

- Recognition at the TTX press conference
- Billing in selected radio, television and print advertising and media campaigns
- Featured content in TTX social media integration program
- One (1) half page ad in Island Origins Magazine issue corresponding with TTX 2019 event
- Brand link from website event page

OTHER SPONSORSHIP OPPORTUNITIES

\$5,000

Corporate Sponsor
Restaurant Row Sponsor
Guest Lounge Sponsor
Artisan Village Sponsor
Cocktail Bar Sponsor
Brunch Sponsor

\$3,000

Rum Tasting Sponsor
Valet Sponsor
Swag Bag Sponsor

\$2,500

Community Partner
Culinary Theater Sponsor
Cabana Sponsor

\$2,000

Culinary Theater Sponsor
Staff T-Shirt Sponsor

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