



ttix

The 2020 Taste the Islands Experience

MAY 9 - 10, 2020

South Florida's Premier Food-Inclusive
Caribbean Culinary Event

ttiexperience.com

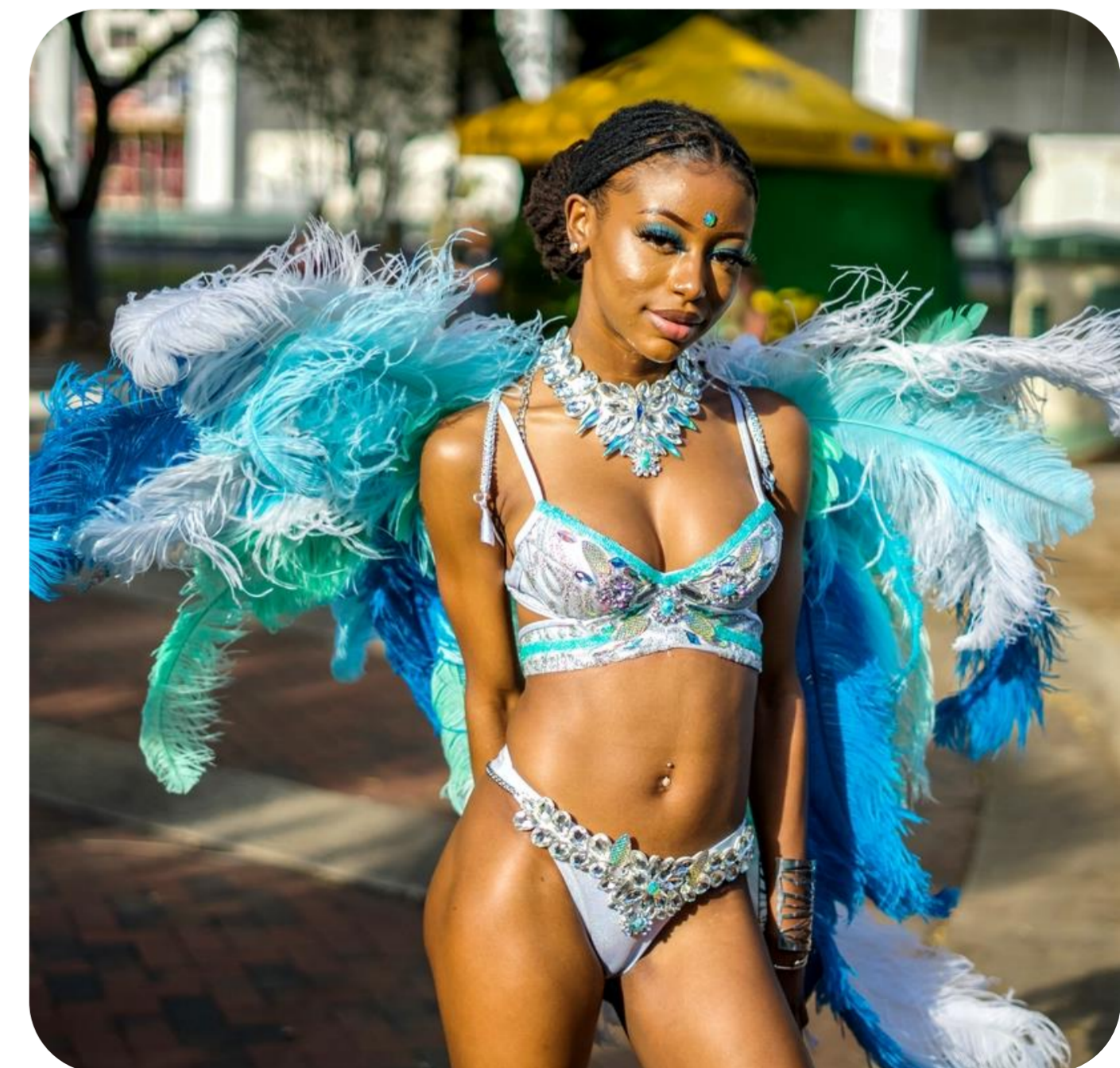
Something Special is Coming to the City of Pembroke Pines

On May 9th and 10th, 2020, the Charles F. Dodge Center in the heart of Pembroke Pines, Florida, will be taken over by exotic flavors, scintillating aromas, sweet sounds, and colorful characters at ***The Taste the Islands Experience***.

Celebrity chefs, culinary influencers and wine and spirits connoisseurs from around the region and the country will gather May 2020 in Pembroke Pines for the 4th annual ***Taste the Islands Experience (TTIX)***, a Caribbean food and spirits festival born from the national cooking and travel TV series *Taste the Islands*.

Over the 2-day weekend, guests will indulge in an exciting program of events featuring local and visiting chefs and mixologists, cultural activities, live entertainment and more.

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





What People are Saying

"This 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 (Sponsor)

"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)

"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)

Audience

Now in its 4th annual staging, *The Taste the Islands Experience* has moved indoors as a multi-day festival attracting 1,200 industry tastemakers and food, spirits and travel enthusiasts with significant disposable income throughout the weekend.

- 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





Saturday Evening

An interactive evening of culinary and cultural excitement.

- **Island Pavilion** featuring visiting chefs and mixologists from the Caribbean region offering small plates and cocktail samples, and travel ambassadors sharing information on island getaways.
- **Restaurant Row** featuring some of South Florida's finest local Caribbean restaurants offering small plates.
- Celebrity cooking and mixology demos.
- DJ plus live music.
- Spirits and wine tastings.
- Glam & massage studio.
- Caribbean culinary museum and theater.
- Artisan shopping.
- Carnival queens and performers.
- Full cash bar.





ttix:
BRUNCH
ON THE
Sunny Side

Sunday Morning

Mother's Day Brunch

A mellow vibe to close out the weekend.

- Multi-island brunch buffet.
- Tropical mimosa selection.
- Couture fashion show.
- Steel band music.
- Live Mother's Day performance serenade.
- Shopping selection.

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

Print

Island Origins Magazine
Miami Herald
Sun Sentinel
Miami Times
South Florida Times
Go Riverwalk



Radio

HOT105
NPR
WAVS1170
WDNA 88.9 FM
HITS 97.3
Various Internet Stations

E-Blast

Yelp
BrowardPalmBeach.com
ICABA
SFLCN
Jamaicans.com
Caribcast

Online

Yelp
Visit Florida
Broward.com
Sunny.org
BrowardPalmBeach.com
Edible South Florida
SFLCN
Jamaicans.com
Miami Today
So Fla Nights
Caribbean Today
SouthFlorida.com
Riverwalk AE
Island Origins Mag
Social Miami
L'union Suite

2019 Results

Social Media



Facebook & Instagram

24K engagements, 48.3K impressions,
23K reach, 14.4K actions

Digital Impressions



Digital Engagement

220K Google impressions, 37.4K pageviews,
14.2K website visits, 3.6K partner site clicks

TV & Streaming



Public Relations

83 news stories, 289M online readership,
633K coverage views, 511 social shares

Live Activations



Television & Streaming Video

31.5K impressions on cable television,
YouTube and streaming video.



Live Engagement


1,000 guests with on-site brand partner
interactions.



Buzz Building

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

- 16-week strategic advertising campaign
- Traditional platforms including television, digital, radio and print
- Non-traditional platforms including taxi tops, Groupon and Eventbrite
- Viral campaign (like *TTIX Yellow Cab Karaoke*, pictured above)
- Public relations campaign
- Robust social media campaign
- Media partnerships
- Targeted email blasts
- In-restaurant / partner location POS campaign
- Event flyers and street team



Sponsorship Options

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 \$20,000 (One available)

Benefits:

Rights

- Naming rights - The 2020 Company Name Taste the Islands Experience (Three-year sponsorship commitment at fixed rate)
- Pre-event onsite activation at your place of business or affiliate location to promote your business or service
- Category exclusivity at related 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
- Exclusive logo placement on swag bag with branded promotional items 20 complimentary tickets for main event and 10 for Sunday brunch
- On-stage welcome with multiple mentions throughout all events

- Opportunity to address audience from onstage at Saturday and Sunday events
- Premium logo placement on step and repeat
- 10 VIP parking passes for each day

Media & Public Relations

- Primary brand integration into custom promotional campaign a la Yellow Cab Karaoke
- Invited Presenter at the TTX press conference
- Top billing in all radio, television and print advertising and media campaigns
- One (1) full color spread (2-page ad) in concurrent issue of the award-winning Island Origins Magazine
- Editorial coverage (2 page spread) in Island Origins Magazine issue
- Editorial integration and e-blasts from islandoriginsmag.com lifestyle site and partner sites leading up to event



- Featured content in TTX social media integration program
- TTX mobile app and website featuring sponsor name and/or logo as Title Sponsor
- Promotional integration and brand link from website event page

Presenting Sponsor \$15,000 (One available, One sold)

Benefits:

Rights

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

On Site Entitlements

- Exclusive sponsor activation space at premium location for Saturday and Sunday events
- On-stage welcome with multiple mentions throughout the event
- Opportunity to address audience from onstage at Saturday and Sunday events
- 15 complimentary tickets for main event and 5 for Sunday brunch
- Preferred logo placement on step and repeat
- 5 VIP parking passes for each day

Media & Public Relations

- Brand integration into custom promotional campaign a la Yellow Cab Karaoke
- 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
- One (1) full color spread (2-page ad) in concurrent issue of the award-winning Island Origins Magazine
- Editorial coverage (2 page spread) in Island Origins Magazine issue
- Editorial integration and e-blasts from islandoriginsmag.com lifestyle site and partner sites leading up to event
- Featured content in TTX social media integration program
- Promotional integration and brand link from website event page



Premium Sponsor \$10,000 (Three available)

Benefits:

On Site Entitlements

- Sponsor activation space at Saturday and Sunday events
- 15 complimentary tickets for main event and 5 for Sunday brunch
- Logo placement on step and repeat
- On-stage welcome with multiple mentions throughout the event
- Full page ad placement in event programs
- 5 VIP parking passes for each day

Media & Public

Relations

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



Premium Promotional Sponsor \$5000

Benefits:

Each includes 5 pairs of weekend passes, half page ad in Island Origins Magazine, event activation space at Saturday and Sunday events, and on-screen branding at Saturday and Sunday events.

TV Promotional Sponsor

- Co-branded television ad campaign on Comcast Spotlight premium channel lineup (*includes Food Network, Bravo, CNN, OWN*).

Streaming Audio Promotional Sponsor

- Co-branded ad campaign on Pandora and Spotify.

Direct Mail Promotional Sponsor

- Co-branded direct mail ad campaign reaching homes with over \$75K annual income in Pembroke Pines and Miramar.

Street Team Promotional Sponsor

- Co-branded shirts for pre-event street team plus co-branded flyer distribution at 10 targeted events.



Promotional Sponsor \$2,500

Benefits:

Each includes 3 pairs of weekend passes, a quarter page ad in Island Origins Magazine , event activation space at Saturday and Sunday events, and on-screen branding at Saturday and Sunday events.

Swag Bag Sponsor

- Co-brand with Taste the Islands Experience on event swag bags (available if Title Sponsorship unclaimed)

Social Sponsor

- Co-branded 15-second and 30-second video ad campaign on Facebook, Instagram, and YouTube

** Ask about additional opportunities.*



Contact Us

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Calibe Thompson is the Executive Producer of the Taste the Islands television series, publisher at Island Origins Magazine, and Creative Director at Island Syndicate.



David I. Muir is Island Syndicate's Director of Brand Strategy. He is active in community affairs, an educator, a photo artist, and lead on special projects within the business.