



**Sponsorship Proposal**



## Chairman's Message



As President/Chairman of the Haitian Culinary Alliance, it is with great pleasure and excitement that we announce the 5th Edition of Taste of Haiti, it is our window to Haiti and everything great we have to offer to this community of South Florida and abroad. We want to show that the Haitian Community is an integral and important piece to the community. We are proud of the partnerships and collaboration we have had with Commissioner Jean Monestime and Miami Dade County, the City of North Miami, the Consulate General of Haiti in Miami and the Haitian-American Chamber of Commerce of Florida who have made this event a success. We are excited to keep bringing this event to the community and keep making it bigger with your support. Thank you for being part of this event's success.

**Chef Stephan Durand**





## A celebration of good food, great drinks and our outstanding community.

Taste of Haiti brings to the community of South Florida a discovery of Haiti's Culture and flavors primarily through its food and all its cultural components. The festival offers a blend of the best of Haiti's cuisine, music and art.

This festival is free to the public, and in its 4th year has drawn over 5000 people from the Haitian and International communities in South Florida and its surroundings. From 2pm to 10pm, visitors have the opportunity to go around MOCA PLAZA sampling food from various local restaurants, catering companies, bakeries, and chefs, and can enjoy the flavors of Haitian rum, beer, soda and juices at the VIP tent. Taste of Haiti offers a range of activities throughout the day such as cooking demos, a chefs cooking competition, live music, display of Haitian art for purchase.

This event has become one of the premier events in the city of North Miami, and one of the largest cultural events in South Florida. It is not to be missed!

During the Month of May, we celebrate Haitian Cultural Month and the creation of our national flag on May 18th. A number of activities are planned throughout the month including Taste of Haiti. Haitians in the South Florida community have become the second largest ethnic group; we are a major component in this communities' cultural, professional, economic and social development.

The objectives of this unique festival are to promote Haiti's Gastronomy and culture to the community and to showcase the best Haiti has to offer. Haiti has a unique offering through its history and the influences of many other cultures, It shares a common bond with many of the ethnic groups which forms the South Florida community.

Taste of Haiti – Miami is proudly presented by Commissioner Jean Monestime Miami-Dade County, District 2 and the City of North Miami in collaboration with the Consulate General of Haiti in Miami and the Haitian-American Chamber of Commerce of Florida.

For the fifth edition of Taste of Haiti, we want to invite Cuba as our guest country. Cuba shares a similar cuisine as Haiti does and is part of the Creole Cuisine family. Cuba also shares a special historical relationship with Haiti and what better way to share and showcase our common grounds then to invite the Cuban community in South Florida to share in the celebration.

Taste of Haiti is organized by the Haitian Culinary Alliance, a global nonprofit educational, networking organization of culinary and hospitality professionals with the mission to forge a strong and united network of food service, hospitality and culinary professionals of Haitian descent while providing networking and educational resources to its affiliate.





## MAKE A DIFFERENCE...

And have fun doing it!

Sponsoring Taste Of Haiti provides you the unique opportunity to connect with the Greater Haitian/Caribbean community, to build brand awareness and show your company's support of two important causes: The North Miami Educational Foundation, Inc (NMEFI) and Haiti Chefs for Education!\*

Taste of Haiti reaches different key audience segment and provides a fun, entertaining and engaging way for you to "wow" customers. Feel good about supporting education in the City of North Miami and in Haiti, as you enjoy an unforgettable day discovering Haiti's culture and flavor.

\*A Percentage of the Proceeds from this event will be donated to NMEFI which administers scholarship programs and HCA educational programs, Haiti Chefs for Education which supports Haiti's Ecole Hoteliere d'Haiti!





HCA organizes activities for the kids.



Chef Pierre with the students of North Miami Senior High



## MEDIA REACH

Event	TV Value	Radio Value	Print Value	Online Unique Viewers
<b>TOH2013</b> May 11th 2000 guests	\$12,000	\$6,000	\$2,300	36,777
<b>TOH2014</b> May 10th 5000 guests	\$20,000	\$6,000	\$1,000	76,555
<b>TOH2015</b> May 9th 8000 guests	\$34,000	\$7,000	\$1,200	105,011
<b>TOH2016</b> May 14th 9000 guests	\$68,000	\$8,000	\$3,400	151,196

An equal number of men and women are in attendance, primarily between the ages of 25 and 45 with average incomes. This festival being a family event, they often bring their kids between the ages of 4 and 14.



Print	Radio	TV
Miami Herald (over 100,000 in distribution) Taste of Haiti Magazine Haiti Open Magazine Ticket Magazine	Hot 105 Radio Mega RHAI	Island TV Tropics Network Sakapfet.com Haitian Digital Television WPLG – Miami Local 10
Online	Online	Other
Facebook – Instagram – Twitter Bonbagay.com Baz Kreyol Network Haitian All Starz Haiti Tourism Inc	509 Exchange The Real Haiti Hay Event	Press Releases are sent to thousands of viewers.



Taste of Haiti provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by a sponsorship.\*

\*Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to the Arts Council with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor - \$30,000

Sponsor has naming rights to the event

Prominent sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters

Sponsor listing on all at-event signage and event hand-out

Sponsor recognition and link from the event page on the Taste of Haiti's web site

Sponsor name and logo mentioned as in all media advertising: print, online, tv and radio

**SOLD**

### Gold Sponsor - \$15,000

Prominent sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters

Sponsor listing on all at-event signage and event hand-out

Sponsor recognition and link from the event page on the Taste of Haiti's web site

Sponsor name mentioned as in all media advertising: print, online, tv and radio

**Unique Benefits:**

- Customized sponsorship activations where sponsor's brand will be highlighted (i.e. contest, photobooth, etc.)
- Company name mentioned in all media advertising: print, online, tv and radio

### Silver Sponsor - \$10,000

Sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters.

Sponsor listing on select at-event signage

Sponsor's brand highlighted through customized sponsorship activations

Sponsor recognition and link from the event page on the Taste of Haiti's web site

### Bronze Sponsor - \$5,000

Sponsor recognition on select at-event signage

Sponsor recognition on the event page on the Taste of Haiti's web site

Sponsor recognition and link from the event page on the Taste of Haiti's web site



## A LA CARTE SPONSORSHIP OPPORTUNITIES

### Chef Cook-off - \$10,000

Prominent sponsor recognition on all Chef Cook-off Competition marketing & promotional collateral: postcard, flyers, e-mails and posters

Sponsor customized branding of the Chef Cook-off Competition platform

### Cooking Demo - \$10,000

Sponsor has naming rights to the Cooking Demo

Prominent sponsor recognition on all Cooking Demo marketing & promotional collateral: postcard, flyers, e-mails and posters

Sponsor customized branding of the Cooking Demo Tent

### Kids' Corner - \$3,000

Prominent sponsor recognition on all Kids' Corner marketing & promotional collateral: postcard, flyers, e-mails and posters

Sponsor customized branding of the Kids' Corner

# THANK YOU FOR SUPPORTING TASTE OF HAITI

A celebration of good food, great drinks and  
our outstanding cultural community.



Please contact Nora David, our Event Manager to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [nora@nocoji.com](mailto:nora@nocoji.com).

All materials will be sent for your approval before going to print if your logo is received before or on April 14th 2017.

[www.tasteofhaitiusa.com](http://www.tasteofhaitiusa.com)



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