



April 15, 2015

Dear Potential Sponsor:

This letter serves to introduce Generation X and to request the participation and involvement of your company with Generation X for the Miami-Broward Carnival 2015 and our upcoming events.

The Carnival is an annual South Florida event that celebrates the diversity of the Caribbean. Now in its twenty-sixth year, it has become one of the premier events in South Florida and is fashioned after the famed Carnivals of Trinidad and Brazil. Approximately 55,000 people attend and/or participate in this spectacular event annually over the Columbus Day week-end to enjoy a full schedule of events culminating with the Carnival Street Parade which takes place this year on Sunday, October 11th, 2015. This year the parade starts at the FIU Campus in Miami and ends in the Miami-Dade Fairgrounds for the stage competition and concert. The Carnival Village will be set up at the stadium allowing vendors of all kinds to display and sell their wares. It is the perfect medium for your company to reach out to the increasingly diverse population in South Florida and Generation X is the perfect vehicle with which to convey that message.

In addition to the local audience, approximately 15,000 tourists will fly in from the Caribbean and Latin America, from all over the United States and from countries such as Canada, England and Germany for the Miami-Broward Carnival. In recent years, other local communities have also been getting involved in these events. Of those persons who participate in the pre-Carnival and Carnival events, the demographics are as follows: 18 -55 years of age, median to high income; college students also participant in this event and their numbers have been increasing as well.

Generation X is the largest band (costumed group) in Florida and has led the way in promoting Caribbean culture in South Florida. This year Carnival we are presenting our most audacious theme yet **“The Spirit of Carnival”** – The essence and embodiment of Carnival itself. Carnival continues to grow and due to our innovative themes and promotions, Generation X has increasingly become the band of choice for revelers and participants. Generation X boasts approximately 3,500 costumed revelers in our group this year who will participate in the actual Carnival parade, and a loyal Generation X following of more than 30,000 persons who attend our regular events and receive our bi-weekly promotional emails.

Please feel free to visit our website at www.GenerationXMiami.com, to get an overview of Generation X, our previous costume presentations and events and various other photos and videos from previous years. We pride ourselves on our Sponsors and as such have various areas and links to prominently display our sponsors, and updates about our events and promotions. We plan to launch our theme to the public on June 6th at the Miami-Dade fairgrounds, to which we would like to cordially invite you as our most esteemed guest.

Generation X promotes and markets Carnival as well as its other events through various media including radio, press, social media, direct mailing, flyers, on the Internet, at our events and on Carnival Day. We can be found on most search engines and certainly on all the major ones. We also have regular parties and events at which time we distribute thousands of flyers, extensive mail outs and thousands of e-mail blasts to subscribed members.

Please feel free to contact us if you have an interest in being a sponsor. We look forward to answering any questions you may have. Thanks for your consideration and we look forward to your support.

Sincerely,

Gregory Antoni
Generation X

The Spirit of Carnival

12100 S.W. 112th Avenue Miami, Florida 33176

Phone: (786) – 408 - GENX • Fax: (305) 234-9116

Sponsors@GenerationXMiami.com • www.GenerationXMiami.com

Sponsorship Options and Benefits for 2015

Product/Business Placement	Diamond \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,500	Affiliate \$1,000
Print Media						
Brochures (10,000)	Premium Placement	✓	✓	✓	✓	✓
Posters	Premium Placement	✓	✓	✓	✓	✓
Event Flyers (15,000)	Premium Placement	✓	✓	✓	✓	✓
Event Tickets	✓		✓			
Invitations	✓					
Press Releases	✓	✓				
Radio Advertisements						
Radio Stations with approximately 20x60 second spots	✓					
Internet and Email List¹						
GenerationXMiami.net Website						
Company Logo and Link	Premium Placement	✓	✓	✓	✓	✓
Email list promotions	Premium Placement	✓	✓			
Pre-Carnival Events						
Events	✓	✓	✓			
VIP Tickets	✓	✓				
Gen X T-Shirts	✓					
Signature/Banners	Premium Placement	✓	✓	✓		
Carnival Parade						
Banner on Music Truck ³	✓	✓				
Banner on Drink Truck ³			✓			
Banner on Food Truck ³				✓	✓	
Banner on Restroom Truck ³						
Sponsor's Logo on Section Banner		✓	✓	✓	✓	✓
Sponsor's Logo on Main Banner	✓					
Signature/Banners in Parks ²						
Carnival Costume (\$235 value each)	3	2	1			
VIP Parade Passes	✓	✓	✓			

¹ 15 other affiliate websites (millions of monthly hits) ² diamond sponsors: banner in the park on carnival day ³ sponsors must provide banner

