



Dear Potential Sponsor:

This letter serves to introduce Generation X and GenXJouvert and to request the participation and involvement of your company with us for the Miami-Broward Carnival 2018 and our upcoming events.

The Carnival is an annual South Florida event that celebrates the diversity of the Caribbean. Now in its thirty-first 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 weekend to enjoy a full schedule of events culminating with the Carnival Street Parade, which takes place this year on Sunday, October 6th & 7th, 2018. This year the parade starts at The Tamiami Park next to FIU Campus in Miami and ends in the Miami-Dade Fairgrounds for the stage competition and concert. The Carnival Village will be set up in the Fairgrounds allowing vendors of all kinds to display and sell their food and wares. It is the perfect medium for your company to reach out to the increasingly diverse population in South Florida and we are 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 (costume masquerade group) and GenXJouvert are the largest Mas and Jouvert bands and the most popular bands in Florida and has led the way in promoting Caribbean culture in South Florida. Our theme for Carnival 2018 is **"Evolution"** celebrating our 20-year anniversary in Miami Carnival and the evolution of our Brand. The various sections of the band will depict some of our favorite themes over the years. Carnival continues to grow and due to our innovative themes and promotions, Generation X and GenXJouvert has increasingly become the bands of choice for revelers and participants. Generation X boasts approximately 1,000 costumed revelers in our Mas group this year and GenXJouvert approximately 1,200 revelers in our Jouvert group this year who will participate in the actual Carnival parade, and a loyal following of more than 60,000 persons who attend our regular events and receive our bi-weekly promotional emails and social media posts.

Please feel free to visit our website at www.GenerationXMiami.com and www.GenXJouvert.com to get an overview of the both entities and the costumes for our presentation of **"Evolution"**, photos from previous years, links to our sponsors, and updates about our events and promotions. Our both Band Launch was held in June this year to a capacity crowd.

Generation X and GenXJouvert 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, thousands of e-mail blasts & text messages and social media outreach to hundreds of thousands of subscribed members.

Please feel free to contact us at 305.393.8721 or at the web sites above. 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,

Generation X

