



2013

BLACK SAN' *Bang-A-Lang*

Sponsorship Package

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"A Cultural Fete at Belle Tête"



About Black San'

Festivals staged during the month of April in the town of Sandy Point has once again been earmarked as major events on the national calendar as BLACK SAN Bang-A-Lang, in its third year of existence is arguably one of the most anticipated within the Federation. The festival organized by the group of community change-makers, SPIRIT, will run from March 22 to April 13, 2013 at various venues across Sandy Point. Originally unveiled in November 2010, Black San' rolled out sensational events, all having a unique twist, to cover three weeks in April, including educational and family-oriented events as well as entertainment and care-free fetes!

The complete re-branding of the festival began with the renaming process that represents the origin of the town and pays homage to our renewable deposit of black sand protruding into the ocean down at historic Belle Tête. It was our hope of ensuring that the festival's name represented a landmark synonymous with the town as well as providing a platform to showcase Sandy Point to a broad cross-section of potential visitors. Rave reviews have suggested that we were able to achieve both feats. 'Black San Bang A Lang' which encompasses multiple events ranging from formal performances and late-night club venues to intimate late-night open-air venues and picnic style events, has re-ignited community spirit not only in Sandy Point but St. Kitts at large. Now in its third installment, is primed to rekindle Pride, Virtues and Civics in all of its patrons.

Financing will include sponsorships (cash & kind), community pledges, merchandising and gate receipts, in addition to partnering with the relevant government entities. The production of Black San Bang A Lang requires the coordination of several crews and committees including accommodation, sound and lighting, artiste contracting, venue preparation, air & ground transport, sponsor fulfillment, merchandising, cash management and controls, communication systems and catering, just to name a few. All efforts will be spear-headed by the entire SPIRIT body in collaboration with contracted personnel and volunteers. Our public relations and marketing components will include advertising and press releases, dissemination of promotional literature, radio and television clips, press attendance for event coverage, road ads, online, radio and in-store promotions.

As we aspire to make Black San Bang A Lang an annual event, we anticipate growth through its economic impact within the community, however it is also hoped that Black San's benefits will be assessed by its contribution to the overall promotion of the country's tourism product as we invite everyone to experience first hand a cultural fete at Belle Tête!



About S.P.I.R.I.T.

SPIRIT, Sandy Pointers Inspiring Real Improvement Throughout, is fundamentally a core of passionate, young individuals from the town of Sandy Point brought together under the shared belief that more could be done within our communities and that everyone can be an agent of change!

The organization's mission as a non-profit group is to empower the members of the community towards positive social change. SPIRIT has taken a holistic approach to achieving this goal as evident in its divisions of Community Empowerment; Agriculture and Environmental Protection; Sports, Health and Fitness and Junior SPIRIT.

Since its start in May of 2010, the group has successfully staged several projects, including major fundraisers, all geared towards the benefit of the community. These included a community-wide assessment (of which the need for the community festival was recognized), a regional boxing tournament fundraiser (which grossed hundreds of spectators), a hurricane preparedness showcase (that provided a forum for consumers to engage with relevant service providers), the launch of the Pride, Virtues and Civics Campaign and the re-introduction and third installment of our annual Chambalay (a modern celebration of a traditionally cultural practice).

In the past two years alone SPIRIT has partnered with other social groups and corporate citizens to strengthen the bond within and throughout the various communities. Our most recent collaboration includes that with SCASPA to construct a monumental bus stand that now serves the many patients of the Pogson Medical Centre as well as providing much support to SPAFA during the introduction of a grassroots soccer program for children between the ages of 5-18. The group was instrumental in assisting SPACS not only to begin the renovation of the public market but also in its successful reopening. Some other partners include CIPEO (Community Improvement Personal Empowerment Organization) through the execution of a major community clean up campaign, St. Christopher National Trust Youth Arm as a valiant partner in the preservation of our marine parks, SKYNPA (St. Kitts National Youth Parliament Association), Department of Gender Affairs, Department of Youth and the St. Kitts-Nevis Amateur Boxing Association just to name a few.

SPIRIT has shown leadership and excellence in setting goals in line with its mission and producing successful programmes to achieve them.



Calendar of Events

March
17
Sunday

Elderly Appreciation @ Public Market

Public is invited to join members of SPIRIT as they engage in storytelling and games with the elderly members of the community.

March
23
Saturday

Tractor-Cade

Tractors pulling carts of fruits, vegetables and farm animals through the streets of

Sandy Point — community members near and far decked in farm wear— local farm produce and other local products on sale to the public as we say thank you to the local farming community.

March
24
Sun-

Family Affair Carnival @ Sandy Point Old Playing Field

Tents of games, food eating competitions, bars, mud pit, donkey races, cart races and many more, come together to create an unforgettable carnival atmosphere.

March
22
Friday

Opening of Festival @ Old Playing Field

Patrons will assemble at Sandy Bank for the official opening of the festival with homage being paid to past festivals, an electrifying introduction to the various mass camp productions, performances of local artistes and climaxes with the release of fire lanterns in the air.

March
24
Sunday

Day of Church & Take Away Lunch

SPIRIT invites members of the community to join them in worship at the town's Anglican Church. Followed by luncheon fundraiser.

March
25
Monday

March
26
Tuesday

March
27
Wednesday

Bang-A-Lang Avenue

March
28
Thursday

The SPIRIT Game Show @ Sandy Bank

Teams of families and friends square off in a mixture of 'Family Feud' and 'The Price is Right' challenges to win impressive prizes.



Calendar of Events

March
29
Friday

Endurance Bikeathon & Black San Drama Festival @ Sandy Bank

Bikers unite in a community wide bike race for a prize purse, trophies and the crown of fastest biker in St. Kitts. Followed by an evening showcase of dramatization and Open Air Expressions.

March
30
Saturday

KnockShore Night @ Sandy Bank

A night of energetic crowd pleasing acts by local artistes and djs topped with one-hour long, high level performances from the federations top bands.

March
31
Sunday

Ms Black San Swimsuit Pageant & Pre-J'ouvert Fete @ Sandy Bank

The sands of Pump Bay will come alive as ladies laced in swimwear from around St. Kitts compete for the crown of Miss Black San'. Early morning jouvert revelers gather at the popular night spot to usher in the early morning fete.

April
1
Monday

Black San J'ouvert & Beach Bash @ Pump Bay

Troops of revelers decked in costumes will shake the streets to the pulsating rhythms of local soca music played by bands driven through the streets and climaxes at Pump Bay for a sizzling Beach Bash.

April
3
Wednesday

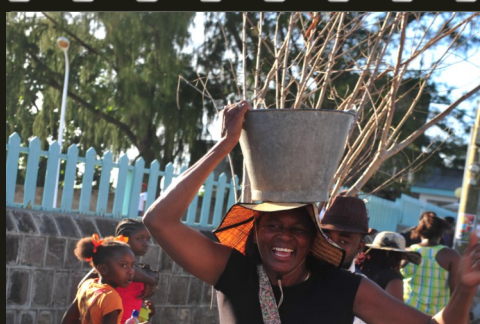
April
4
Thursday

Bang-A-Lang Avenue

April
5
Friday

Night of Comedy @ Sandy Bank

Regional and local comedians meet on stage to tickle the funny bones of all onlookers



Calendar of Events

April

6

Saturday

Black San Parade

Color, music and spectacular designs will dazzle onlookers as a parade of costumes from around the Federation marches through the streets. This force of energy will lead to the Old Playing Field where local vendors will be available to satisfy all palettes as the sun sets and the music soothes the soul the festival will officially come to a close.

April

13

Saturday

Black San Ball

Persons get a chance to “dress up” as the festival official comes to a close in an banquet style event giving thanks to all of the participants, sponsors, volunteers and festival partners.



Special Locations

Bang-A-Lang Avenue

For this festival, Station Str. (42nd St.) in Sandy Point will become a heart thumping, feet shaking, action avenue where the community can enjoy music, share in laughs, drinks and the splendor of the festival between events.

Sandy Bank

Commonly known as the Sandy Point Hard Court, this venue will be transformed into an inviting and exciting hot spot for many of the festival events.

Pump Bay

This historic beach provides a scenic glimpse of the sandy point that gives the community its name. All access to the beach will be secured as the Miss Black San' Contestants take the stage in this exotic open air location



Become A Sponsor!

Without the sponsors, it would be difficult, or nearly impossible, to deliver such high-quality events! We are always willing to promote the work of companies which invest in community development, and to them, we owe an enormous debt of gratitude. Because the festival is committed to preserving affordable ticket prices, and making the festival accessible for all, ticket revenue is estimated to cover only about 25% of the festival's needed income, and simply will be unable to offset the rising costs of presenting quality programs. Private support - from you and other loyal patrons who share a passionate devotion to community building is more critical than ever before.

What better way for you to promote your company and offer best of wishes to the Sandy Point community than by becoming one of our sponsors? What better way to reach potential and existing customers? Your support will make it possible to build the audiences of tomorrow; showcase the artists of tomorrow; raise national visibility and public awareness of the festival; afford us an opportunity to present the "best of the best;" while carving a unique identity.

Come and create fun memories with us, become a sponsor today and your company will benefit from the exposure that Black San Bang A Lang is poised to garner as it grows from strength to strength. It is our hope that this festival promoting the abundance of talent which exists locally will become a nationally recognized event drawing people from all over the country. It is with the support of sponsors like you that we hinge our confidence in delivering a successful festival.

Black San' understands how important you view your company as a good corporate and social citizen. We believe this is a great opportunity to support the excitement and values you love about community oriented youth groups. It is also a great opportunity to showcase your organizations commitment of molding healthier communities.



Sponsorship Details

Platinum Sponsorship- \$10,000.00

Sponsor business name or logo prominently displayed in advertisements including:

- * 2 Volunteer ads in sknvibes.com, face book, community diary
 - * Thank You ads in all possible local media
- * Option of using event ticket stubs as coupons are for other promotional means
 - * Mention in all event press releases leading up to festival
 - * Main stage signage during all stage events
 - * Live on-stage public address system mentions during all events
 - * Available space to set up promotional booths
 - * Complimentary tickets [up to 10] per event
- * Pre-recorded sponsorship acknowledgement to be played during all events
 - * Your company logo on all Festival printed promotional materials
 - * Your business name mentioned during all television promotional spots.
- * Your business name mentioned in all Facebook and Twitter feeds for signature event
- * Your business name or logo on all Festival T-shirts worn by volunteers throughout the Festival
 - * Your business name included in the Festivals annual report
 - * Invitation to the annual Festival Black San Ball
 - * Inclusion in all radio public service announcements
 - * Inclusion in all web site announcements and emails



Sponsorship Details

Gold Sponsorship- \$7,000.00

- * Your business name or logo prominently displayed in advertisements including
 - * Two (2) Volunteer ads in sknvibes.com, face book, community diary
 - * Thank You ads in all possible local media
 - * Main stage signage during all stage events
 - * Live on-stage public address system mentions during all events
 - * Available space to set up promotional booths
- * Pre-recorded sponsorship acknowledgement to be played during all events
 - * Complimentary tickets [up to 6] per event
- * Your business name mentioned in all Facebook and Twitter feeds for signature event
- * Your business name or logo on all Festival T-shirts worn by volunteers throughout the Festival
 - * Your business name included in the festivals annual report
 - * Invitation to the annual Festival Black San Ball
 - * Inclusion in all press releases
 - * Inclusion in all web site announcements and emails



Sponsorship Details

Silver Sponsorship– 3,000.00

Your business name or logo prominently displayed in advertisements including

- * Two (2) Volunteer ads in sknvibes.com, face book, community diary
 - * Thank You ads in all possible local media
 - * Venue signage during all events
 - * Complimentary tickets [up to 4] per event
- * Your business name mentioned in all Facebook and Twitter feeds for signature event
- * Pre-recorded sponsorship acknowledgement to be played during all events
 - * Your business name included in the festivals annual report
 - * Invitation to the annual Black San Ball
- * Inclusion in all public service announcements and press releases
 - * Inclusion in all web site announcements and emails

Bronze Sponsorship- \$1,500.00

Your business name prominently displayed in advertisements including:

- * Thank You ads in all possible local media
- * Venue signage during signature event
- * Complimentary tickets [up to 2] for four events
- * Your business name mentioned in all Facebook and Twitter feeds for signature event
- * Pre-recorded sponsorship acknowledgement to be played during all events
 - * Your business name included in the festivals annual report
 - * Inclusion in all web site announcements and emails



Sponsorship Details

Black San Sponsorship- \$1,000.00

Your business name prominently displayed in advertisements including:

- * Thank You ads in all possible local media
- * Complimentary tickets [up to 2] for three (3) events
- * Pre-recorded sponsorship acknowledgement to be played during all events
- * Your business name included in the festivals annual report
- * Inclusion in all web site announcements and emails

Black San Donations & Pledges – under \$1,000.00

Your name prominently displayed in advertisements including:

- * Pre-recorded acknowledgments played at several events
- * Recognition on Sknvibes.com and other media
- * Recognition at the Annual SPIRIT General Meeting



Contact Information

For more information on the festival, its events, the group SPIRIT and becoming a sponsor, please contact us:

By Phone

Seanel Riley	President/Marketing Member	(869) 664-7909/662-7908
Che-Raina Warner	Public Relations Officer	(869) 661-8125
Judy Dupont	Marketing Member	(869) 762-1378
Stachio Williams	Marketing Member	(869) 662-8771

By Email

sandypointspirit@gmail.com

Or contact us via Facebook at **Sandy Point SPIRIT**

Website: www.blacksanbangalang.com



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