

**The 2022**

# Taste of Haiti

**Food and & Cultural Festival**

*A Celebration of Haiti's Cultural Heritage.  
Gastronomy, Arts, Music & Community.*

**Saturday May 7, 2022**

**in**

**North Miami**



**contact: [info@tasteofhaitius.com](mailto:info@tasteofhaitius.com)**

Caribbean Spice 



Taste of Haiti is a Festival that celebrates Haitian culture and brings the experience to the community of South Florida. Taste of Haiti brings the best of its cuisine, music and art.

This festival is free to the public. From 12pm to 8pm, 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, a Haitian art exhibit and a Caribbean Spice market, showcasing luxury goods from Haiti.

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! In the last years, the event has attracted closed to 12,000 guests.

During the Month of May, we celebrate Haitian Cultural Month and the creation of the Haitian national flag on May 18th, with 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.

he objective of this unique festival is to promote Haiti's culture and gastronomy to the world and showcase the best that Haiti has to offer.





Haiti shares many common bonds with many of the other ethnic groups in South Florida and has a unique offering in terms of its history and the mark it has left on the world.

Taste of Haiti – Miami is proudly organized by Haitian Culinary Alliance and The Caribbean American Alliance.

For the Seventh Edition of Taste of Haiti, we want to invite the Dominican Republic as our guest country. The DR shares a similar cuisine as Haiti does and is part of the Creole Cuisine family. The Dominican Republic also shares a special historical relationship with Haiti and what better way to share and showcase our common grounds then to invite the Dominican 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 and Caribbean Spice., which works to promote Caribbean culture throughout the world.



# THE FESTIVAL

The Taste of Haiti event will make each and every guest feel like they have landed on the island of Haiti from their first step into the event. Through the music, mood, lightening, design, and decor, the public will get a sense of Haiti and the Caribbean. Taste of host will invite select artists and designers to participate in the event, to curate their art and craft. The chefs, artists and artisans will be highlighted virtually before the event.



## Scenery

**Welcome to Paradise!**  
The Festival transport each and every guest allowing them experience the beauty of the island

## Culture

We will celebrate the Caribbean culture through Rum, coffee, teas, cigars and other items. Lounges will be created for maximum experience



*Come to the Islands*

# THE FESTIVAL

## Gastronomy

Renown chefs from each country will introduce new and original plates to promote the modern and contemporary culture of these islands.



## Music

The lineup will include renowned artist from each of the different countries and also new breakthrough artists.

## Caribbean Spice Market



The marketplace will include art and artisan from all participating countries.

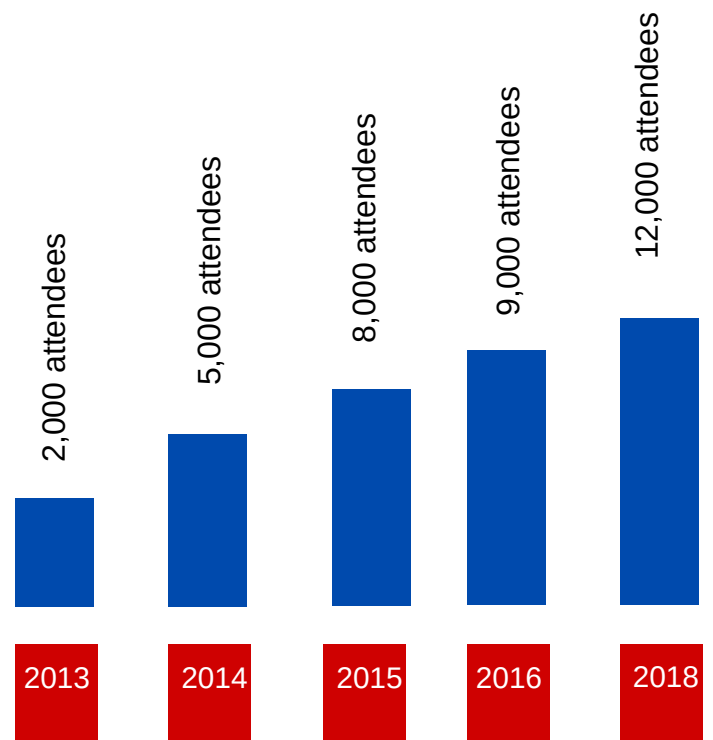
All items exposed will be available for sale on the Caribbean Spice Marketplace during and after the event.

*Come to the Islands*

# AUDIENCE APPEAL

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



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.

## MEDIA REACH

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 sponsorship.

Media coverage of The Taste the Islands Experience has included, but is not limited to:

### Print

- Miami Herald
- Taste of Haiti Magazine
- Haiti Open Magazine
- Ticket Magazine

### Radio

- Hot 105
- Radio Mega
- RHAI

### TV

- Island TV
- Tropics Network
- Sakapfet.com
- Haitian Digital Television
- WPLG- Miami Local 10

### Online

- Facebook/Instagram /Twitter
- Bonbagay.com
- Haitian All Starz
- Haiti Tourism Inc
- The Real Haiti

- Hay Event
- Baz Kreyol Network

# SPONSORSHIP OPPORTUNITIES

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!

## **Presenting Sponsor - \$30,000 (reserved for one major brand/sponsor)**

- 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
- Event headliner with "Your Company Presents the 2022 Taste of Haiti on all advertising, marketing, collateral, media and promotional activities
- Principal Sponsor of event with category exclusivity.
- Customized brand integration and event activation tailored to your core brand values and product attributes to be showcased
- Dedicated Press Release announcing title sponsorship
- inclusion in all media blitz and media outreach
- Onsite Presence with branded Tent & Company branding on prime event activity.
- Distribution of branded collaterals including T-Shirts and other promotional materials. Products Giveaway and sampling opportunities.
- Logo inclusion as Presenting Sponsor on all Banners, signage, posters and Step & Repeat
- Logo appearance on Video Screen at the event
- Live mention throughout the event by host and DJ (no less than 4 mentions)
- Swag Bag Promotional items for our evening upscale event
- Presentation of an award during the event
- Photo opportunities with celebrity chefs, hosts and dignitaries
- Opportunity to help introduce host chef or DJ
- Maximum Brand presence on weekly email campaigns to 70,000 ++ subscribers
- Prime logo/link on website, social media posting
- Brand logo tagged on event photos to be posted on all social medias: Facebook, Instagram, Twitter
- Company branded hospitality area for VIP influencers and media
- 6 VIP Tickets to our Exclusive event
- 6 General Admission Ticket to Festival



### **Gold Sponsor - \$15,000 (reserved for 2 major Sponsors)**

- Diamond Sponsors are also considered major sponsors and have the opportunity to create a unique experience and activation program to engage and connect with patrons on a personal level. Key difference is that the Presenting Sponsor is the events headliner and receives maximum brand integration, name recognition and exposure and is reserved for one sponsor/brand.
- 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
  - Major Sponsor of event with category exclusivity (non competing with Presenting Sponsor)
  - Inclusion on all advertising/marketing collateral, media and promotional activities with mentions to proceed presenting sponsor.
  - Customized brand integration and event activation tailored to your core brand values and product attributes to be showcased.
  - Inclusion in Media Blitz and all advertising spots
  - Prominent logo placement on all promotional materials including press release, VIP invites, flyers etc...
  - name inclusions on invitations and tickets
  - Logo inclusion on all signages including step n repeat.
  - Company branding during the festival with tent and area for sampling opportunities, products giveaway
  - Live mentions during the event (no less than 2 mentions)
  - Photo opportunity with celebrity guest chefs & dignitaries
  - Opportunity to Introduce a Chef or DJ
  - Prominent brand presence on email campaigns
  - Prominent logo visibility on website, all social media postings
  - Brand logo tagged on event photos to be posted on social media platforms
  - 4 VIP Tickets to one of our special events
  - 4 General Admissions to Festival

### **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
- Priority on all products utilization for Cook Off with sponsor products (If provided)
- Chef Jacket or Aprons for Guest Demo Chefs with Sponsors logo (Provided weeks in advance)
- Trophy given to competitors is branded and presented by sponsor
- Signed picture with Chef Competitors

### **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
- Chef Jacket or Aprons for Guest Demo Chefs with Sponsors logo (Provided weeks in advance)
- Pictures with Chef

### **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

### **Sampling/Product Sponsor - \$2000**

#### **Don't Forget the Small Business Package.**

Packages available for small businesses. For more information, please contact [info@tasteofhaitius.com](mailto:info@tasteofhaitius.com)

#### **Sponsor Request**

- Products for events
- Brand Ambassador to educate guest of the various nuances of your product throughout events\*
- Literature, coupons and promo codes for swag bags

\*\*\*If Brand Ambassador is not available we are happy to provide team member to work with your team to learn the and present\*\*\*

# THANK YOU FOR SUPPORTING TASTE OF HAITI

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

## CONNECT WITH US

WWW.TASTEOFHAITIUS.COM

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@tasteofhaitiusa



<https://www.facebook.com/TasteOfHaitiUSA>



Caribbean Spice 

