



30th Anniversary African/Caribbean

International FESTIVAL OF *Life* PARTNERSHIP PROPOSAL

SAT – TUE, JULY 1ST – 4TH, 2023
WASHINGTON PARK, CHICAGO, IL.



CARNIVAL OF NATIONS EXPO
"BRINGING NATIONS TOGETHER
THROUGH MUSIC & CULTURE"

A MARTIN'S INTERNATIONAL BRANDING EVENT



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HISTORY / INTRO



30th Anniversary African/Caribbean International Festival of Life (IFOL), combined with 7th JSVFest, and the Carnival of Nations Expo.



Ephraim Malachi Martin, DBA, BH{M} is the recipient of a 2022, Jamaica National Badge of Honor in the Class of Meritorious Service, a record Setter and History Maker. A publisher, activist, former photo-journalist and TV personality, created the African/Caribbean International Festival of Life (IFOL) in 1993 under his umbrella company Martin's International with the objective of "Bringing Nations Together Through Music and Culture." In 1982, Martin also created IRAWMA and the Chicago Music Awards (CMA), and in 2017 he created the Jerk, Seafood & Vegan (JSVFest) Festival. These four annual events have garnered more than one (1) billion Media Impressions combined.

On October 2nd, 2016, at the conclusion of his 35th International Reggae & World Music Awards (IRAWMA) and his 100th Annual Entertainment Event; Ephraim Martin made history by setting a record, as the only known person alive to have consecutively produced 100 annual entertainment events (Awards/Festivals). He was awarded six (6) accolades in honor of his outstanding achievement from various companies and organizations, which made him the night's biggest winner. This savvy entrepreneur made history again when the Black Heroes Matter (BHM) Coalition he formed in 2020, **won a historic victory for Chicago and the country by renaming the iconic Lake Shore Drive after Chicago's founding father, Jean Baptiste Pointe DuSable Lake Shore Drive, on June 25th, 2021. In 2022, IFOL returned to its regular time, July 4th week, and was of great success, and the 2023, 30th IFOL anniversary will be spectacular, especially with your company's branding.**

The first IFOL was held at Hawthorne Park Racetrack in 1993. It attracted an estimated 6,000 people and almost doubled the following year. Since then, IFOL has been held in venues like City Front Center (DuSable's land as Martin coined it), near Navy Pier, Washington Park, on Chicago's South side and Union Park, on Chicago's West Loop where attendance continued to grow averaging over 30 thousand attendees per year.

One important component of IFOL is its commitment to charitable causes. Under the auspices of Martin's International, nonprofit organization, a portion of the proceeds from IFOL events are designated for deserving health and educational organizations.

IFOL is a catalyst for companies/businesses seeking to brand their names, products and/or services in unidentified territories with great result for their investment.

EVENT OVERVIEW

(IFOL)
**“THE 30TH ANNIVERSARY INTERNATIONAL
FESTIVAL OF LIFE”**

DATE:

Saturday to Monday
July 1-4, 2023– (4 FULL DAYS)

TIME:

12: 00 pm **thru** 10:00 pm daily

LOCATION:

Washington Park,
55th Street and S. Cottage Grove, Chicago, Illinois

MOTTO

**“Bringing Nations Together
Through Music and Culture”
“Living Together As One”**

IFOL celebrates and shares the heritage and culture of people from the United States, Jamaica, the rest of the Caribbean, Latin America and Africa. It's a festival for the entire family with international food flavor (jerk meat, seafood, veggies American fare and more). Two entertainment stages featuring: *Well Known Recording Artist Performing: Reggae, Calypso, Soca, Pop, R & B, Gospel, African, Jazz, Blues, Afro Beat, Salsa, Merengue, Reggaeton, Hip Hop, House, Comedy, EDM Spoken Word and other World Beat music, as well as international dancers.*

Also:

- Experience the cultural dances of Africa and the Caribbean, along with a multitude of live/and interactive performances
- A Health Pavilion to learn about health and eating habits
- Discover and Explore unique crafts, fine art, fashion apparel, products and services at the International Marketplace, comprised of exhibitors from across USA, Africa, the Caribbean, Latin America and other countries.
- Interact with representatives from major corporations about their products and/or services
- Tease and tempt your taste buds at the International Food Court with a variety of specialty dishes from our USA, the Caribbean, Africa, Mexico, South and Central America, and other countries



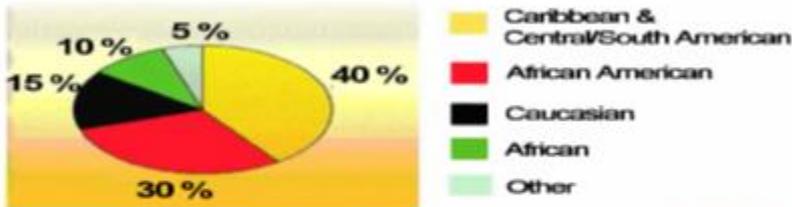
VALUATION STATEMENT

OVERVIEW

IFOL FIVE-YEAR ATTENDANCE HISTORY

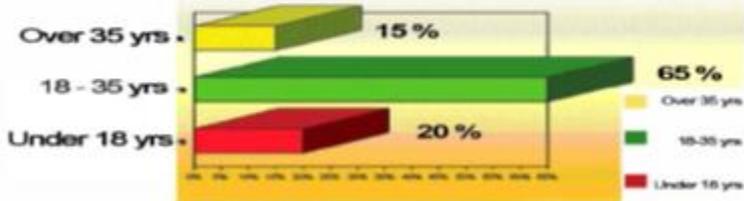
ETHNICITY

CHART A: ATTENDANCE BY ETHNICITY



AGE

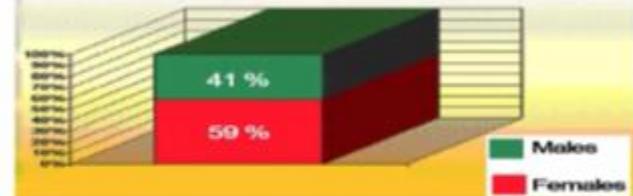
CHART D: ATTENDANCE BY AGE



Based on surveys conducted by Data[base Research, Inc., females make up 59% of the IFOL audience, with the majority traveling in groups of 7 to 10.

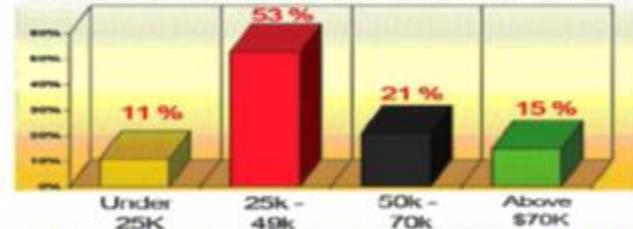
GENDER

CHART B: ATTENDANCE BY GENDER



INCOME

CHART C: ANNUAL HOUSEHOLD INCOME



DEMOGRAPHICS

IFOL FIVE YEAR ATTENDANCE HISTORY



The goals and activities of the IFOL make it the only one of its kind in the country. The event has a history of attracting tens of thousand of people annually. It provides sponsors with numerous branding opportunities to reach a diverse global market.

The 2018 Festival of life Union Park will attract thousands of local & visiting patrons.

Researches established several statistics and divided the categories by age, income ethnicity/nationality and gender.



Media

- *PAST TV, PRINT AND MEDIA WHO PARTNERED/HELPED TO PROMOTE THE IFOL OVER THE YEARS*
- *Local & Major TV*
- *Internet streaming broadcast (1-6 hours)*
- *Pre-Media Promotions /Publicity*
- *Promotion & Marketing*



The IFOL has a well-planned promotional and branding strategy to maximize sponsorship partners, and their brand. This includes onsite interaction and participation. Our public relation packages are comprised of sponsored and paid advertisements, community outreach programs, public interaction (survey) and electronic, social and print media. Among them: *NBC 5- Chicago, WLS-TV 7, CBS-2, FOX 32, WGN, WVON AM, Chicago Tribune, Chicago Sun-Times, African Spectrum, Africa-USA Today, Crusader, and Citizen to name a few.*

50 Million Impressions

Generated by our PRE & POST Marketing Campaign.



TITLE SPONSOR Call 877/973-4423 or email martinsinternational1982@gmail.com, for a Customized Package.
\$TBN

YOUR COMPANY'S NAME IS THE TITLE OF THE EVENT
EXAMPLE: XYZ CORP 30TH ANNIVERSARY INTERNATIONAL FESTIVAL OF LIFE

TELEVISION PROMOTIONS

- Title Sponsor name inclusion in and ALL television mentions news/unpaid and paid spots
- Recognition during IFOL,TV interview & Acknowledgement in other TV promotions
- Live worldwide streaming

RADIO PROMOTIONS

- Tag/Tied in as the Title Sponsor in ALL news, interviews promos, announcements and in all paid radio spots

PRINT MEDIA

- Name/logo tied in as "Title Sponsor" in all materials, both unpaid and paid display ads in local newspapers
- 2 full page ads in IFOL magazine – Special Position
- One full page greeting in IFOL magazine with photo as the Title Sponsor
- Mention as Title Sponsor in all releases to the press
- Special pullout supplement on Title Sponsor's business (you must supply the editorial)
- Title Sponsor may promote participation with IFOL in your own advertising campaign

INTERNET PROMOTIONS- EMAIL, FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER - 50 MILLION IMPRESSIONS

- Company name/logo as Title Sponsor on IFOL banner and main page of FESTIVALOFLIFE.BIZ
- Two full page ads in magazine section of FESTIVALOFLIFE.BIZ
- Link on FESTIVALOFLIFE.BIZ to Title Sponsor's websites
- Company name/logo tied in as Title Sponsor on banners on CTA buses and/or trains, on billboards, 250,000 official IFOL flyers. (50,000 will only show you as Sponsor) and 2,000 official IFOL posters and other materials for national distribution

ON SITE PROMOTIONS

- Both gates/entrances to the festival will be branded as The 29th XYZ International Festival of Life (IFOL)
- The main stage will be fully branded as the "XYZ" company Stage
- XYZ/Company brand/product exclusivity at IFOL, and banner display on the IFOL Unity Stage (Dimensions to be determined)
- Personalized hospitality tent/trailer in proximity of the Unity/International Stage or as agreed by parties
- Special IFOL commemorative Award in recognition of the Title Sponsor
- Five IFOL 20x20 or larger branding exhibit spaces, in different locations or as requested and agreed upon by both parties)
- Company banner displayed in strategic locations on IFOL grounds
- Daily on-stage greetings at IFOL by Sponsor's representative and XYZ hourly recognition on both stages



TELEVISION PROMOTIONS

- Mention as Presenting Sponsor on paid television spots
- Recognition as Presenting Sponsor during IFOL, TV interview
- Live worldwide streaming

RADIO PROMOTIONS

- Tags as the Presenting Sponsor in paid radio spots

PRINT MEDIA

- Name/logo as “Presenting Sponsor” on paid display ads in local newspapers
- Two (2) full page ad in IFOL magazine – Special Position
- One full page greetings in IFOL magazine with photo as the Presenting Sponsor
- Mention as Presenting Sponsor in all releases to the press
- Special pullout supplement on Presenting Sponsor’s business (you must provide editorial materials)
- Opportunity to promote participation in your own advertising campaign

INTERNET PROMOTIONS- EMAIL, FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER

- Company name/logo as Presenting Sponsor on IFOL banner and on Main page of FESTIVALOFLIFE.BIZ
- One full page ad in magazine section of FESTIVALOFLIFE.BIZ
- Link on FESTIVALOFLIFE.BIZ to Presenting Sponsor’s website

STREET PROMOTIONS

- Company name/logo on 200,000 official IFOL flyers and 1,000 official IFOL posters and other materials

ON SITE PROMOTIONS

- Both gates/entrances to the festival will be branded as Presenting Sponsor of 29th International Festival of Life (IFOL)
- The main stage will brand your company as Presenting Sponsor
- Presenting Sponsor brand/product exclusivity at IFOL
- Presenting Sponsor banner display on panel of stage front of the IFOL Unity Stage. (Dimensions to be determined)
- Personalized hospitality tent/trailer in proximity of the Unity/International Stage or as agreed by parties
- Special IFOL commemorative Award in recognition of the Presenting Sponsor
- Three IFOL 20x20 or larger exhibit spaces, in different locations or as requested and agreed upon by both parties)
- Company banner displayed in strategic locations on IFOL grounds
- Daily on-stage greetings at IFOL by Sponsor’s representative
- Presenting Sponsor recognition every two hours, on both stages



PLATINUM SPONSOR

\$75,000

TELEVISION PROMOTIONS

- Mention as Platinum Sponsor on paid television spots

RADIO PROMOTIONS

- Tags as the Platinum Sponsor in paid radio spots

PRINT MEDIA

- Company name/logo as Platinum Sponsor on paid display ads in local newspapers
- One full page ad in IFOL magazine – Special Position
- One full page greetings in IFOL magazine with photo representing the Platinum Sponsor
- Mention as Platinum Sponsor in all press releases

INTERNET PROMOTIONS- EMAIL, FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER & OTHERS

- Company name/logo as Platinum Sponsor on main page of FESTIVALOFLIFE.BIZ to reach over 5 million.
- One full page ad in magazine section of FESTIVALOFLIFE.BIZ
- Link on FESTIVALOFLIFE.BIZ to Platinum Sponsor’s website
- Social media: Face Book, Instagram, Twitter, LinkedIn, Email and others

STREET PROMOTIONS

- Company name/logo on 100,000 official IFOL flyers
- Company name/logo on 500 official IFOL posters
- Company name as Platinum Sponsor in the official IFOL press releases
- Name/Logo inclusion on 100 4ft x 12ft banners

ON SITE PROMOTIONS

- Company banner display on front of International Stage
- IFOL commemorative plaque in recognition of the Platinum Sponsor
- Two IFOL exhibit booth (20x20) as requested or agreed upon
- General and VIP tickets as requested and agreed upon
- Daily on-stage greetings every 2 hours at IFOL by Platinum Sponsor’s representative
- Signage around the park (sponsor must provide)



GOLD SPONSOR

\$50,000

TELEVISION PROMOTIONS

- Mention as Gold Sponsor on paid television spots

RADIO PROMOTIONS

- Tags as the Gold Sponsor in paid radio spots

PRINT MEDIA

- Company name/logo on some display ads in local newspapers
- One full page ad in IFOL magazine – General Position
- Mention as a sponsor in press releases

INTERNET PROMOTIONS- EMAIL, FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER & OTHERS

- Company name/logo as Gold Sponsor on main page of FESTIVALOFLIFE.BIZ
- One full page in magazine section of FESTIVALOFLIFE.BIZ
- Link on FESITVALOFLIFE.BIZ to Gold Sponsor’s website

STREET PROMOTIONS

- Company name/logo on 100,000 IFOL flyers and 500 posters
- Company name as Gold Sponsor in the official IFOL press release

ON SITE PROMOTIONS

- Company banner displayed in strategic locations on IFOL grounds
- IFOL exhibit booths(20x 20 and 10x20) or as requested and agreed upon by both parties)
- 4 VIP Tickets & 10 general tickets or as agreed upon by parties
- On stage recognition as a Gold Sponsor

SILVER PARTNER

\$25,000

RADIO PROMOTIONS

- Tags as Silver Sponsor in some paid radio spots

PRINT MEDIA

- Company name/logo on some display ads in local newspapers
- One Half page ad in IFOL magazine –General Position
- Mention as a sponsor in press releases

INTERNET PROMOTIONS

- Company name/logo as Silver Sponsor on page of FESTIVALOFLIFE.BIZ
- One Half page in magazine section of FESTIVALOFLIFE.BIZ
- Link on FESTIVALOFLIFE.BIZ to Silver Sponsor's website

STREET PROMOTIONS

- Company name/logo on 50,000 IFOL flyers
- Company name/logo on some official IFOL posters
- Company name as Silver Sponsor in the official IFOL press release

ON SITE PROMOTIONS

- IFOL exhibit booth (20x20) or as agreed upon by both parties.
- 10 VIP Tickets & 5 Gen. Tickets as agreed upon by parties
- On stage recognition as a Silver Sponsor

BRONZE PARTNER

\$10,000

RADIO PROMOTIONS

- Tags as Bronze Sponsor in some paid radio spots

PRINT MEDIA

- Company name/logo on some display ads in local newspapers
- One Full page ad in IFOL magazine –General Position
- Mention as a sponsor in press releases

INTERNET PROMOTIONS

- Company name/logo as Bronze Sponsor on page of FESTIVALOFLIFE.BIZ
- One Full page as in magazine section of FESTIVALOFLIFE.BIZ
- Link on FESTIVALOFLIFE.BIZ to Bronze Sponsor's website

STREET PROMOTIONS

- Company name/logo on 50,000 IFOL flyers
- Company name/logo on some official IFOL posters
- Company name as Bronze Sponsor in the official IFOL press release

ON SITE PROMOTIONS

- IFOL exhibit booth (agreed upon by both parties)
- 4 VIP Tickets as agreed upon by parties
- On stage recognition as a Bronze Sponsor



**SUPPORTING
SPONSORSHIP
PACKAGES FOR
BUDGETS UNDER \$10k
ARE AVAILABLE**



\$\$\$\$

**CALL 1-877-973-4423 or
EMAIL US AT: FESTOFLIFE@GMAIL.COM
TO CUSTOMIZE YOUR BUDGETARY NEEDS**



PREVIOUS/LAST YEAR'S SPONSORS DURING TIME OF PANDEMIC:



BRONZEVILLE ACADEMY[®]
CHARTER SCHOOL



BlueCross BlueShield
of Illinois

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an independent licensee of the Blue Cross and Blue Shield Association

POST MEDIA COVERAGE

<http://www.nbcchicago.com/news/local/International-Festival-of-Life-387285002.html>

<http://abc7chicago.com/news/chicago-area-residents-celebrate-fourth-of-july/1412709/>

<http://wgntv.com/2015/07/02/10-ways-to-celebrate-july-4th-in-chicago/>

<http://reggaefestivalguide.com/celebrate-july-4th-weekend-at-intl-festival-of-life-union-pk-chicago/>



30th Anniversary African/Caribbean



Thank You

www.internationalfestivaloflife.com

festoflife@gmail.com



A MARTIN'S INTERNATIONAL BRANDING EVENT

