



# 2018 Haitian Heritage Month



Nèg Mawon  
Port-au-Prince, Haiti

Ansanm Nou Se Youn - We Are One

## Sponsorship Packet



**May 1 - May 31**

**[NorthMiamiFL.gov/Celebrate](http://NorthMiamiFL.gov/Celebrate)**

## DEAR COMMUNITY PARTNER,

In May, the City of North Miami celebrates Haitian Heritage Cultural Month. To commemorate the month, the City invites the community to join us as we reflect upon the past, present and future of the beautiful Haitian culture. The tenacity of the Haitian people makes way for a future of growth and unity. This year, the City of North Miami will pay homage to the Haitian Culture with memorable educational and traditional festivities.

It is our hope that you will celebrate with us as a sponsor. We will indulge in a month filled with delicious Haitian cuisine, cultural artifacts, educational components and the beats of Kompa music. Becoming a 2018 Haitian Heritage Month sponsor offers a unique opportunity to market your business, services and products through the various communication platforms, including: [NorthMiamiFL.gov](http://NorthMiamiFL.gov), NoMi TV (the City of North Miami's cable television station), social media, media interview, radio promotions, etc.

For more information or to discuss the benefits of becoming a 2018 Haitian Heritage Month Sponsor, please contact Chairperson Linda Julien at [ljulien@northmiamifl.gov](mailto:ljulien@northmiamifl.gov) or Co-Chairperson Katia Philippeaux at [kphilippeaux@northmiamifl.gov](mailto:kphilippeaux@northmiamifl.gov). Potential sponsors may also call 305-895-9810.

Yours Truly,  
Linda Julien  
2018 Haitian Heritage Month Chairperson

### 2018 Haitian Heritage Month Committee

Mayor Smith Joseph, D.O., Pharm.D., Honorary Chairperson  
Councilman Philippe Bien-Aime, Honorary Chairperson  
Linda Julien, Chairperson  
Katia Philippeaux, Co-Chairperson

### Haitian Heritage Cultural Month List of Events:

#### **Mayor Smith Joseph's Haitian Heritage Month Kick-Off**

Thursday, May 3, 2018 6 p.m. MOCA Plaza, 770 NE 125 Street, North Miami, FL 33161

#### **Art Exhibit and Reception, Featuring "Lakou Lakay"**

Friday, May 4, 2018 6 p.m. North Miami Public Library, 835 NE 132 Street, North Miami, FL 33161

#### **Haitian Flag Day Celebration and Tropical Nights Concert, Featuring Harmonik**

Friday, May 18, 2018 6 p.m. MOCA Plaza, 770 NE 125 Street, North Miami, FL 33161

#### **Haitian Heritage Month Jubilee hosted by North Miami Mayor, Dr. Smith Joseph**

Friday, May 25, 2018 6 p.m. MOCA Plaza, 770 NE 125 Street, North Miami, FL 33161

#### **"1804: The Hidden History of Haiti" Documentary Screening and Discussion**

Thursday, May 24, 2018 6 p.m. MOCA Pavilion, 770 NE 125 Street North Miami, FL 33161

#### **Jazz At MOCA**

Friday, May 25, 2018 7 p.m. MOCA Plaza, 770 NE 125 Street North Miami, FL 33161

#### **Citizens' Hall of Fame Induction Ceremony**

Thursday, May 31, 2018 7 p.m. Joe Celestin Center, 1525 NW 135 Street, North Miami, FL 33167

*Family . Food . Music . Fanmi . Manje . Mizik*

Ansanm Nou Se Youn  
We Are One



Nèg Mawon  
Port-au-Prince, Haiti

# SPONSORSHIP LEVELS

Sponsorships can be made through monetary or in-kind donations.

**Deadline: Friday, May 11, 2018, 4 p.m.**

## **DIAMOND SPONSOR \$5,000**

- Premium company logo placement on all event posters, flyers, digital promotions and City's website
- Company logo featured with premium placement for recognition on North Miami's cable channel, NoMiTV
- Premium company logo placement on event day signage
- Title sponsorship recognition on all press releases distributed to print, broadcast and web-based media outlets
- Radio promotional spots will include a combination of mainstream media and Haitian media coverage
- Onstage verbal recognition at all Haitian Heritage Month events
- Sponsor Recognition Award
- A representative from the sponsoring organization may present an act on stage during Haitian Flag Day
- Backstage access for five of your company's designees to meet and greet with performers during Haitian Flag Day
- Premium Tent (10'x10') for sponsor with display banner (Sponsor must provide staffing, signage and giveaways for tent)
- Premium company logo placement on Haitian Heritage Month t-shirts; 10 shirts made available for sponsors
- Social media acknowledgements on Twitter, Facebook and Instagram.

## **RUBY SPONSOR \$2,500 and up**

- Company logo placement on printed materials, publically-released digital promotions.
- Company logo featured with premium placement for recognition on North Miami's cable channel, NoMiTV
- Onstage verbal recognition at all Haitian Heritage Month events
- Company logo placement on Haitian Heritage Month t-shirts; 5 shirts made available for sponsors
- Sponsor Recognition Award
- Backstage access for three of your company's designees to meet and greet with performers during Haitian Flag Day
- Social media acknowledgements on Twitter, Facebook and Instagram

## **EMERALD SPONSOR \$1,000 and up**

- Placement of logo on printed materials, digital promotions and City's website
- Onstage verbal recognition at all Haitian Heritage Month events
- Social media acknowledgements on Twitter, Facebook and Instagram

## **SAPPHIRE SPONSOR \$500 and up**

- Placement of logo on printed materials and digital promotions
- Verbal acknowledgment on mainstage during the Haitian Flag Day Celebration

# IN-KIND SPONSORSHIP DONATION OF SERVICES ARE WELCOMED

## SPONSOR PARTICIPATION FORM – Celebrating Haitian Heritage Cultural Month 2018

SPONSOR / CORPORATION NAME: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

TYPE OF ORGANIZATION / SERVICES PROVIDED: \_\_\_\_\_

CONTACT PERSON / TITLE: \_\_\_\_\_

BUSINESS TELEPHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

EVENT DAY CONTACT PERSON (IF OTHER THAN CONTACT PERSON) – NAME AND TITLE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

### SPONSORSHIP LEVEL SELECTED: **Deadline: Friday, May 11, 2018**

We ask all potential sponsors to adhere to deadlines to maximize your marketing exposure. Being a sponsor gives you and your business the opportunity to market services/product at the Signature event and/or other events celebrating Haitian Heritage Cultural Month. For logo inclusion, **vector logo file will be required.**

**Diamond Sponsor: \$5,000**    **Ruby Sponsor: \$2,500**    **Emerald Sponsor: \$1,000**    **Sapphire Sponsor: \$500**

**In Kind Donation of Services \$\_\_\_\_\_ (value)**

TAX ID #: \_\_\_\_\_

**Vector logo file has been sent to North Miami staff member**

**No logo, display sponsor name as \_\_\_\_\_**

### **City of North Miami – Demographic overview:**

The city of North Miami is centrally located between Miami and Ft. Lauderdale, within the Northeast section of Miami-Dade County. Approximately 10 square miles in area, the City is host to a population of over 60,000 residents. The City is composed of diverse ethnic groups, of which, just over 59% (15,800) identified themselves as Black or African-American according to the 2010 Census. As a sponsor of the 2018 North Miami Haitian Heritage Cultural Month festivities, you will reach this diverse population as well as others within our region.

### **Advertising & Media:**

The city of North Miami will utilize our traditional methods of communication to promote the events to our residents, including promotion and coverage on our television station, NoMiTV-77, available to local Comcast cable subscribers, as well as on the City's unique webpage, [NorthMiamiFL.gov/Celebrate](http://NorthMiamiFL.gov/Celebrate), flyers, digital newsletters, press/media releases, social media applications, digital newsletters, event announcements, etc.

### **CONTACT:**

Return completed form (saved in PDF format) by email to Linda Julien, at [ljulien@northmiamifl.gov](mailto:ljulien@northmiamifl.gov) or call 305-895-9810, Ext. 12206 for additional information.