



Caribbean American Heritage Awards

... A Celebration of Excellence



2018 Advertising Opportunities

November 16, 2018 • JW Marriott Hotel • Washington, DC



ADVERTISING WITH US

Advertising at the Caribbean American Heritage Awards is an excellent opportunity for you to showcase your business and organization before one of the nation's largest gathering of Caribbean American entrepreneurs, elected officials, and community leaders. By advertising, your organization will:

- Gain visibility before 500 regional and international minority entrepreneurs, senior public officials, politicians, business leaders, minority business advocates, philanthropists, government officials, among others.
- Become a partner of a leading advocacy and public policy organization.
- Access special benefits that raises your company's visibility in the Caribbean American community.
- Demonstrate support for various projects and programs organized by ICS.

Join us as an advertising partner for the 25th Annual Caribbean American Heritage Awards Gala and prove your leadership in our corporate community.

Celebrate with us!

TV PRODUCTION

The Caribbean American Heritage Awards is produced by CaribNation TV and is aired on the CaribVision Network in the following locations:

The United States

- NY Tristate Area (New York, New Jersey, Connecticut)
- DC Metropolitan Area (District of Columbia, Maryland, Virginia)
- Pennsylvania
- Atlanta

Canada (Provinces of Ontario and Quebec)

UK

22 Caribbean territories (Anguilla, Antigua & Barbuda, The Bahamas, Barbados, British Virgin Islands, Cayman Islands, Curacao, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Nevis, St. Eustatius, St. Kitts, St. Lucia, St. Maarten, St. Martin, St. Vincent & the Grenadines, Trinidad, Tobago)

IMPORTANT ADVERTISING DEADLINES

November 7

Print Advertising (All levels)

November 9*

Commercials (\$30K+)

November 12*

Giveaways

*contact Karema Daley for more information



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THE CARIBBEAN AMERICAN HERITAGE AWARDS GALA

The Caribbean American Heritage Awards (CARAH) began in 1994 as the annual signature fundraising event for the Institute of Caribbean Studies (ICS). The CARAH Gala honors those who have made outstanding contributions to US society, promoted Caribbean culture and interests in the US, as well as to Friends of the Caribbean.

- As a nonprofit organization, ICS relies on the generosity of the community to help the Caribbean American community we serve. Your gift helps us to provide a forum for the private sector, the non-governmental organization community, and others interested in promoting a dialogue on the economic and social development of people of Caribbean heritage.



Sponsoring the Caribbean American Heritage Awards is an excellent opportunity for your organization to support one of the leading Caribbean American organizations in the nation. As a sponsor, your organization will:

- Gain exposure at the Awards Gala before 500 regional and international minority entrepreneurs, senior public officials, politicians, business leaders, minority business advocates, philanthropists, government officials, among others.
- Gain visibility throughout the Caribbean American community nationally and internationally.
- Elevate your company's visibility through our various recognition benefits.
- Become a partner of a leading advocacy and public policy organization.
- Provide the necessary funds to help the various projects and programs organized by ICS year round.



EVENT DETAILS

- **Date and Time:** Friday, November 16, 2018 from 6:00 PM to 1:00 AM
- **Location:** The JW Marriott Hotel, Washington, DC
- **Attire:** Black Tie Optional
- **Attendees:** Business leaders, philanthropists, elected officials, and ambassadors will attend this celebratory evening of dinner, dancing, a silent auction and an after-hours dance party.

EVENT SCHEDULE

- 6:00 PM - 7:00 PM Chairman's Reception *(by invitation only)*
- 7:00 PM - 8:00 PM Cocktail Reception
- 7:00 PM Silent Auction Gallery Opens
- 8:00 PM - 8:45 PM Dinner
- 8:45 PM Silent Auction Gallery Closes
- 8:45 PM - 10:45 PM CARAH Awards
- 10:45 PM Silent Auction Cash Out and Item Pick Up
- 10:45 PM - 1:00 AM After-Hours Dancing and Celebration





CARAH GALA PROGRAM ADVERTISING

The Institute of Caribbean Studies (ICS) will produce a keepsake CARAH Awards Gala Souvenir Event Program that will contain information about ICS, its projects and programs and the Honorees. The event program will be distributed to Caribbean American organizations, contributing companies, ICS supporters, embassies and Gala attendees.

You are invited to purchase an ad in the event program that will create posterity and longevity of your company's support. Rates and advertising deadlines are for print-ready copy only.

**Advertising must be received by November 7, 2018.*

Advertising Levels Overview*	Size (W x H in inches)	Rate
Inside Cover		
Front	8.5 x 11	\$2,500
Back	8.5 x 11	\$2,500
Full Page		
With bleed	8.5 x 11	\$1,500
No bleed	7.5 x 9.75	\$1,500
Half Page		
Horizontal	6.6 x 4.875	\$750
Vertical	4.1 x 9.75	\$750
Quarter Page	3.19 x 4.875	\$500
Business Card	3.5 x 2	\$250

NOTE: Please keep important elements (logo, text, etc.) at least .25" away from the trim edge.

REPRODUCTION REQUIREMENTS

- Please provide your ad using one of the following formats: PDF (300 dpi), JPEG (JPG) or GIF
- Please include all fonts and images.
- Files should be in color; black and white; or grayscale.
- Please send files by email.
- Please include a hardcopy or PDF proof of your ad.

DISCOUNTS

Nonprofit organizations are entitled to a 10% discount for a print ready ad.

Please complete the enclosed form and return with your tax-deductible contribution by November 2.

Questions? Contact Karema Daley at (202) 638.0460 or email Karema.Daley@icsdc.org.



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Institute of
Caribbean
Studies

Advancing the Interest of Caribbean Americans

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<http://icsdc.org>

<http://caribbeanheritageawards.org>