

The City of Miramar Invites You to Partner With Us for the 5th Annual



AFRO
CARIB
FESTIVAL
MIRAMAR

*Celebrating Black History
and Reggae Month*

SATURDAY
FEBRUARY 28, 2026



BEAUTY AND PROGRESS
EST 1955

MIRAMAR REGIONAL PARK AMPHITHEATER

CELEBRATING BLACK HISTORY MONTH AND REGGAE MONTH

Hosted by
Commissioner
Carson "Eddy" Edwards



Mayor
Wayne M. Messam



Vice Mayor
Yvette Colbourne



Commissioner
Maxwell B. Chambers



Commissioner
Avril Cherasard

AFROCARIBFESTMIRAMAR.COM

October 6, 2025

Dear Valued Sponsor,

The City of Miramar is proud to celebrate Black History & Reggae Month in February each year.

On Saturday, February 28, 2026 we will be hosting the 5th annual Afro-Carib Festival at the Miramar Regional Park Amphitheater.

Each year we've gotten bigger and better. The 2024 Afro-Carib Festival drew over 5,000 multicultural attendees from South Florida and the Caribbean, featuring first class artists like afro-beats megastar Firebox DML from Nigeria, Kabaka Pyramid, Tony Rebel and Nadine Sutherland, all reggae/dancehall stars from Jamaica, Konya artist Kenny Haiti, "Good Energy" IG sensation Yung Wylin and salsa king David Lucca.

The robust 2024 marketing campaign reached over 5 million people, garnered major local and national media attention, as well as Caribbean and African media - all valued at over \$3.2M.

Become a partner - grow your brand and activate your engagement with this dynamic, active and engaged community. We will customize the sponsorship proposal to reach your desired audience and to maximize the returns on your investment.

A member of my team will reach out to you, or feel free to contact Autumn Williams at 954-602-3159 or Susan McDowell at 305-576-3790, with additional questions about customizing your sponsorship.

Sincerely,

Carson "Eddy" Edwards
CITY OF MIRAMAR COMMISSIONER

The information provided by the City of Miramar is for general informational purposes and your organization is under no obligation to commit to requests for sponsorships of any monetary or non-monetary value. Under no circumstance shall the sponsorship of this or any event constitute an agreement for preferential treatment, favor or incentive when transacting business with the City. Participation is at the sole discretion of your organization and the City shall bear no liability for loss or damage of any kind incurred as a result of your participation.

THE VISION

The Miramar Afro-Carib Festival is a celebration of the blended cultures that evolved through the Diaspora of enslaved Africans initially taken to the colonial Caribbean during the Atlantic Slave Trade.

Through a shared bond rooted in African origins manifested in music, cuisine and art, the Afro-Caribbean experience has impacted all the English, French, Dutch and Spanish-speaking Caribbean nations and territories in which these descendants now call home.

We invite you to celebrate our collective heritage through your support of the Afro-Carib Festival.



***Anticipated attendance 6,000
multi-cultural guests, ages 25-65,
families, tastemakers, live
music lovers and influencers***



CONNECT YOUR COMPANY'S BRAND TO SOUTH FLORIDA'S MULTI-CULTURAL COMMUNITY.



The **2024 Afro-Carib Festival** drew over 5,000 multicultural attendees from South Florida and the Caribbean, featuring first class artists like afro-beats megastar **Fireboy DML** from Nigeria, **Kabaka Pyramid**, **Tony Rebel** and **Nadine Sutherland**, all reggae/dancehall stars from Jamaica, konpa artist **Kenny Haiti**, "Good Energy" IG sensation **Yung Wylin** and salsa king **David Lucca**.

In **2026 Afro-Carib's** 5th Annual festival promises to bring another hot lineup of reggae and afrobeats.



ABOUT OUR AUDIENCE

Gender

67% - Women

33% - Men

Race

74% Black/Caribbean

18% Hispanic

8% Caucasian

Age

22% are 18-34

35% are 35-44

16% are 45-54

19% are 55-64

8% are 65+

25% make between \$50-74k/yr

19% between \$100-149k/yr

61% have 1 child below 18 years

21% have 2 children below 18 years

25% College degree

20% Post Graduate degree



10 WEEKS OF ROBUST MARKETING EXPOSURE

The Afro-Carib festival has partnered with

Promotional outreach will also include



And a host of Caribbean radio programs and media partners

- Hi Class Promotions
- Jamusa
- Pat Montague
- i & I Radio
- Mikey B.
- Island Jammin
- Love Doc
- Clinton Lindsay (FL & NY)
- Caribbean Riddims/CANE Radio
- South Florida Caribbean News
- Caribcast
- Jamaicans.com
- Island TV

**OVER 400 :30 RADIO SPOTS
OVER 300 RADIO PROMOS**

**Two weeks of promotion on WSVN,
the #1 TV station in Miami/Fort Lauderdale**



CITY OF MIRAMAR MARKETING ASSETS

BILLBOARD

MARQUEE

BUS BENCHES

MIRAMAR TV

A-FRAMES

PARK BANNERS

- Social Media campaign to include organic and paid ads and boosted posts
- Tons of media exposure placed in local and national media

GREAT LOCAL AND NATIONAL MEDIA COVERAGE FOR THE FASTEST GROWING FESTIVAL IN THE REGION!



WLRN MIAMI | SOUTH FLORIDA
Arts & Culture
Celebrating diversity and the African diaspora at Broward's Afro-Carib Festival
WLRN 91.3 FM | By Natu Tweb
Published February 15, 2024 at 10:22 AM EST
LISTEN • 4:46

New Times MIAMI
MUSIC FESTIVALS
Kabaka Pyramid Wants to Bridge the Gap Between Reggae and Dancehall
Kabaka Pyramid skillfully blends roots reggae, dancehall, and hip-hop elements to shed light on issues in Jamaica and throughout the African diaspora.
By Shanae Hardy February 14, 2024

MyAfrica news online
The latest news from Africa
Latest News Press Releases

Nigerian Afrobeats Sensation FIREBOY DML Set to Headline 4th Annual Afro-Carib Festival in South Florida

Popular Florida festival celebrates Black History Month and Reggae Month with music, culture & cuisine

MIRAMAR, FL, UNITED STATES, January 29, 2024 /EINPresswire.com/ - Nigerian afrobeats sensation **Fireboy DML** will headline the 4th Annual Afro-Carib Festival (ACF), presented by Visit Lauderdale and Memorial Healthcare System, and hosted by City of Miramar Vice Mayor Alexandra P. Davis, happening on Saturday, February 17, 2024, 6pm-11pm ET, at the Miramar Regional Park Amphitheater, located at 16801 Miramar Parkway, Miramar, FL 33027.



What To Expect From the Afro-Carib Festival



PARTNER WITH US

Below we present to you the array of sponsorship opportunities for the 5th Annual Afro-Carib Festival



WE COVER ALL THE BASES

All of our sponsors receive the following benefits as a starting point, but we don't stop there. Our goal is to develop an activation opportunity designed to engage your target audience in meaningful ways.

We offer all of our sponsors the following entitlements to make sure we cover all the main asset categories.



Logo placement on event signage



Exhibit opportunities



Free passes to attend event and the exclusive VIP lounge



Social media promotion



Digital advertising and coupons



Discounted ticket pricing for staff



Sampling Rights



Opportunity to provide offers to our audience



**WHAT ARE WE MISSING?
That's for you to decide.**



THE SPONSORSHIP OPPORTUNITIES

Below we present to you the array of sponsorship opportunities for the 5th Annual Afro-Carib Festival

DIAMOND SPONSOR: \$50,000 (CATEGORY EXCLUSIVE) *

ENTITLEMENTS - (in addition to all basic entitlements on page 10)

1. Recognition as Co-Presenting Sponsor in all advertising.
2. Premium placement ten by ten (10x10) or larger booth space with electricity.
3. Opportunity to place welcome 6 banners at event entrance.
4. Co-Presenting sponsor announcements from the stage throughout the event.
5. Logo inclusion on Afro Carib Website with link to company's website.
6. Premium message and logo inclusion on screen at event.
7. Opportunity to address audience (2-minutes) to promote your company.
8. Eight (8) VIP passes.
9. Logo inclusion on VIP access 300 wristband (50% share of voice).
10. Opportunity to provide swag bag for VIP booth reaching 300 attendees.
11. Meet & greet, backstage access with photo opportunities with artists.
12. Interview on Good Morning Miramar TV broadcasted on Comcast Channel 78 & Xfinity 99.
13. Opportunity to include a dedicated message in Hello Miramar e-newsletter reaching 23,000 subscribers.
14. Tailored to include an additional exclusive category sponsorship (i.e. gift bag, parking signs food court, etc)



PLATINUM SPONSOR: \$35,000 (2 AVAILABLE)*

ENTITLEMENTS - (in addition to all basic entitlements on page 10)

1. Recognition as Presenting Sponsor in all advertising.
2. Premium placement 10x10 or larger booth space with electricity.
3. Opportunity to place welcome 6 banners at event entrance.
4. Presenting sponsor announcements from the stage throughout the event.
5. Logo inclusion on Afro Carib Website with link to company's website.
6. Premium message and logo inclusion on screen at event.
7. Opportunity to address audience (2-minutes) to promote your company.
8. Eight (8) VIP passes.
9. Logo inclusion on VIP access 300 wristband (50% share of voice).
10. Opportunity to provide swag bag for VIP booth reaching 300 attendees.
11. Meet & Greet, backstage access with photo opportunities with artists.
12. Interview on Good Morning Miramar TV broadcasted on Comcast Channel 78 & Xfinity 99.
13. Opportunity to include a dedicated message in Hello Miramar e-newsletter reaching 23,000 subscribers.

GOLD SPONSOR: \$25,000 (4 AVAILABLE)*

ENTITLEMENTS - (in addition to all basic entitlements on page 10)

1. Recognition as Corporate Sponsor in all advertising.
2. High visibility placement 10x10 booth space with electricity.
3. Opportunity to place 4 banners at event entrance.
4. Logo inclusion on Afro Carib Website with link to company's website.
5. On-stage sponsor announcements throughout the event.
6. Message and logo inclusion on screen at event - 6 times.
7. Four (4) VIP passes & 10 General Admission passes.
8. Meet & Greet, backstage access with photo opportunities with artists.
9. Opportunity to include a dedicated message in Hello Miramar e-newsletter reaching 23,000 subscribers.



SILVER SPONSOR: \$15,000 (6 AVAILABLE)*

ENTITLEMENTS

1. One 10x10 booth space with electricity.
2. Opportunity to place two (2) banners at approved location.
3. Corporate sponsor recognition from the stage throughout the event.
4. Logo inclusion on screen at event.
5. Two (2) VIP passes & 6 General Admission passes.
6. Logo inclusion on Afro Carib Website with link to companys website.

BRONZE SPONSOR: \$10,000

ENTITLEMENTS

1. One 10x10 booth space with electricity
2. Opportunity to place (1) banner at the approved location
3. One (1) VIP pass & 3 General Admission passes
4. Logo inclusion on screen at the event

COMMUNITY SUPPORTER SPONSOR: \$5,000

ENTITLEMENTS

1. One 10x10 booth space with electricity
2. One (1) VIP pass
3. Logo inclusion on screen at the event

COMMUNITY SUPPORTER SPONSOR: \$1,500

ENTITLEMENTS

1. A Banner Display
2. 2 VIP Tickets

*** Inclusion in all advertising not guaranteed if your sponsorship is secured after the December 19, 2025 sponsorship deadline.**

CATEGORY SPONSORS AVAILABLE

- **VIP Refreshments**
- **Alcohol**
- **VIP glow in the dark wristband**
- **Swag bags**
- **Parking signs**
- **Food Court**
- **360 Photo Booth**



FOR SPONSORSHIP OPPORTUNITIES CONTACT



BEAUTY AND PROGRESS
EST 1955

Autumn Williams

Executive Administrator | Office of the City Manager
City of Miramar | 2300 Civic Center Place, Miramar, FL 33025
O: 954.602.3159 | acwilliams@miramarfl.gov

Please make donation checks payable to the City of Miramar.

If required, an invoice can be provided with a link for electronic payments.

For questions about the payment process,
please contact Winsome Freeman in Finance at 954-602-3071.

AFROCARIBFESTMIRAMAR.COM

AFRO-CARIB FESTIVAL