



Yorkshire West Indian
Culturama

CARNIVAL NETWORK LTD

The North of England's Premier Arts Company for Eastern Caribbean Cultural Arts

SPONSORSHIP PROGRAMME

What is Yorkshire West Indian Culturama Carnival Network?

We are a Yorkshire based, Eastern Caribbean group and touring mas band which promotes African and Caribbean culture on the streets and in schools.

By inviting people from all walks of life to participate in art workshops and Caribbean cultural events we engender cohesion in communities which brings life and happiness to our streets. The driving force behind the group is a shared vision to build stronger communities using the spirit and vibrancy of Caribbean culture as inspiration.

Over the years our team has gained a wealth of experience promoting carnival tours and facilitating cultural workshops across the country. The team of dedicated volunteers now runs Yorkshire West Indian Carnival Network as a non-profit organisation, delivering free of charge cultural workshops for the benefit of the community.

The network is given voice by a community website, TV and internet radio station, integral for promoting cultural events and communicating with participants.

Yorkshire West Indian Carnival Network (YWICN) combines to be a strong platform for promoting unity in the community, through cultural learning, in a safe and fun environment.



Our Vision

Our vision is to engender cohesion in communities using the celebration of Eastern Caribbean culture and heritage as a vehicle for engagement. We want to help people achieve their creative potential through the production of excellent indoor and outdoor events and gain confidence from performing. We want to see people working together as a team, with empathy and appreciation for other cultures.

Our Values

We believe that the Eastern Caribbean Culture should be celebrated in our communities annually in order to keep the Caribbean cultural arts alive for future generations. The Eastern Caribbean arts have roots in the celebration of freedom, with the power to change lives, making a real difference to our multicultural communities. This is evident whenever the community unites to celebrate Eastern Caribbean carnival events and festivities.

The arts were handed down in the teachings and practices of our great ancestors in the Caribbean before us. In respect of this we encourage the community to make choices together. Each project we get involved in forms a unique journey. All the events we create become learning experiences. The carnival theme concepts often derive from the community, which embeds community spirit in the heart of event. Through the ears and voices of the community we help shape ambitious and resourceful parades. Dance and music become a community team event.

The excellent costumes, dance, and singers are always of an extremely high standard. All levels the community feel a sense of achievement, which often exceeds our expectations, strengthening our Eastern Caribbean Culture.

Our Mission

Our mission is to reach the community through the Caribbean creative arts of costume making, performance, dance, traditional music and masquerading. Partnership with other arts organisations, institutions and creative partners.

Our Aims

The Yorkshire West Indian Carnival Network Aims to:

- Provide Carnival workshops, events, musical shows, all-year-round.
- We aim to chart the progressiveness and responsiveness of audiences within and around the community.
- Create collaboration and raise the quality and diversity of opportunities for artists and local people
- Deliver outreach programmes in rural and distance communities to engage more audiences
- Use social media and encourage the use of technologies and innovations in order to pursue excellence in the field.
- Promote business development and opportunities within the sector.
- Support regional and national carnival development by working in.

Our Objectives

Our team of volunteers would like to achieve the following community objectives.

Popup Culturama Carnivals

Our plans for 2018 include the launch of the first ever Yorkshire West Indian Carnival Network, Culturama Popup Carnival. The popup carnivals will take place in local communities around Yorkshire, the first being Huddersfield. The theme of the first popup carnival is 'Unity in the Community'.

Each popup carnival will be a free of charge event for all. Everybody is welcome to watch or join in as the town is immersed in West Indian culture for the day, with steel bands, dancing, dazzling costumes, masquerades, Soca and Calypso singing, cultural drumming, storytelling, fire eating, Caribbean food and more.

Schools and Education

The Yorkshire West Indian Carnival Network would like to outreach local schools and colleges. We believe that learning about Eastern Caribbean Culture should be fun. Learning through the carnival arts is entertaining, exciting and colourful. Our aim is to introduce the carnival arts to a variety of learning institutions such as schools and colleges, in order to reach the audiences of the future. Younger generations will explore materials, fabrics, mask making, painting, costume design and making, performance, drumming and an array of carnival activities and crafts.

Artist Workshops

The team at The Yorkshire West Indian Carnival Network have years of experience working in the carnival arena and cultural arts sector. Our traditional artists and professionals aim to share their cultural expertise by delivering workshops that will enhance the community's cultural awareness.

We offer workshop mentoring in a variety of art and design forms to encourage engagement in arts like dance, costumes, flag, banner and music making.

Why We Need Your Support

In times of austerity and cuts, support for the arts and heritage has sadly taken a backseat. But we don't dwell on this. As an independent non-profit organisation, we motivate ourselves to make things happen. Throughout the year the network runs raffles and offers sponsorship opportunities to support our community work.

Our hard-working volunteers need support to complete the mission. We would like to offer your business an opportunity to support a great community project and deliver tangible benefits for your business.

If your business would like to sponsor the network, we offer a range of opportunities to get involved. Please read on for more information or contact us on 01904 501 448.

Opportunities for Your Business

Sponsorship of Yorkshire West Indian Carnival Network can deliver the following opportunities:

- Radio show sponsorship
- 365 days per year interval advertising on Soca and Calypso radio.
- Live stream advertising across the UK and Eastern Caribbean, including during sports commentary.
- Carnival booklet advertising
- Main stage promotion and advertising
- Website banners, sidebar and footer advertising – We offer permanent adverts, ‘not’ pay per click, like many other advertising deals.
- Website news publication advertising.
- Social media advertising
- Carnival and music event literature promotion.
- Carnival banner advertising – Posters, stages and fences.
- Business radio promotion consultancy

Benefits to Your Business

We think sponsoring community projects brings the below tangible benefits to businesses. Positioning a business in the heart of the community, can raise a business’s profile and improve staff morale, leading to better productivity.

- Positions in the heart of the community
- Improved staff morale and wellbeing
- Increased productivity
- Better skilled employees
- Sharper teamwork
- Enhanced reputation and business profile with local people and public bodies
- Increased creativity
- Empathetic considerate employees
- Stronger local network
- Less marketing costs
- Effective recruitment tool
- Increased sales
- Loyal customer base
- More attractive to investors
- Investment in a more vibrant local economy
- Improved local knowledge through community engagement

We are writing to ask you to support our mission. If you would like to become a sponsor please contact **01904 501 448**.

Sponsorship Packages

Bronze Package

- You're Logo on our main events flyer
- Company mentioned on our cultural radio station

£300

Silver Package

- Company logo on two cultural websites posting regular news, information and advertisements to a loyal audience
- Company logo on main event flyers and advertisement banners

£500

Gold Package

- Company logo on two cultural websites posting regular news, information and advertisements to a loyal audience
- Logo on all promotional banners and flyers
- Six months advertisement on cultural radio
- Company banners on two cultural websites
- Company banners around the main event on the day
- Company banners on the main stage
- Company mention by commentator on main stage for the day
- Company stall to promote your business at the event

£2000

Other Opportunities

Radio Advertising

- 1 min advertisement every hour for a year - £600. Main show sponsor 30 seconds - £25.00
- Logos on our Web Site
- Logos on our Web Site - £500.00 Banners Advertising Space - £500.00 Booklet - £400.00 Full Page
- Booklet - £100 .00 Half Page

These prices do not apply to local community businesses

If you have an alternative sponsorship proposal, we would love to hear from you.

THANK YOU, FOR YOUR TIME!



Eastern Caribbean House, 405 Bradford Road, Huddersfield
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Main Contact: 01904 501 448

Carnival Cultural Arts: [07584 926 340](tel:07584926340)

Email: yorkshirewestindiancarnivalnetwork@hotmail.com

Workshops Steel Bands - Costume Making - Culturama Radio



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