



**FIREWORKS
FESTIVAL
2024**

Life, Love & Harmony

Sponsorship Proposal



#1

N.Y.E. PARTY

21st

STAGING OF FIREWORKS

300k

LIVE AUDIENCE

Urban Development Corporation

FIREWORKS FESTIVAL 2024

Life, Love & Harmony

3 LOCATIONS - 1 FESTIVAL
OCHO RIOS BAY BEACH | KINGSTON WATERFRONT | HARMONY BEACH PARK

TUESDAY, DECEMBER 31st

JAMAICA'S BIGGEST NEW YEAR'S EVE EVENT!



THE EVENT

Fireworks Festival 2024 is set to be a landmark event in Jamaica, celebrated across three iconic locations: Kingston Waterfront, Ocho Rios Bay Beach in St. Ann, and Harmony Beach Park in St. James. Under the theme 'Life, Love & Harmony', this festival, led by the Urban Development Corporation, has cemented its position as a pivotal occasion on the Jamaican cultural and entertainment calendar.

This year's festival is poised to be even grander, featuring new attractions such as a wellness lounge and a classic cars roadshow. These additions complement the traditional lineup of spectacular public fireworks displays, live performances, the kiddies village, and a diverse array of food vendors.

For corporate sponsors, Fireworks Festival 2024 offers unparalleled brand exposure and an opportunity to demonstrate a commitment to national pride. With over 300,000 attendees expected, this event presents a significant platform for exclusive or associate sponsorships, ensuring engagement with one of Jamaica's largest captive audiences. Join us in celebrating the reflective close of the past year and the promising start of a successful year ahead.



OUR THEME

Life, Love & Harmony



Life, Love & Harmony

The continuation of last year's theme "Life, Love & Harmony" is our deliberate effort to reinforce our togetherness, and celebrate our Jamaican pride. It serves as a powerful reminder of the fundamental aspects of human existence and the potential for positive change when individuals come together to celebrate, understand, and nurture these elements in themselves and in the world around them.

It encourages participants to embrace the richness of life, foster loving connections, and work towards a more harmonious and compassionate society.

"Out of Many, One People."





**PARTNER
PACKAGES**

PARTNER PACKAGES

Diamond Package \$25 MILLION



Acknowledgement at co-title in all promotions.



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



Opportunity to build and brand exclusive 40x20 skybox.



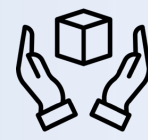
Inclusion in major pre-event and on site interviews during the event.



Inclusion in e-blasts and social media promotions.



Sponsor recognition on the Fireworks 2024 webpage.



Opportunity to execute promotion of products/services at event.



Opportunity for a sponsor representative to sit on the Planning Committee.



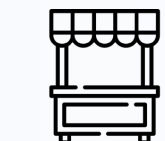
Preferential branding opportunities at the event at all locations.



Recognition in pre-event and post-event media releases.



Prominent logo inclusion on promotional items.



Prominent logo display at the event.



Repeat mentions as a sponsor throughout the event.



Complimentary passes for Dunn's River Lounge.



Logos (and/or messaging) reflected in the fireworks and drone show display at midnight.



Logo placement on Fireworks team shirts.



PARTNER PACKAGES

Platinum Package

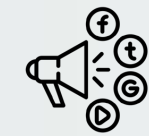
\$20 MILLION



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



Inclusion in major pre-event and on site interviews during the event.



Inclusion in e-blasts and social media promotions.



Sponsor recognition on the Fireworks 2024 webpage.



Opportunity to execute promotion of products/services at event.



Preferential branding opportunities at the event at all locations.



Logos (and/or messaging) reflected in the fireworks and drone show display at midnight.



Recognition in pre-event and post-event media releases.



Prominent logo inclusion on select promotional items.



Prominent logo display at the event.



Repeat mentions as a sponsor throughout the event.



Complimentary passes for Dunn's River Lounge.



Logo placement on Fireworks team shirts.



Gold Package

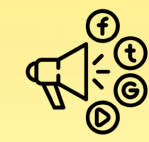
\$15 MILLION



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



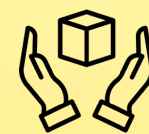
Inclusion in select pre-event press coverage and interviews.



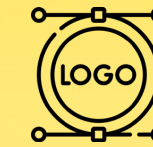
Inclusion in e-blasts and social media promotions.



Sponsor recognition on the Fireworks 2024 webpage.



Key branding opportunities at the event, at two locations.



Key logo inclusion on select promotional items at the event.



Repeat mentions as a sponsor on stage throughout the event.



Acknowledgement as gold sponsor in all promotions.



Complimentary passes for Dunn's River Lounge.



On-stage giveaway opportunities.

PARTNER PACKAGES

Silver Package

\$10

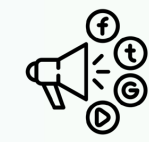
MILLION



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



Inclusion in pre-event and press coverage interviews.



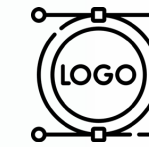
Inclusion in e-blasts and social media promotions.



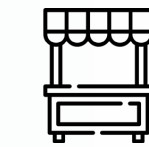
Sponsor recognition on the Fireworks 2024 webpage.



Branding opportunities at one event location.



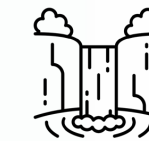
Logo inclusion on promotional items.



Logo display at the event.



Repeat mentions as a sponsor throughout the event.



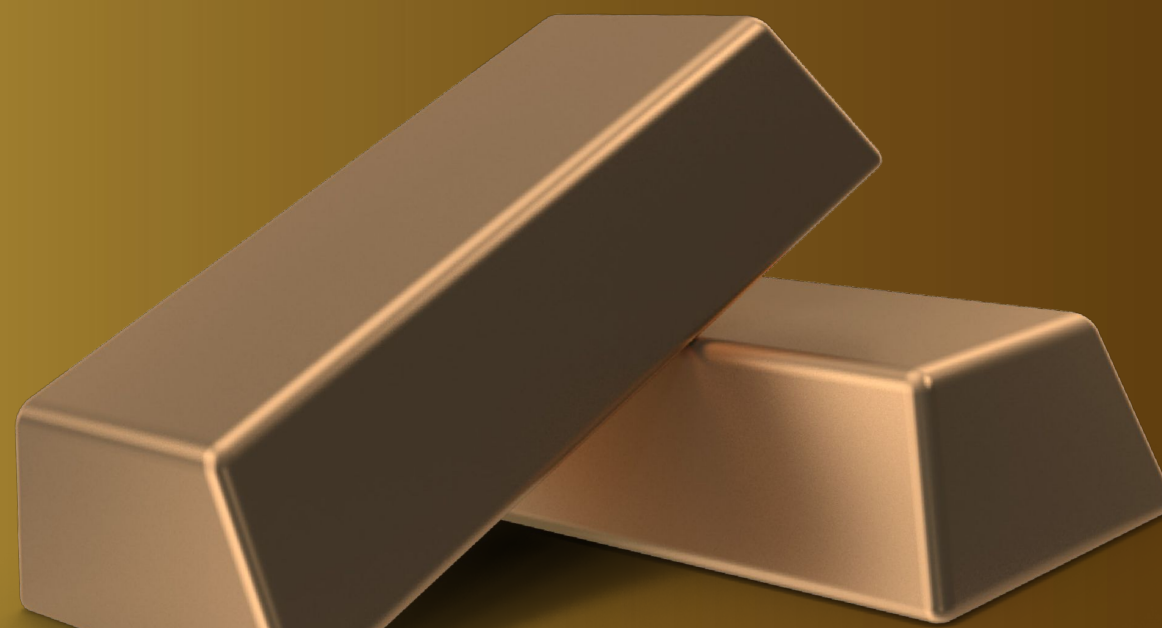
Complimentary passes for Dunn's River Lounge.



PARTNER PACKAGES

Bronze Package

\$5 MILLION



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



Inclusion in select pre-event press coverage and interviews.



Inclusion in e-blasts and social media promotions.



Sponsor recognition on the Fireworks 2024 webpage.



Key branding opportunities at one event location.



Logo display at the event.



Repeat mentions as a sponsor on stage throughout the event.



Logo inclusion on promotional items.



Complimentary passes for Dunn's River Lounge.

ALTERNATE SPONSORSHIP OPPORTUNITIES

**ASSOCIATE
PARTNER
\$3,000,000**



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



Inclusion in press releases



Four (4) branding opportunities at the event.



Repeat mention throughout the event.



Complimentary passes for Dunn's River Lounge.

**SUPPORTING
PARTNER
\$2,000,000**



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



Two (2) branding opportunities at the event.



Acknowledgement throughout the event.



Complimentary passes for Dunn's River Lounge.

**CONTRIBUTING SPONSOR
(CASH AND KIND)**

\$1,000,000

AND BELOW



Brand exposure to in excess of 300,000 patrons attending and 1.5M via televised audience.



One (1) branding opportunity at the event.



Acknowledgement throughout the event.



Complimentary passes for Dunn's River Lounge.





**CATEGORY
PARTNERS**

Harmony Lounge

VVIP EXPERIENCE



MAIN PARTNER
\$2,000,000

ASSOCIATE PARTNER
\$1,000,000



Co-naming rights for the Harmony Lounge.



Opportunity promote products/ services in Harmony Lounge.



Prominent branding of the Harmony Lounge.



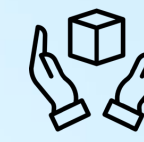
Scrolling logo display at the event.



Repeat mention throughout the event.



Complimentary passes for Dunn's River Lounge.



Opportunity promote products/ services in Harmony Lounge.



Two branding opportunities in the Harmony Lounge.



Scrolling logo display at the event.



Acknowledgement throughout the event.



Complimentary passes for Dunn's River Lounge.



Front Row Party

VIP EXPERIENCE



MAIN PARTNER
\$2,000,000

ASSOCIATE PARTNER
\$1,000,000



Co-naming rights for the VIP Front Row Party.



Opportunity promote products/ services in Front Row Party.



Prominent branding of the Front Row Party.



Scrolling logo display at the event.



Repeat mention throughout the event.



Complimentary passes for Dunn's River Lounge.



Recognized associate sponsor of the VIP Front Row.



Opportunity promote products/ services in Front Row Party.



Brand exposure to patrons at the event.



Acknowledgement throughout the event.



Complimentary passes for Dunn's River Lounge.



Vending Village

MAIN PARTNER
\$1,500,000

ASSOCIATE PARTNER
\$750,000



- Main sponsor of the Vending Village
- Brand exposure to over 300,000 patrons at the event.
- Scrolling logo display at the event.
- Provision of one 10x20 booth to display or sell products in the area.
- Repeat mention throughout the event as Vending Village main sponsor.

- Recognized associate sponsor of the Vending Village.
- Brand exposure to over 300,000 patrons at the event.
- Provision of one 10x10 booth to display or sell products in the area.
- Acknowledgement during the event as a sponsor of the Vending Village.



Kiddies' Village

MAIN PARTNER
\$1,000,000

ASSOCIATE PARTNER
\$500,000



Main sponsor of the Kiddies' Village



Brand exposure to over 300,000 patrons at the event.



Scrolling logo display at the event.



Provision of one 10x20 booth to display or sell products in the area.



Repeat mention throughout the event as Kiddies' Village main sponsor.



Recognized associate sponsor of the Kiddies' Village.



Brand exposure to over 300,000 patrons at the event.



Provision of one 10x10 booth to display or sell products in the area.



Acknowledgement during the event as a sponsor of the Kiddies' Village.



The background of the image is a dark, deep blue night sky. It is filled with numerous small, bright white and light blue stars or sparks. Several large, vibrant fireworks are exploding, creating a sense of celebration and energy. The fireworks are primarily white and light blue, with some trails of sparks falling from the bursts. The overall atmosphere is festive and dynamic.

AUDIENCE PROFILE

AUDIENCE PROFILE



A

Profile

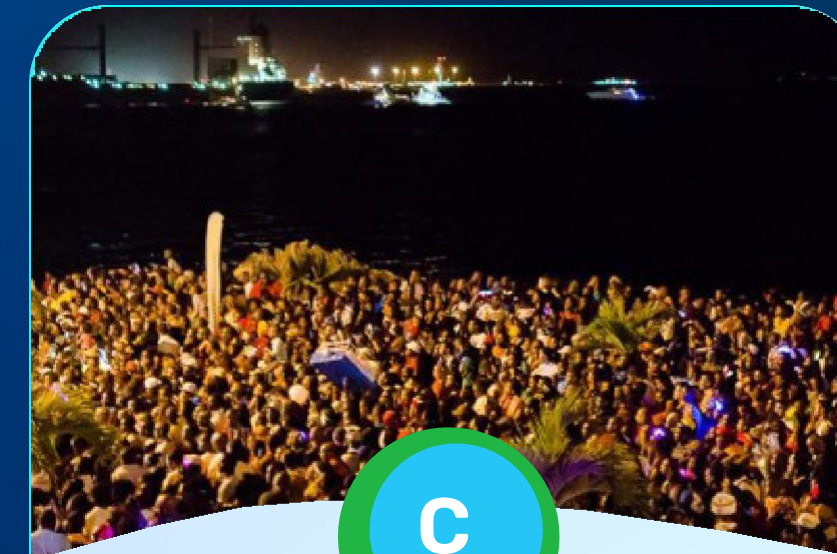
- Ministers of Government
- Ambassadors
- Diplomatic Corp
- Business Executives
- UDC Board Members & Executives
- Affiliate State Agency Heads
- Other Dignitaries



B

Profile

- Entertainers / Celebrities
- Influencers
- Entrepreneurs
- Business Interests
- Specially Invited Guests
- Local & International Media



C

Profile

- Private and Public Sector Employees
- Members of Communities in Downtown Kingston, Ocho Rios, and Montego Bay and their Environs
- General Public

This affords our sponsors a unique opportunity to interface with prospective business interests and clients across the entire profile spectrum A-C, 3 years of age and older.

EVENT DETAILS

Print

Press releases, advertisements and posters.



Interviews

TV & Radio



Digital Media

Social media, website, email blasts, text blasts



Display Boards

Logo placement & ads



Sky Display

Partner logo placement in fireworks and drone show



With each successful staging, UDC Fireworks Festival continues to hold considerable commercial value for showcasing corporate brands and offers many opportunities for companies to engage our live audience of over 300,000 patrons and a televised audience of over 1.5 million viewers across TV networks, and a worldwide reach via live digital media channels.

CONCLUSION



THE PERFECT OPPORTUNITY FOR CORPORATE SPONSORS

[Ignite Your Brand at Jamaica's Most Anticipated Event](#)

Join us at the Fireworks Festival 2024, a spectacular celebration set to take place across three breathtaking locations in Jamaica—Kingston Waterfront, Ocho Rios Bay Beach in St. Ann, and Harmony Beach Park in St. James. This year's theme, 'Life, Love & Harmony,' promises to create an unforgettable experience for over 300,000 attendees.

[Why Sponsor Fireworks Festival 2024?](#)

Led by the Urban Development Corporation, the Festival has become a mainstay on Jamaica's entertainment and cultural calendar, drawing massive crowds to Ocho Rios, Downtown Kingston, and Montego Bay. This year's festival will be our biggest yet, featuring attractions such as a wellness lounge and a classic cars roadshow. These additions complement the traditional lineup of stunning fireworks displays, live performances, and a diverse array of food vendors. The event offers unparalleled brand exposure and a chance to connect with one of the largest captive audiences in the country.

[Get Involved](#)

Elevate your brand through exclusive or associate sponsorship opportunities. Don't miss the chance to be part of this iconic event and showcase your brand in front of Jamaica's most engaged audience.

[Contact us today to learn more about our sponsorship packages](#) and how you can participate in Fireworks Festival 2024. Ignite your brand's presence at Jamaica's premier celebration.





FIREWORKS FESTIVAL 2024

Life, Love & Harmony

OUR CONTACT

We would love to meet with you!

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| udcja.com/fireworks

| #fireworks2024