



West Indian
Independence
Celebrations, Inc.

CONNECTICUT

WEST INDIAN

INDEPENDENCE

Celebration

SAT AUGUST 8

2026



VENDOR AND SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

IMPORTANT DATES:

4/30 PARADE REGISTRATION OPENS

4/30 VENDOR REGISTRATION OPENS

5/23 PARADE LAUNCH DAY PARTY 12-3 PM @WISC

7/26 CELEBRATION CHURCH SERVICE @GHGMC 10 AM



Bushnell Park

Hartford, Connecticut

Learn More:

wiichartford.org



ABOUT US

Founded in 1962, the West Indian Independence Celebrations, Inc. is a 501(c)(3) nonprofit organization committed to honoring and promoting the vibrant cultural heritage of the West Indian community. Each year, we proudly organize Hartford's highly anticipated **West Indian Independence Celebration-a** dynamic, one-day festival that serves as the grand finale to West Indian Week.

THE EVENT

Now in its 64th year, the festival has become a hallmark of Hartford's summer season. This high-energy celebration features a colorful street parade, live concert, and a bustling vendor marketplace-all highlighting the food, music, art, and traditions of the Caribbean.

Free and open to the public, the event attracts thousands of attendees from across Connecticut and the tri-state area. Our stages have welcomed both rising stars and internationally acclaimed artists, which includes Freddie McGregor, Third World, Marcia Griffiths, Nailah Blackman, Farmer Nappy, Kerwin Dubois, Dexta Daps, Denise Belton, Mr. Vegas, and Patrice Roberts.

THE VENUE

Set against the scenic backdrop of Hartford's historic 41-acre Bushnell Memorial Park, our event venue boasts sweeping views of Connecticut's State Capitol, the city skyline, and the iconic Soldiers & Sailors Memorial Arch. This picturesque setting provides the perfect stage for an unforgettable cultural experience in the heart of Connecticut's capital city.

SPONSORSHIP OPPORTUNITIES

We offer multiple opportunities to build your brands recognition. Sponsors are entitled to the following:

- Promotional mentions, including the opportunity to add branded content (e.g., videos, advertisement) posts on our social media platforms.
- Acknowledgement in press release.
- Mentions by emcees during our **August 8, 2026** event.
- Access to VIP area for photo opportunity with international artists (number of passes are based on sponsorship level).
- Logo on website with click through link to sponsor site. Please note, the logos of organizations that participate at levels \$2750+ will remain on our website through June of 2026.
- Logo on printed promotional items (e.g., flyers and banners)

PLATINUM SPONSOR \$25,000+

Exclusive title event sponsor printed and announced as "{Your Brand} 62nd West Indian Independence..." Includes premium vendor location in the park where you can achieve maximum and meaningful visibility on the ground, access to VIP area, plus, additional benefits to be negotiated.

GOLD \$7,500+

VIP tent named (exclusive)
Includes premium vendor location. access to VIP area, plus, additional benefits to be negotiated



SILVER \$5,500+

Includes premium vendor location in marketplace, access to VIP area, plus, additional benefits to be negotiated



BRONZE \$2750+

Includes space in vendor marketplace. Other benefits to be negotiated.



PARADE FLOAT \$2750

Five opportunities available to sponsor one of the five professional floats that will be displayed at our 62nd West Indian Independence Celebration parade!

N/A

SUPPORTER \$1,000+

One mention during our LiVE event in Bushnell Park. Included in list of "Friends and Small Business Support" promotion mentions on Facebook and Instagram. Back stage passes

CULTURAL AMBASSADOR \$500+

Included in list of "Friends and Small Business Support" promotion on Facebook and Instagram.



MISS CELEBRATION PAGEANT CONTEST SPONSOR \$250

N/A

IN-KIND CONTRIBUTION (NON- MONETARY)

BENEFITS
DETERMINED BY
VALUE OF IN-KIND
GIFT.

MEDIA SPONSOR BENEFITS DETERMINED BY VALUE OF SPONSORSHIP.

As we say back home, "one, one cocoa full basket," meaning, every little bit helps. Your donation helps us move towards a more sustainable model where we will NOT have to depend as much on granting organizations that have kept us afloat thus far.

ANALYTICS

PROMOTIONAL MATERIALS AND MEDIA PARTNERS



5,000

Printed promotional material



10.1K

Audience reach, 90-days before event.
1516 Instagram followers.



23,292

Audience reach, 90-days before event.
3.3k followers.



10,000+

Est. attendance at 2024 event in Bushnell Park.



IMPACT



By participating in our event, our sponsor's presence and engagement helped our West Indian community feel seen, supported, and heard.

Sponsorship dollars also had the following impact in our community:

- Supported the production and presentation of our free street parade, and after parade concert which showcased West Indian culture and helped us preserve our strong community and show our creativity to the world.
- Provided a platform for emerging Connecticut based performing artists.
- Allowed us to provide a platform where 200 plus youths could showcase their creativity and talent in dance and costume presentation.
- Helped us to conduct a giveaway of food items to over 1,000 audience members which strengthened relationships and brand awareness for our sponsor.
- Allowed us to provide a stipend (temporary employment) to 30 individuals who helped us with "heavy lifting," security, stage management, DJ services and sound equipment.
- Helped us to provide costumes, FREE of charge, to 20 Greater Hartford youths which subsequently allowed them to participate in our parade of costumes and carnival village.
- Helped us to provide a platform where 40+ small business owners were able to market and sell their products to consumers.

Thanks in advance for your consideration and we look forward in forging a mutually beneficial partnership.

CONTACT US

pr@wiichartford.org
parade@wiichartford.org
vendor@wiichartford.org
wiichartford.org

TEL. 860.422.4292



West Indian Independence Celebrations

SPONSORSHIP

20 26

ORGANIZATION NAME:

CONTACT NAME:

EMAIL:

PHONE:

ORGANIZATION TYPE: ☐ POLITICAL ☐ FOR PROFIT
☐ NON-PROFIT

CORPORATE SPONSORSHIP LEVEL:

☐ PLATINUM \$25,000+	☐ GOLD \$7,500+	☐ SILVER \$5,500+	☐ BRONZE \$2,750+
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Please review the list of available benefits for corporate sponsors. Let's discuss other options, such as parade participation, which could be beneficial to you.

SMALL BUSINESS/INDIVIDUAL:

☐ \$1000+	☐ \$500+	☐ \$250+	☐ OTHER \$ _____
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Mailing Address:

P.O Box 2632
Hartford, CT 06146
USA

General Email:

info@wiichartford.org

We are a 501(c)(3) designated organization. Your donation is tax deductible. Payments should be payable to: *West Indian Independence Celebrations, Inc.*

website: wiichartford.org
Instagram: @wiichartford
Facebook.com/wiichartford