

OUR CULTURE BUILT THE BEAT. WE'RE BUILDING THE PLATFORM.

The Jamaica Rising Day Parade is transforming Jamaica's global influence into a world-class cultural and economic showcase - and we're inviting visionary brands to rise with us.

“One People. One Spirit. One Parade.”

2026

Official Sponsorship Presentation | 2025–2026

Sponsorship Opportunities



Brooklyn, New York City





EXECUTIVE OVERVIEW

History will be made on [REDACTED]. The Jamaican Rising Day Parade will unite communities under one banner, One People. One Spirit. One Parade.

It will be the first-ever Jamaican parade in U.S. history, a vibrant celebration of culture, unity, and excellence that transforms Brooklyn into a global stage for Jamaican pride.



Projected Reach:

- 120,000+ on-site attendees
- 6.5M+ media impressions
- 350+ community partners activated
- 12-month engagement and impact cycle



Audience Snapshot:

- 60% Caribbean diaspora (primarily Jamaican)
- 40% multicultural NYC audience
- 70% active on social media
- 45% household income \$75K+
- Age 25–54 | High engagement with purpose-driven brands



Sponsor Benefits:

- Exclusive visibility in an uncluttered sponsor field
- Authentic DEI & cultural alignment
- Year-round exposure through community programs
- Direct access to Caribbean-American consumers
- Measurable impact reporting



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OUR VISION

The Jamaican Rising Day Parade is a movement of unity, pride, and purpose.

Rooted in Jamaica's enduring legacy of excellence, we honor our heritage and empower future generations through culture, creativity, and community.

Together, we stand as One People. One Spirit. One Parade.



Dear Friends and Partners,

It is my honor to invite you to join the inaugural Jamaican Rising Day Parade. This event celebrates Jamaica's culture, achievements, and contributions while creating meaningful social and economic impact.

As a Founding Partner, your organization will help launch a legacy that uplifts our diaspora and inspires future generations.

Join us as we rise together — One People. One Spirit. One Parade.

— Dr. Bill Tinglin
Founder, Jamaican Rising Day Parade

WELCOME FROM THE FOUNDER

The Story:

FROM ISLAND ROOTS TO GLOBAL INFLUENCE

From independence in 1962 to today, Jamaica's influence has been unstoppable, shaping global music, sports, art, and style. The Jamaican Rising Day Parade brings that legacy to life, transforming milestones into a modern cultural celebration. Sponsors align with a story of creativity, resilience, and excellence, connecting authentically with a community that continues to inspire the world.



EVENT SNAPSHOT

When:

Where: Brooklyn, NYC — cultural corridors with deep Jamaican roots

✓ Program Highlights:

- Grand parade with themed floats
- Live music and performance stages
- Cultural & heritage showcases
- Headline evening concert under the stars
- Diaspora Business Pavilion



WHY PARTNER WITH JAMAICAN RISING

Partnering with Jamaican Rising means more than visibility — it's an investment in cultural celebration, community advancement, and brand authenticity.

Partnership Value:

- Brand Leadership: Association with a historic, high-profile U.S. cultural debut
- Community Impact: Scholarships, mentorship, and business growth programs
- Cultural Credibility: Deep engagement with the Jamaican and Caribbean diaspora
- Year-Round Marketing: Digital, social, and in-person activations extending beyond parade day

PARTNERSHIP TIERS

Tier	Key Benefits	Ideal For
Founding Partner	Category exclusivity, headline branding, legacy recognition, 12-month activation	Global & Fortune 500 Brands
Presenting Partner	Prominent parade & concert visibility, co-branded campaigns, VIP experiences	National & Lifestyle Brands
Official Partner	Targeted program ownership, measurable engagement	Regional & Growth Brands
Supporting Partner	Local community presence, volunteer integration	Local & Small Businesses

MEDIA & AMPLIFICATION

Strategic partnerships with broadcast, digital, and diaspora media will drive expansive coverage. Estimated earned media value: \$2M+

Channels Include:

- National & local TV affiliates
- Diaspora radio and publications
- Social & influencer amplification
- Official livestream and highlight content





BEYOND THE PARADE: 365 DAYS OF IMPACT

Jamaican Rising is more than a single event — it's a year-round movement. Sponsors receive ongoing exposure and community goodwill through programs such as:



- **Jamaican Rising Scholars Program:** Youth mentorship and scholarships



- **Diaspora Business Pavilion:** Supporting Caribbean-owned small businesses



- **Monthly Community Events:** Workshops and cultural education



- **Digital Storytelling:** Branded influencer campaigns and impact content



ACTIVATION TOUCHPOINTS

- Opening Ceremony: Premium stage branding and VIP hospitality
- Grand Parade: Branded floats, route signage, product sampling
- Cultural Showcase: Naming rights, on-site commerce integration
- Main Stage Concert: Artist sponsorship, integrated video moments
- Closing Ceremony: Recap branding and final impressions

MEASURING SUCCESS

Every partner receives a customized Impact Report featuring:

- Attendance & reach metrics
- Media & social impressions
- Lead generation & engagement data
- Scholarship and community outcomes
- Brand sentiment and awareness lift



NEXT STEPS / TIMELINE

Nov 2025

Sponsor deck distribution
& early commitments



Apr – Jun 2026

Marketing rollout &
talent announcements



Dec 2025 – Jan 2026

Onboarding &
activation design



Parade launch &
post-event report





JOIN US

On _____, the flags will wave, the music will rise, and history will unfold. Your brand can stand not as a spectator but as a founding storyteller in a moment that unites culture, pride, and purpose.

One People. One Spirit. One Parade.

Become a Founding Partner. Build legacy.
Celebrate excellence.

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