

14th Annual Hilton Head Island Gullah Celebration

FEBURARY 1 – 28, 2010

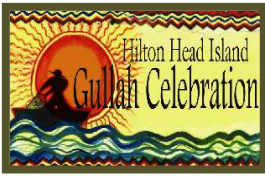
2010 CORPORATE PARTNERSHIP PROPOSAL



Presented by
Native Island Business & Community Affairs Association, Inc.

Submitted by
James Mitchell, President & CEO
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EVENT SUMMARY



The Hilton Head Island Gullah Celebration was established in 1996 to serve as a unique cultural showcase for the Gullah people, their language, food, cultural customs, and crafts. This culture, honed over 300 years by the descendants of West African slaves brought to the coastal islands of the South, is one of the oldest living and most distinct in the United States.

DATES: February 1-28, 2010 (Black History Month) *(all events subject to change)*
De Arts Ob We People III Art Exhibit Opening & Reception
Gullah Breakfast
De Island Fitness Walk, Run and Free Health Screenings
Gullah Film Fest Series (3rd & 4th Monday Nights)
A Taste of Gullah
Traditional Gospel Extravaganza
Arts, Crafts & Food Expo
De Young Gullah Youth Event
Closing Praise, Stomp & Shout Service
Animals of the Lowcountry **(NEW)**
Marsh Tacky Run

TIMES/COST: Various

LOCATION: Various state-of-the-art venues, historic churches and outdoor locations throughout Hilton Head Island.

FEATURES: Held throughout the month of February, 12 - 15 dynamic events are scheduled over the four weekends, and on most Monday evenings. These events include musical performances, films, book events, food tastings, educational events, a youth performance, and more. The largest event is the two-day *Arts, Crafts & Food Expo*, which is held during President's Day weekend and features more than 40 food and craft vendors, staged musical performances, cultural demonstrations, and activities for children.

ACHIEVEMENTS: Named a *Top 20 Event* by the Southeast Tourism Society for the past six years, the Hilton Head Island Gullah Celebration is the only local event that celebrates the history of the Island.

ATTENDANCE: Average attendance each year is approximately 12,000 – 15,000 with approximately 33% of all attendees visiting specifically to attend the Celebration. Through their collective hotel stays, daily expenditures and tax receipts, Gullah Celebration attendees returned some \$5.8 million to the local Head economy in 2008.

PRESENTED BY: The Native Island Business and Community Affairs Association, Inc. (NIBCAA), a group of local business owners and community leaders, began meeting 15 years ago. Mr. Irvin Campbell is the organization's current Board Chairman. Mr. James Mitchell, Jr. is the President & CEO. The organization's mission is to preserve The Gullah Culture and showcase it to the world.



A Partner that Delivers

AN AUTHENTIC, LEARNING VACATION



Each February the Hilton Head Island Gullah Celebration welcomes approximately 12,000 - 15,000 tourists and residents to the presentation of between 12-15 dynamic cultural events. These events share the history and culture of the Gullah people and their descendants who still reside on Hilton Head Island. These events are designed to attract local residents, and regional, national and international travelers. They include a month long *Art Exhibit* featuring the work of the renowned **Jonathan Green** and leading local artists, *A Taste of Gullah* featuring traditional Gullah cuisine and cultural entertainment, gospel concerts, and *The Arts, Crafts and Food Expo*, which offers cultural demonstrations such as sweet grass baskets sewing, indigo dyeing and fishnet weaving. More than 50 vendors are also on hand selling authentic Gullah and African crafts, and traditional Gullah foods.

...WITH A VIBRANT LEGACY!

Although it had its origins in slavery, the history and culture of the inhabitants that call Hilton Head Island and the coastal region of South Carolina “home” is an inspiration to all Americans. A rich tapestry of language, foodways, folktales, and spirituality shaped generations of Gullah families and their descendants who continue to live on Hilton Head Island. While on the Island, Celebration attendees can visit Mitchelville - the first freed Negro township, take the Gullah Heritage Trail tour, visit Queen Chapel AME Church - established as a "praise house" for Pope Plantation slaves, and the oldest church on the island, The First African Baptist Church, established 1862. Through the efforts of South Carolina Congressman James E. Clyburn, the Gullah/Geechee Cultural Preservation Act was signed into law in October 2006. It established the Gullah/Geechee Cultural Heritage Corridor, which runs from Wilmington, North Carolina to Jacksonville, Florida. It is the only one out of 37 National Heritage Corridors to focus on the black experience in America.

HILTON HEAD ISLAND – WORLD CLASS VACATION DESTINATION



Hilton Head Island is the second largest barrier island on the east coast. It is approximately 12 miles long and 5 miles wide and is located in the Southeastern part (Beaufort County) of South Carolina. It is about 50 miles north of Savannah, Georgia. The year round population is approximately 35,000, which can swell to nearly 150,000 during peak season. It features pristine beaches, world-class golf courses, a vibrant arts community, and diverse accommodations from world-class hotels to luxurious private villas.

A SUSTAINABLE, CULTURALLY RESPONSIBLE CONTRIBUTION



Recognized as a *Top 20 Event* by the Southeast Tourism Society for the past six years, the Hilton Head Island Gullah Celebration offers a wide range of opportunities to meet your company’s marketing goals, including exclusive sponsorship programs, on-site sampling, and extensive promotional exposure. Partnering with the Hilton Head Island Gullah Celebration will also position your business as culturally conscious and preservation friendly.



2010 Celebration Events



De Aarts Ob We People XIII Art Exhibition and Sale

This month-long art exhibit kicks off the Celebration with an opening reception and boasts a diverse display of original work by leading artists from the low country. Previous exhibitors have included Jonathan Green, Cassandra Gillens, James St. Clair, Marci Tressel, Natalie Daise, Dianne Britton-Dunham, Allen Fireall, and others.



National Freedom Day Celebration / Gullah Breakfast

National Freedom Day was established in 1948 by President Truman in remembrance of February 1, 1865 - the day President Lincoln signed the 13th Amendment to the U.S. Constitution, which outlawed slavery. Two special events will mark this historic occasion - the authentic Gullah Breakfast, and a fitness/walk run with free health screening.



A Taste of Gullah – Food & Entertainment!

This day-long feast features authentic Gullah dishes such as gumbo and conch stew, as well as classic barbecue, fish and more. The event also features noon entertainment and in the past has featured Ron and Natalie Daise of Nickelodeon's *Gullah Gullah Island*, and Ms. Louise M. Cohen, Gullah Storyteller.



Arts, Crafts & Food Expo: A Total Gullah Experience

The two-day *Arts, Crafts and Food Expo* offers cultural demonstrations, i.e., sweet grass basket weaving, indigo dyeing and fishnet weaving, authentic Gullah and African crafts, as well as an offering of traditional Gullah foods and musical entertainment. There are also more than 50 vendors on hand selling authentic Gullah crafts and food, activities for children and staged performances every half hour.



Gullah Film Series

The 2010 Celebration will feature two theatrical screenings of relevant films. Previous films have included *Daughters of the Dust*, *God's Gonna Trouble the Water*, *Remnants of Mitchelville*, and *Family Across the Sea*, a documentary chronicling the return of Gullah descendants to Sierra Leone, Africa.



A Traditional Gullah Gospel Extravaganza

This is an evening of popular and historical gospel music, as well as traditional spirituals presented by a nationally renowned choir or vocalist. Previous performers have included Vicki Winans, Lee Williams and The Spiritual QC's, and the South Carolina State University's United Voices of Christ - the 2005 and 2006 National Collegiate Gospel Choir of the Year. This year we will experience a return engagement by Lee Williams and the Spiritual QC's, one of the most popular gospel groups in the country

Celebration Events (cont.)



De Young Gullah Youth Event

Whether a step show, a poetry slam, or a talent show, this event is designed to highlight the accomplishments and talents of local students through unique showcases that honor traditional forms of creative expression tracing back to Africa.



Closing Gullah Praise, Stomp & Shout Celebration

This free event marks the close of the Celebration and honors the spiritual thread that binds the African ancestors and the Gullahs of today through traditional songs and chants. This event is held at First African Baptist Church. Founded in 1862, it is the oldest church congregation on Hilton Head Island.



Marsh Tacky Run & Exhibition—Last year more than 3,000 people attended this inaugural event on the Mitchelville Beach. The event showcases the Marsh Tacky Horses that played an integral part in the survival of the Gullah people on Hilton Head Island. They were the workhorses, and were used for plowing and cultivating the fields, as well as transportation and sports. At Christmas time, the Gullah men would have a horse race to determine who had bragging rights for the best horse on the Island. It is with this spirit, that we have reinstated the Marsh Tacky horse Run and Exhibition Event.



Sponsor Options

2010 TITLE SPONSOR - \$100,000

The Hilton Head Island Gullah Celebration (HHIGC) is offering a Title Sponsorship opportunity to corporations interested in receiving the highest level of visibility throughout the month-long Celebration, and who want to be prominently recognized for supporting one of the nation's most treasured cultural assets. In addition to exposure to thousands of patrons who attend the Hilton Head Island Gullah Celebration, and to the more than 1 million households reached through the Celebration's advertising and public relations outreach, the Title Sponsor will hold the exclusive title, 2010 ("Insert Corporate Name Here") Hilton Head Island Gullah Celebration.

- **TV** – Sponsor will be in all TV commercials over the four (4) weeks and all stations.
- **Radio** – Sponsor will be in all radio commercials over the four (4) weeks on all advertising.
- **Print** – Brand Logo on all print media advertising; Brand Logo on all marketing material, Brochures–Quantity 20,000.
- **Signage** – Prominent banner and signage display covering the stage throughout the event.
- **Web** - Large banner on event website; hyperlink to company site.
- **Merchandising** – Brand logo on all promotional merchandise.
- **Tent** – An exclusive tent to display products and merchandise at the Arts, Crafts and Food Expo.
- **Complimentary Tickets** – 25 tickets will be made available to the various events.
- **Framed 2010 Gullah Celebration Poster**

2010 PRESENTING SPONSOR - \$50,000

The Celebration is pleased to present an opportunity for corporations to serve as co-presenting sponsor with the Town of Hilton Head Island and the South Carolina Department of Parks, Recreation and Tourism. According to a survey sample of 2008 Celebration attendees, 50% of Celebration participants were South Carolina residents. **Your company's name will be associated strongly with the Celebration's** marketing and promotional efforts, and also with the Town of Hilton Head Island and the State of South Carolina.

- **Radio** – Sponsor will be in all radio commercials over the four (4) weeks on all advertising.
- **Print** – Brand Logo on all print media advertising; Brand Logo on all marketing material, Brochures–Quantity 20,000.
- **Signage** – Prominent banner and signage display covering the stage throughout the event.
- **Web** - Large banner on event website; hyperlink to company site.
- **Merchandising** – Brand Logo on all promotional merchandise.
- **Complimentary Tickets** – 20 tickets will be made available to the various events.
- **Framed 2010 Gullah Celebration Poster**

2010 OFFICIAL PLATINUM PRODUCT SPONSOR - \$3,000

The Hilton Head Island Gullah Celebration is pleased to present an opportunity for leading regional businesses to hold exclusive product/business sponsorship with the Celebration. Official Product Sponsorship opportunities include beverage (water, soda, alcohol), big box store, automotive grocery store, financial or educational institution, and media outlet (print, television, and radio).

- **Print** – Brand Logo on all print media advertising; Brand Logo on all marketing material, Brochures–Quantity 20,000.
- **Signage** – Prominent banner and signage display covering the stage throughout the event.
- **Web** - Large banner on event website; hyperlink to company site.
- **Merchandising** – Brand Logo on all promotional merchandise.
- **Complimentary Tickets** – 15 tickets will be made available to the various events.
- **2010 Gullah Celebration Poster**

2010 GOLD SERIES SPONSOR - \$2,000

In 2010 there is an opportunity to serve as a Series Sponsor and tailor your sponsorship to the audience demographic that you would like to reach. The 2010 series are as follows: A Taste of Gullah, The Gullah Breakfast, and Traditional Gullah Gospel Extravaganza.

- **Print** – Brand Logo on all print media advertising; Brand Logo on all marketing material, Brochures–Quantity 20,000.
- **Signage** – Prominent banner and signage display covering the stage throughout the event.
- **Web** - Large banner on event website; hyperlink to company site.
- **Complimentary Tickets** – 15 tickets will be made available to the various events,
- **2010 Gullah Celebration Poster**

2010 SILVER EVENT SPONSOR - \$1,000

- **Print** – Brand logo on all print media advertising; Brand Logo on all marketing material, Brochures–Quantity 20,000
- **Web** - Large banner on event website; hyperlink to company site.
- **Complimentary Tickets** – 10 tickets will be made available to the various events.
- **2010 Gullah Celebration Poster**

Benefits and Detail

The Hilton Head Island Gullah Celebration (HHIGC) will implement an aggressive, integrated marketing campaign across radio, print, internet, and television to promote the Celebration. HHIGC will provide sponsors with the best possible marketing solution to enhance visibility using high-end and professionals that draw incredible attention to your product or service. Following is a list of benefits available to 2010 Hilton Head Island Gullah Celebration Sponsors.

ADVERTISING

Print

In 2009, the Celebration was promoted in a local and regional print ad campaign in Atlanta and Savannah, Georgia, Charlotte, N.C., Charleston, S.C., and Washington, D.C., with a particular emphasis on reaching the affluent African American traveler and Heritage Tourists. The Celebration also creates a four-page newspaper insert that shares the history of the Gullah culture, highlights individual events, profiles artists, and presents a full schedule of events. Initial survey responses from 2009 indicate that for those who did not receive a brochure, newspaper advertising was the number one source for learning about the Celebration.

Radio

In 2009, HHIGC partnered with Cumulus Broadcasting – Savannah in a successful paid/in-kind radio campaign that included more than 300 on-air spots, interviews, promos, ticket giveaways and on-site talent.

Television/Cable Television

The Hilton Head Island Gullah Celebration has a generic, broadcast quality television spot - made possible by a grant from *American Express* - that can easily be tagged by a local or national sponsor interested in exclusive television coverage.

Web Site (www.gullahcelebration.com)

The Hilton Island Gullah Celebration web site returns in the top five sites on all search engines looking for the word “Gullah.” The web site received record visits in 2009 and record page views. The interactive site features video, event pictures, on-line ticket purchasing, downloadable brochures, and an educational section on Gullah culture.

Press Releases

The Hilton Head Island Gullah Celebration issues press releases throughout the year about the Celebration to more than 3,000 members of the media, with an emphasis on national travel writers. Sponsors will receive mentions in all press releases relating to your involvement.

Printed Material

Brochure – 20,000 Celebration brochures will be printed and mailed to an in-house list of nearly 7,000 previous attendees, to additional select zip codes, and upon request. A downloadable version also will be available on the website.

Benefits and Detail (cont.)

Promotional Poster – More than 800 posters are sold and/or distributed during the run of the month long Art Exhibit and at all events. Commissioned from a leading local or national artist, these posters are our most popular collector’s item.

Promotional Merchandise – Celebratory T-shirts, mugs, and caps are worn by volunteers working during the events and sold throughout the month long festivities.

On Site Recognition

Sponsor Thank you Board – Boards are placed at all events throughout the celebration.

Sponsor Banners – Banners are posted at all event entrances, sponsored locations, and stage(s).

Booth Space/Product Sales

On-site Space - Booth space will be set aside for your product or service at the *Arts, Crafts & Food Expo* and/or at *A Taste of Gullah*.

Master of Ceremonies Announcements

Recognition - Your Company will receive a formal thank you from the stage(s) by MCs during introductions.

Additional Benefits

Exclusivity - Your Company will have exclusivity among competitors at certain levels of sponsorship.

Complimentary Tickets and VIP Seating – All levels receive this benefit. Entertain your business associates, friends and family from the front row!

*For selected series only

**For selected event only