



The Caribbean American Heritage
Foundation Of Texas

The Caribbean American Foundation of Texas
P.O. 420745
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“Our Culture, Our Heritage, Our Caribbean”

April 5, 2017

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Dear Potential Sponsor:



Texas
Commission
on the Arts

Our **Sixth Annual Caribbean American Heritage Month Festival will take place on Saturday, June 3, 2017.** The uniqueness of The Festival is that it encompasses our entire Caribbean Community: Spanish, Dutch, French and English speaking, in a celebration of June. Establishing a month for people of Caribbean descent was no easy task and was over a decade in the making. Over the past five years we have worked hard and at a very steady pace to not only bring awareness to this important month on our calendar, but to also highlight the contributions made by people of Caribbean descent in the Greater Houston Area. We are hard at work putting together an impression lineup of cultural acts including over 8 representing the Spanish and Latin Caribbean. We ask for your support and sponsorship for The Festival and for June, **Caribbean American Heritage Month** on behalf of our community which we proudly serve.

This year, we have the honor of having Houston Mayor Pro Tem Jerry Davis and Council Member Larry Green as sponsors of our Festival.

The Caribbean American Heritage Foundation of Texas (CAHFT), a 501(c)(3) nonprofit organization, plans our **Sixth Annual Caribbean American Heritage Month Festival** (The Festival) on Saturday, June 3, 2017 at Jones Plaza located at 601 Louisiana St. Houston, Texas 77002 in the Theater District in downtown Houston. The Festival will begin at 2:00pm and end at 10:00pm. The Festival celebrates June, which was declared by President George W. Bush in 2006 as National Caribbean-American Heritage Month. The 2015 Festival included twenty different acts representing the Caribbean Basin. We respectfully ask for sponsorship from tbk Holdings, Inc. There are several sponsorship levels available, which is included in this Sponsorship Package.

We began to build momentum for this year's Festival in 2015 through our advertising and outreach in the community and will continue to build on this plan for this, the 6th anniversary of The Festival. This June's festival will bring together not just the English and French speaking Caribbean Islands, but it will bring to the main stage, groups representing all four Spanish Caribbean Islands (Cuba, Dominican Republic, Puerto Rico, and Panama). The Caribbean Community is a vibrant wonderful

presence in our community. Of the 94 Consulates in Houston, 6 are from the Caribbean Basin. There are over 35 Caribbean Groups and Organizations in Houston and CAHFT serves as one of the thread that binds us and keeps us connected as a Community as we make our contributions to the diversity of Houston. Continuing the traditions of the International Festival (Ifest) which has ceased operation, we are proud to present another opportunity for Houston and tourist alike, to enjoy an international experience as we put the Caribbean Culture and Traditions on display.

We are asking for this contribution to allow us to continue building our brand identification for and in Houston. With a well-organized and funded marketing plan that includes outreach to the Houston Tourist and Visitors Bureau, major cities such as Dallas and San Antonio, and a nation-wide online campaign, it is our belief that our Caribbean American Month Festival is positioned to peak interest in Houston, boost tourism and further solidify Houston as the most diverse city in the United States. I have included sponsorship levels. The Festival is held annually at Jones Plaza with Bud Light serving as our Title Sponsor for the fifth consecutive year.

The Caribbean American Heritage Foundation of Texas (CAHFT), was established exclusively to partner with, collaborate, and assist Texas' Caribbean Organizations to bring awareness to the rich, lush history of the Caribbean Culture and to promote our contributions to the diverse society in Texas.

Our June festival has a uniquely Caribbean flavor as our audience will be serenaded by distinctive Caribbean bands: Reggae, Soca and Merengue Latin-Pop such as:

- **The Galaxy Band** is one of Houston's premiere Reggae Band. They enjoy a huge following in the Greater Houston Area and are very much in demand. Their repertoire also includes Caribbean genres of Soca, Calypso and Salsa. The band is comprised of members from St. Vincent, Dominica and Trinidad. They perform at our festival for the past two years
- **Jamai Band** affectionately known as "the little band with the big sound" emerged from the heavily Caribbean populated city of Baytown to becoming one of the very best known Soca Bands in the Greater Houston Area. They are known for their meticulous practices. A trademark of their style is to perform hour-long sets
- **Moving Stars Tassa Group** brought their Indo-Trinidadian rhythmic drums to last year's festival. WHAT IS TASSA? Tassa is an Indian tradition which is very popular in Trinidad. Tassa is a bowl shaped drum of Indian descent that is hung from the neck and played with two thin very flexible sticks. In Trinidad, Tassa is always accompanied by the Dhol, which is a double headed bass drum played with one stick and one hand

The Festival is not limited to these diverse bands which represents the unique Caribbean Basin. Several cultural groups performed at The Festival as well and they include: Adrenaline Carnival Mas Band; **Jam Rock Carnival Mas Band**; the **Dominican Republic** dance group **Raices Dominicans**; **Dominican Republic** recording artist, **Yamilka G**; Bahamas recording Artist, Khiara; **Cuban Dance Group** Doble Opcion; **Puerto Rican** Artist Anthony T; Reggaeton Group Klandestino; **Trinidad and Tobago** Recording Artists T-Rock and Shanade; **Dominica's** Kubuli Dancers; Baytown Renedage Steel Pan Orchestra; Grupo Folklorico Raices de Panama - **Folk Dance Group of Panama**; **Music courtesy of Island Vybz Radio and much more.**

For over five years, The Caribbean American Heritage Foundation of Texas, since President Bush's historic signing of Proclamation 8026, has done our part in Houston to celebrate Caribbean-American

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Heritage Month on a visible scale. Caribbean American Heritage Month has highlighted the achievements of Caribbean-Americans in Houston, which is the fourth largest city in the U.S., the

largest city in Texas and voted the most diverse city in the United States. Our 5th Annual Festival demonstrated our commitment both to Houston and to our Caribbean Community; our longevity also highlights our determination to continue working and making our contribution to Houston as an international city. We seek to continue the efforts of the former International Festival to promote Houston as the most diverse city in the country.

We see this June 2016 and every June as unique opportunity to celebrate National Caribbean-American Heritage Month in Houston with a cultural, international heritage festival which will be a mainstay and a tourist attraction for the City of Houston for years to come.

We look forward to working with you on this, our Sixth Annual Caribbean American Heritage Month Festival.

Very Best Regards

A handwritten signature in blue ink, appearing to read "Peter L. René", with a long horizontal flourish extending to the right.

Peter L. René
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