







New York, 15-16 September, 2023

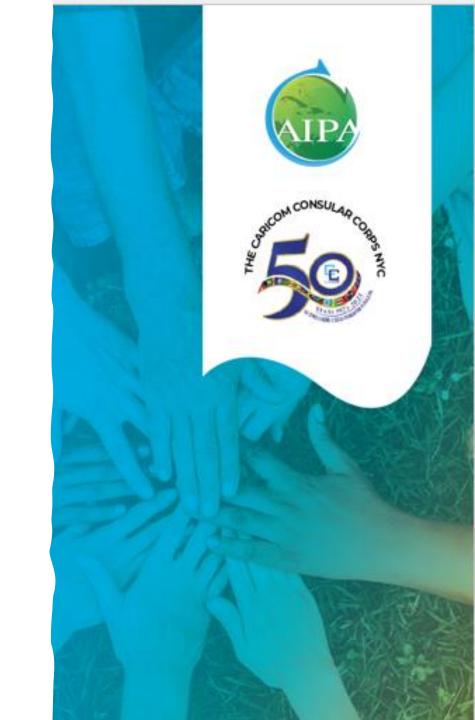
PARTNERING FOR SUSTAINED DEVELOPMENT IN THE CARIBBEAN

#### **CAIPA MEMBERS:**

ANGUILLA, ANTIGUA & BARBUDA, ARUBA, BAHAMAS, BARBADOS, BELIZE, THE BRITISH VIRGIN ISLANDS, THE CAYMAN ISLANDS, CURACAO, DOMINICA, DOMINICAN REPUBLIC, GRENADA, GUYANA, HAITI, JAMAICA, ST. KITTS AND NEVIS, MONTSERRAT, SAINT LUCIA, SINT MAARTEN, ST. VINCENT & THE GRENADINES, SURINAME, TRINIDAD & TOBAGO, AND THE TURKS AND CAICOS ISLANDS

## **OUR GOAL**

PARTNERING FOR SUSTAINED
DEVELOPMENT IN THE CARIBBEAN





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## Summary of Event

The US-Caribbean Investment Forum aims to promote the Caribbean as a location for investment to US investors and the Caribbean Diaspora.

The event will be held on 15-16 September 2023 in New York, New York Marriott at the Brooklyn Bridge.

The event is a collaboration between the Caribbean Association of Investment Promotion Agencies (CAIPA) and the CARICOM Consular Corps (CCC) New York City.





## **TARGETS**

- 1. Confirm 3 investment projects
- 2. 30% of Caribbean Diaspora expressing interest in investing in the Caribbean
- 3. Launch of a Feasibility Study for the Caribbean Equity Fund

## **KEY EVENT MARKETING GOALS**



Attract at least 250 delegates attending the event in person

- 15 September 50 institutional investors
- 16 September 200 Caribbean Diaspora

Attract more than 10,000 views of the live streamed event (16 Sept.)

Set-up 60 business meetings – qualified leads

750 registrations to attend the event

Achieve 10% post show engagement

## STRATEGIC APPROACH

## 15 September

- Retail and private investors as well as institutional investors

## 16 September

High net worth and middle-class
 Caribbean Diaspora

Targeting: Tri State Area: New York, New Jersey, Connecticut. Pennsylvania, DMV area: Washington DC, Maryland, Virginia.





## STRATEGIC APPROACH

#### 15 September

 Engage an investor leads generator firm to attract and book meetings with retail/private and institutional investors.

#### 16 September

- Website
- CARICOM Consular Corps' database of Caribbean Diaspora
- Engage USA Media
- Social media Caribbean Governments and IPAs' websites, websites of Caribbean Overseas Missions and Consulates, Facebook, Twitter, Instagram, LinkedIn

## **EVENT MARKETING TIMELINE**

#### **Pre-Event**

- Webpage development
- Partner Outreach and Confirmation
- Direct calling/invitation

#### **Event Launch (11 August)**

- Launch email
- Press Release
- Social media
- Promotion of sponsors-social media

#### Day to Day

- Emails
- Social
- Announcement of confirmed speakers
- Direct calling/invitation

#### **Last Call**

- Email blast
- Influencer Outreach (e.g. Julie Mango)
- Referrals



#### **During the Event**

Live streaming

#### **Post Event**

- Press Release
- Newsletter



## WHY PARTNER WITH US?

- 1. <u>Increased visibility/Marketing</u> for your brand with a target audience that can bring business your way the Caribbean Diaspora, US investors/private sector businesses/companies.
- **2.** More business opportunities Prearranged meetings, opportunity to arrange meetings at the event.
- 3. Opportunity to contribute to Sustained

  Economic Development Opportunity to contribute to economic growth across the Caribbean region.

## WHY PARTNER WITH US?

- **5.** <u>Increase Partnerships</u> Opportunity to build long term lasting partnerships
- **6.** Opportunity to collaborate and dialogue with a cross-section of Caribbean public sector entities and Senior Government Officials on various and/or specific initiatives
- 7. Increased Membership/Client Database Opportunity to increase your companies membership base.



# BENEFITS OF SPONSORSHIP – TAILORED BASED ON FINANCIAL CONTRIBUTION

- Logo on webpage
- Display desk at the event
- Feature presentation on the agenda
- Special mentions during the event
- Arranged meetings with High Net Worth Caribbean Diaspora and institutional investors
- Feature your firm in social media posts



## Opportunities to Partner

#### \$20,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 3 times after the event
- Featured speaking opportunity at the event (10 mins)
- Meetings arranged with high-net-worth investors
- Access to event registration list

#### \$15,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 3 times after the event
- Speaking opportunity at the event on a panel (5 mins)

#### \$10,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 3 times after the event

#### \$5,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 1 time after the event

#### \$1,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts

#### \$500

Display table at the event on 16 September



# CONTINUED ACTION/ SUSTAINABILITY

- CAIPA intends to take this event to Canada and the UK in 2024. You will receive an invitation to join us on those missions as well
- We will develop a special Newsletter for the Diaspora – featuring investment opportunities in the Caribbean. Here is your chance for continued promotion to this target audience.
- Development of the Caribbean Equity Fund
   Opportunity to partner for the development and implementation of the Fund

## **CONTACT US:**

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