

Jacksonville Caribbean Carnival



We Bring the Caribbean to Jacksonville, Annually

Who we are

- The Jacksonville Caribbean Carnival, Llc, (JCC) was founded in October 2005 by a few Caribbean nationals in Jacksonville, Fl.
- JCC believes in diversity and invites performing artists from different Caribbean islands English, Spanish & French.
- We served the community by providing volunteer cultural entertainment to elementary schools, senior citizen homes, and other organizations throughout the city on their cultural



Jacksonville Caribbean Carnival Parade Festival & Concert Saturday 23rd August 2025

- **Jacksonville Caribbean Parade**
Theater in the Street competition



- **Jacksonville Caribbean Festival**
Business Center, Food Court & Craft Market.



- **Jacksonville Caribbean Concert**
Performances from Local, National,
and International entertainers.



Tap Into a High-Spending, Brand-Loyal Audience

- Our event attracts a financially comfortable, multicultural audience that values premium brands.
- Your brand aligns perfectly with our vision of promoting joy, wellness, and cultural connection. As a Health and Wellness sponsor, your company's services would be a valuable and welcome addition to the event, contributing meaningfully to our attendees' overall experience.
- They travel, invest in quality, and actively support the brands they trust—during and after the event.



12 Month Macro Level Traffic Audience

- Web traffic: 44,417
- Attendees: 2,395
- Viewers: 36,295
- Listeners: 104,629 paid radio advertising.



About our Audience

Estimated Attendance: 2,400

Out of town Visitors: 25%

Average Daily Expenditure: \$492.00

Average Length of Stay: 3 Days

Average Group Size: 3

Gender Breakdown: Male 30% - Female 70%

Average Age Range: 21-35(12%), 36-50(36%), 51-65(42%), 66-75(10%) Average Occupation: Professional / Manager 30%

Race Breakdown: Black 60%, White 15%, Hispanic 20%, Other 5%

Web Site: 44,771 Visitors last 12 months

Social Media: 111,396 Visitors last 12 months



In The Next 18 Months

- 70% plan to switch cable, phone or internet service providers
- 60% plan to travel
- 47% plan to purchase or lease a new car
- 33% plan to buy their first home
- 27% enjoys a good cocktail or other adult beverage
- 23% plan to visit a sporting goods retailer
- 20% plan to apply for a mortgage
- 17% plan to purchase sports equipment
- 10% plan to switch checking or savings account to another bank
- 10% plan to purchase a television or other major consumer electronics

Our Audience Is Responsive

- Open rate on emails: 89%



- Would they change a purchase based on sponsorship?
96.0% yes



Let Me Introduce You To

- **Zuri**
- Single female: 51 – \$63K.
- A successful small business owner.
- She keeps up with family and friends on her Samsung phone.
- Likes to travel with Jet Blue.
- Likes to attend festivals, make friends, sell and purchase products.
- Enjoys music, wine, good food, and vodka cocktails.
- Homeowner with no children at home.

Let's Meet

- **Helen & Mac**
- Retired couple: 70s – \$93K.
Likes traveling overseas.
- Communicates weekly with their grandchildren on their Samsung tablet.
- They are looking into a new internet service provider this year.
- Their choice of hotel is the Hilton brand when they travel.
- Enjoys festivals, for the food, drinks and music.
- Homeowners with no children at home.



Say Hello To

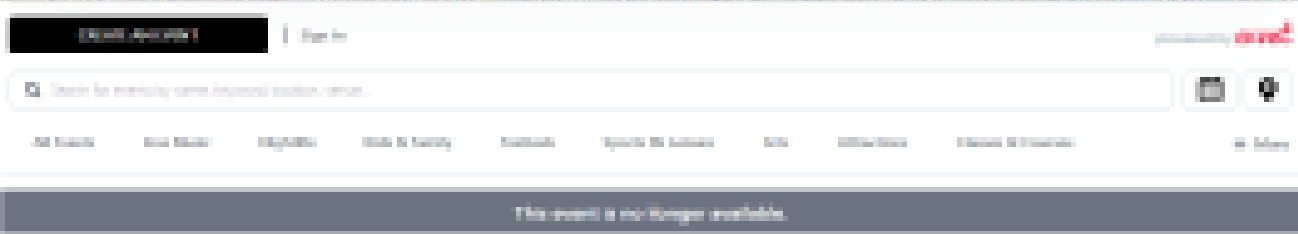
- **Aiden**

- Single male: 42 - \$79K.
- Plumber.
- Takes random pictures with his iPhone camera.
- Will be upgrading to a Toyota SUV in the next 18 months.
- Plans to purchase a bigger television for relaxation at home.
- He enjoys a good beer or drink with his meals.
- Loves taking weekend cruises to the Caribbean.
- Homeowner with no children at home.

Our Digital Presence

- Facebook: 10,374
- Instagram: 3,684
- Twitter: 409
- TikTok: 974
- Database size: 3,273
- Web traffic: 44,782
- LinkedIn: 98





Jacksonville Caribbean Carnival
Sat Aug 24, 2024 (Sat)
12:00 PM - 10:00 PM
Location: Jacksonville, FL
This event is no longer available.

60,600 Subscribers

Welcome to the Jacksonville Caribbean Carnival!

Join us on Sat Aug 24, 2024, in beautiful downtown Jacksonville, FL, to experience the live! 12pm at A. Philip Randolph Boulevard, and First Street. The parade will showcase extravagant energetic performances, and a taste of Caribbean culture right here in Florida!

The gates at the festival venue also open at 1200 pm and will feature, flavorful Caribbean competition by the parade participants, and live performances, by local and international! Bring your family and friends to enjoy a day of celebration and fun!

Don't miss out on this exciting opportunity to immerse yourself in the rhythms of steelband compass, reggae, calypso, and the Caribbean spirit. Mark your calendars and get ready to sway at the Jacksonville Caribbean Carnival!

ACTION NEWS JAX

NEWS VIDEO FIRST ALERT WEATHER ACTION SPORTS JAX INVESTIGATES FAMILY FOCUS FLO



'The festival is in full swing this year'; Caribbean Carnival...

26,000 Viewers



Carnival Returns to Jax with Full Caribbean Flare and Pageantry
August 23, 2024



Dancers Faith Flores and Theresa Wilson delight onlookers. (Jeffrey Images)



Hundreds of carnival revelers were dressed out in their Caribbean traditional costumes, adorned in colorful beads and elaborate headpieces for the 18th annual Jacksonville Caribbean Carnival. The annual event brings the beauty and culture of the Caribbean to Jacksonville with music, dance, food and a costume parade for a colorful street theater show. Celebrating all Caribbean cultures, the Jacksonville Caribbean Carnival features everything from music, to exotic food highlighting all the flavors and aromas of Caribbean, as well as Caribbean craft displays, artwork, catchy steel drum music and live Caribbean performers. Held on the grounds of Metropolitan Park, the weekend's event included a wear white attire and participation from various cultural groups, high schools, colleges, and civic organizations in Duval County. The Jacksonville Caribbean Carnival is a non-profit organization dedicated to increasing awareness, understanding, open dialogue, and appreciation of Caribbean people and our culture on the First Coast. #JaxCarnival

45,600 Subscribers

Jacksonville Caribbean Carnival Kicks Off (FCL Aug. 8)
Enjoy the fun festivities at one of the most colorful Carnivals to come to Jax



First Coast Living
2 PM EDT August 8, 2019
1 PM EDT August 8, 2019

19,600 Viewers

to travel to experience a Caribbean Carnival, but you won't have to travel! Kicking off in Jacksonville.

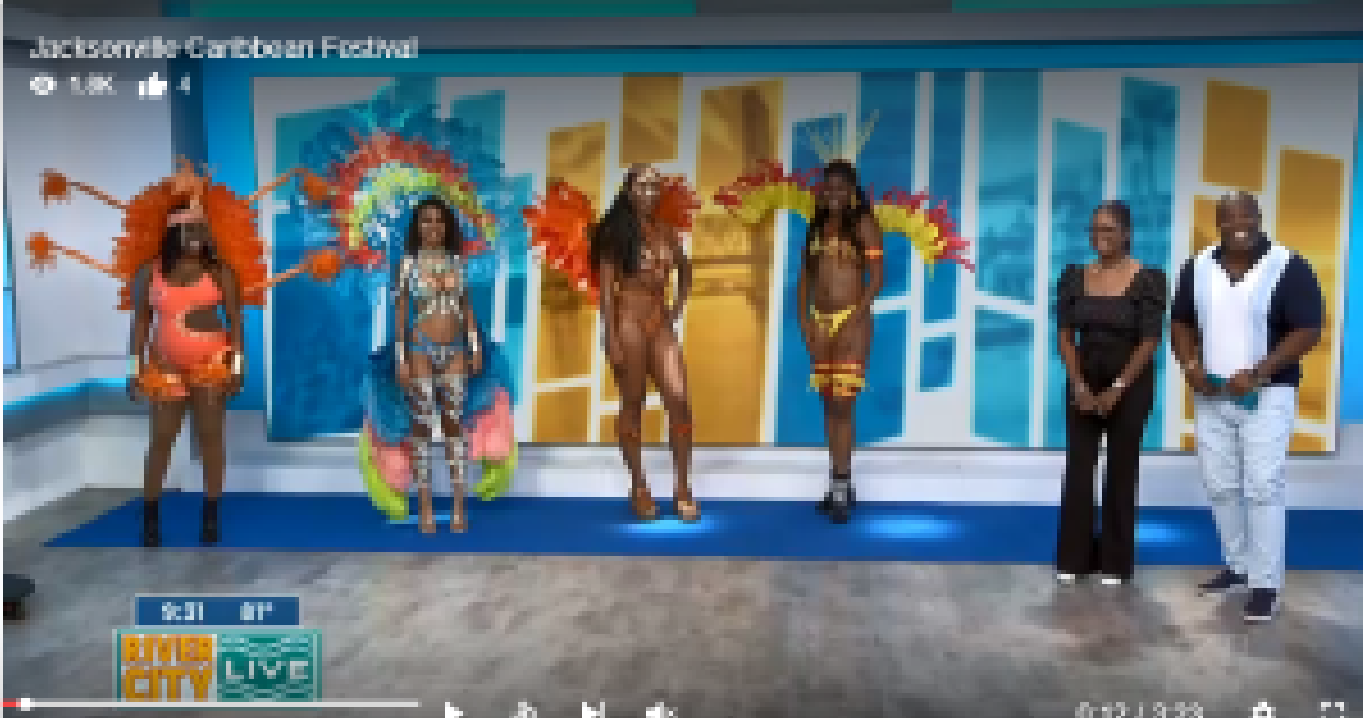
al Organization of Jacksonville, Inc., presents the Annual Jacksonville Caribbean Carnival, August 30 at Metro Park 2, in downtown M10 Gator Bowl Boulevard, RIVER CITY LIVE

Jacksonville Caribbean Festival

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Jacksonville Caribbean Festival was launched in downtown Jacksonville in 2005. This event has been held at various locations in Jacksonville annually since then. Come visit the Jacksonville Caribbean Carnival to enjoy new experiences, get to know a new and diverse culture, and spoil yourself in our weekend's festivities. Thursday through Saturday. Parade / Festival - Saturday noon at Metropolitan Park. www.jacksonvillecarnival.com

18,000 Viewers



Media Partnerships

- Caribbean Power Radio 96.5fm:
- Black Jax Connect: 11K Followers
- Terms, value, impressions, channels etc.

Street Parade Band Activation

Jacksonville Caribbean Carnival – "Theater in the Streets" Parade

- Saturday, August 23rd, 2025 | Jacksonville, FL

- The Parade of Mas Bands is a high-energy, theatrical street performance, as each band presents its unique theme to a crowd of excited spectators and a panel of judges. Hundreds line the route to take in the colors, culture, and creativity of Caribbean Carnival.

As a Parade Activation Sponsor, your brand will receive:

- Banner placement on one of the music trucks, visible throughout the entire parade route
- Live shout-outs from the DJ, keeping your brand top of mind with revelers and spectators
- Listing on our website alongside the featured band, as well as on our main sponsor page under the parade activation section

Get in front of a culturally rich, community-driven audience that celebrates authenticity, expression, and unforgettable experience.

Our Festival Activation

- We offer dynamic on-site brand integration to connect your company directly with a culturally rich, brand-loyal, and experience-driven audience in our Food Village and Arts & Crafts Market.
- Parade bands are branded lounges, where the bands congregate after the parade, settle for lunch, and relaxation after the parade.
- A Hospitality area, where we host elected city officials, community leaders, and visiting carnival heads from other cities
- Hydration station, or Cool Zone, for folks to just get misted with refreshing mists of water to cool off.
- Co-branded VIP Experiences with signage and product placement in custom gift bags featuring your products. As the audience does their shopping for food and crafts, the MC will also be announcing your brand, reminding our guests that your brand is responsible for the enjoyable time they are experiencing and encouraging them to visit your booth, visit your website, or enjoy your brand's drinks at the bar.
- Ages 36–65 | Middle to Upper-middle income, avid travelers, shoppers, and cultural event seekers, loyal to brands that support their lifestyle and heritage, tech-savvy and highly engaged on social media.

Our Concert Activation

- Be part of the energy as we bring the sounds of the Caribbean to life on our main stage concert, featuring a dynamic lineup of local, national, and international entertainers. These performers span the full spectrum of Caribbean music genres that captivate audiences across the U.S. – from Soca and Reggae to Salsa, Zouk, and more.

- A branded digital backdrop on the stage that will showcase your brand at different intervals throughout the day.

We can run a contest sponsored by your brand giving a member of the audience a photo opportunity with an entertainer.

By showtime, all artists will have arrived, been transported to their accommodations, and prepped to deliver an unforgettable evening performance.

As a concert activation sponsor, your brand will receive:

- Stage and venue banner placement – high visibility for your brand throughout the day.

- Hourly MC shout-outs – your brand name announced between acts to keep you top of mind

- Logo placement and recognition on our official website as a proud sponsor of the concert

This is an ideal opportunity to connect with a diverse, vibrant audience that celebrates music, culture, and community.

Built Just for You

We don't do the Gold, Silver, Bronze thing because we know that doesn't work.

We want to learn about your goals, how you measure ROI and and best to achieve success for you.

Once we know that, then we can offer you a proposal tailored around a successful campaign to achieve your goals.

Some of the Ways We Can Work Together

- Brand Activations
- For example:
 - Sponsorship of the Parade, Prizes and Trophies.
 - Parade bands lounge and recreation area.
 - Onsite Activations: Stage, Food Court, Craft Market, Bar.
 - Brand Recognition by MC announcements.
 - VIP Area, tent, tables, chairs, brand item sample bag.
 - Hospitality Area refreshments and sample bag.
 - Volunteer clothing and brand items.
 - Experiential Marketing.

In other words, we want to hear about your goals and then build something just for you and your budget.

All of Our Sponsors Receive

- All of our sponsors receive the following benefits as a starting point
- Jacksonville Caribbean Carnival, will designate your company as a sponsor.
- Designation on our website with appropriate signage.
- Recognized your company as a sponsor on festival's promotional materials and signage.
- Your logo will be included on select social media messages (Facebook, Instagram, twitter and tiktok) and select emails to our targeted audience.

Current and past Sponsors



Let's Start a Conversation

- We're excited to hear about your sales goals, and how we can help you achieve them.

- Theo Jack, Jr.
- President
- theo@jacksonvillecarnival.com
- (904)357-0640 * (904)465-1989