



# PORT

**showcase**  
2019

**The promenade of port  
connectivity!**

Dear Prospective Sponsor

The Saint Lucia Air and Seaports Authority (SLASPA), has been in business for 35 years and can be regarded as one of the main economic drivers in Saint Lucia. SLASPA engages and works with a wide cross section of economic sectors, ministries and businesses and is cognizant that when like minded people collaborate, amazing things happens.

It is against this backdrop that this first ever port showcase is formulated to bring together industry partners, stakeholders / businesses within the air and seaport communities to showcase their business and service offerings to the wider populace. This is an opportunity for air and seaport oriented businesses to showcase their service offerings to industry consumers in one centralized location.

SLASPA therefore welcome the opportunity to partner with your company in this extraordinary event and we anticipate a harmonious working relationship with you as a sponsor of the port showcase 2019.

Sincerely,

Daren Cenac  
Chief Executive Officer / General Manager (A.g)



## Why Become A Sponsor?

### I. Spacious Corporate Booths to Display Banners and Exhibit Your Products

The Port Showcase will be located at Shed 7, Castries Seaport and would provide for spacious booths and advertising areas (wall space) reserved for sponsors to display corporate banners, marketing flyers and exhibit products to the many patrons in attendance at this event.

### II. Brand Visibility

With event sponsorship, your Company logo will be displayed on all the promotional flyers and listed in the newspaper articles as sponsors leading to this event. In addition, promotion will be done on SLASPA's website, social networking websites and newspapers.

### III. Brand Advertising in Program Magazines and Literature

The event sponsorship package will allow for advertising in the Programme Book. This provides for additional brand visibility.

### IV. Interaction with Stakeholders and Target Demographics

As an event sponsor, the opportunity is presented for networking and forming relationships with other stakeholders and attendees thereby creating the avenue for business development as you sell and demonstrate your products.

### Gold

The Gold Sponsor is reserved for a few companies and organizations.

The value of this sponsorship is \$8,000.00. The benefits of being a Gold Sponsor are:

- Opportunity to select preferred exhibitor location
- Booth space
- 30 minute segment on televised "Port Call"
- Exclusive press release
- 2 – One year membership to the Iyanola Executive Lounge
- Mention on all promotional material and social media platforms
- Company name logo on all marketing advertisements
- Media Interviews
- Screen Ad space - SLASPA Reception Area
- Website feature
- Company brochure distributed at Information Booth
- Right to use Event Name in Marketing Campaign

### Silver

The Silver Sponsor is available for the many business partners.

The value of this sponsorship is \$5,000.00. The benefits of being a Silver Sponsor are:

- Booth space
- Commercial spots on televised "Port Call"
- Mention on all promotional material and social media platform
- 1 – One year membership to the Iyanola Executive Lounge
- Company name and logo on all print advertising
- Media Interviews
- Company brochure distributed at Information Booth
- Right to use Event Name in Marketing Campaign

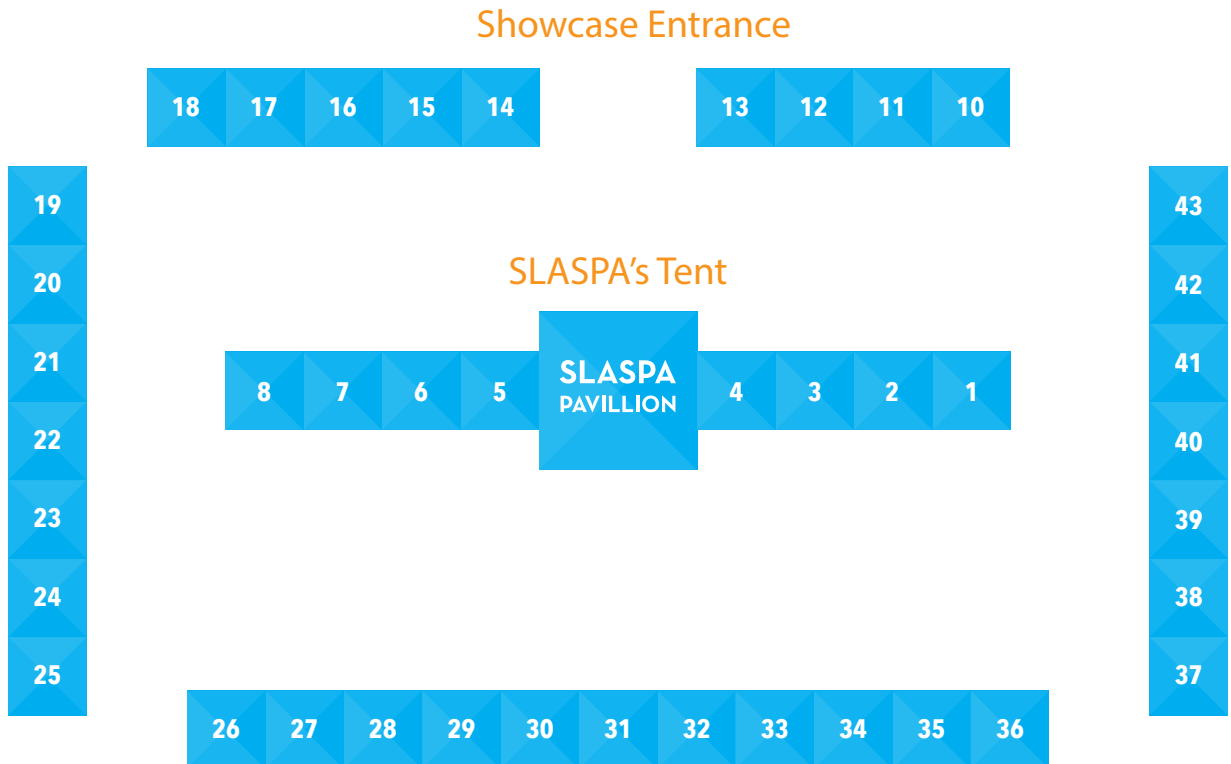
## Bronze

The Silver Sponsor is available for the many business partners.

The value of this sponsorship is \$3,000.00. The benefits of being a Bronze Sponsor are:

- Booth Space
- Mention on all promotional material and social media platform
- Company name logo on all print advertising
- Right to use Event Name in Marketing Campaign

## Proposed Layout



Our company is pleased to support the scientific activities of SLASPA by a sponsorship grant at the level indicated below.

Sponsoring company \_\_\_\_\_  
Contact name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Please indicate the sponsorship level:

**GOLD \$8,000**     **SILVER \$5,000**     **BRONZE \$3,000**     **COLLATERAL**

Please choose the form of payment:

Cheque                       Bank Transfer                       Credit Card

If by credit card, provide this information:

Card number: \_\_\_\_\_  
Expiration date: \_\_\_\_\_  
Holder's Name: \_\_\_\_\_ Holder's Signature: \_\_\_\_\_

Credit Card billing address:

Street address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zipcode/Postcode \_\_\_\_\_ Country: \_\_\_\_\_

Contact information:

Business Development and Corporate Communications | 758.457.6109 |  
communications@slaspa.com

