



*Haiti*  
*Mother of*  
*Freedom*

# Sponsorship Opportunities

HAITI

1804 - 2024

220 Years

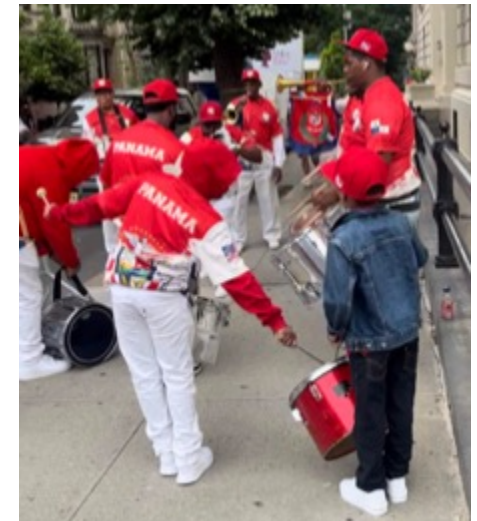
*of Independence*

# Our Audience

With over 35 annual parades in Manhattan alone, New Yorkers & the city's tourists love parades! As thousands gather to celebrate, and music fills the atmosphere, the 2<sup>nd</sup> Annual Haitian Parade in New York City will kick off at Central Park West and 83rd street and conclude at Central Park West and 72nd street.

Amongst the views of prominent landmarks such as Central Park, which attracts millions of visitors a year, and The American Museum of Natural History, parade attendees will enjoy awe-striking storytelling floats centered on the parade's theme.

Known for its rich culture and proud history as the world's first black republic, Haiti is beloved and respected by many allies and supporters.



# Our Audience

New York City has the largest concentration of Haitians in the United States as well as the oldest established Haitian communities of the country.

According to the 2022 census, there were 176,287 Haitians living in New York, with the largest population residing in Brooklyn, however, those figures are well understated.

Queens boasts the second largest Haitian population in New York City, while Manhattan, the Bronx and Long Island have smaller, yet influential pockets pockets of the population.

Haitians have also established a stronghold in Rockland and Westchester Counties, just north of New York City and have significant representation in New Jersey(Elizabeth, Union, Irvington) and Connecticut (Bridgeport).



# Our Theme



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**Haiti: The Mother of Freedom – 220 Years of Independence.**

Elements of Haitian Vodou inclusive of veve art and folkloric dance will come together and bring to life the liberation story of the First Black Republic. Live entertainment will take place from the parade grand stand.

Our valued platinum and gold sponsors, along with a select number of their team, will have access to reserved seating on our parade bleachers.

CORPORATE  
PARTNER  
SPONSORSHIP  
LEVELS

## Platinum Partner - \$75K

- The Haitian Parade NYC presented by “Your Company”
- Audience address at the Grandstand
- 10 reserved seats at the Grandstand
- Photo Opportunities with the artists
- Customized float with sound and a generator
- Dedicated support volunteer during the parade
- Company logo placement on all content shared promoting the parade and activities
- Mentions and company links on all social media platforms
- Branded giveaway opportunities

CORPORATE  
PARTNER  
SPONSORSHIP  
LEVELS

## Gold Partner - \$50K

- 10 reserved seats at the Grandstand
- Photo Opportunities with the artists
- Customized float with sound and a generator
- Dedicated support volunteer during the parade
- Company logo placement on all content shared promoting the parade and activities
- Mentions and company links on all social media platforms
- Branded giveaway opportunities

CORPORATE  
PARTNER  
SPONSORSHIP  
LEVELS

## Silver Partner - \$25K

- 6 reserved seats at the Grandstand
- Photo Opportunities with the artists
- Customized float with sound and a generator
- Dedicated support volunteer during the parade
- Company logo placement on all content shared promoting the parade and activities
- Mentions on all social media platforms
- Branded giveaway opportunities



# CONTACT US

READY TO PARTNER?

MEDIA INQUIRY?

Contact: [Info@HaitianParadeNYC.com](mailto:Info@HaitianParadeNYC.com)

