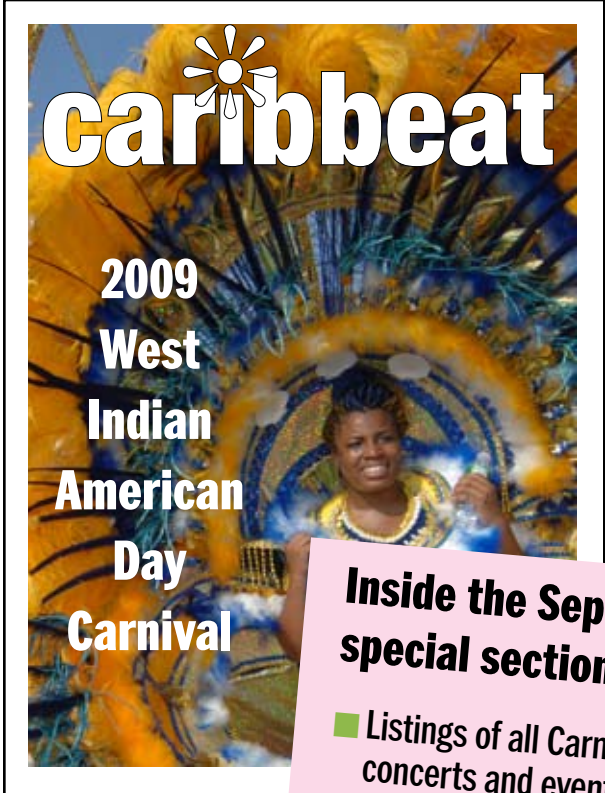


Join the Daily News for the 2009 West Indian American Day Carnival



**Huge Audience**

As the Official Paper of the 2009 West Indian American Day Carnival, only the Daily News can help you reach out to the Caribbean-American community and brand your company at one of the Big Apple's biggest events.

**About the West Indian American Day Carnival**

- The largest annual cultural event in New York City
- Over 2 million spectators
- Over 100,000 participants representing 30 nations

**About the Daily News**

- New York's #1 Newspaper
- Over 2.5 million daily readers
- Publisher of Caribbeat in Focus, the weekly column devoted to New York's Caribbean communities for over 20 years

**Deadlines**

- Reservations: August 19
- Copy Due: August 24

**For more information**

Contact: Odis Von Blasingame at (212) 210-1979  
E-mail: ovonblasingame@nydailynews.com



**Inside the September 3, special section:**

- Listings of all Carnival concerts and events
- Complete guide to the Labor Day Parade
- Profiles of this year's honorees and Grand Marshals
- History and photos from past years' events
- Pull-out format has a long shelf life

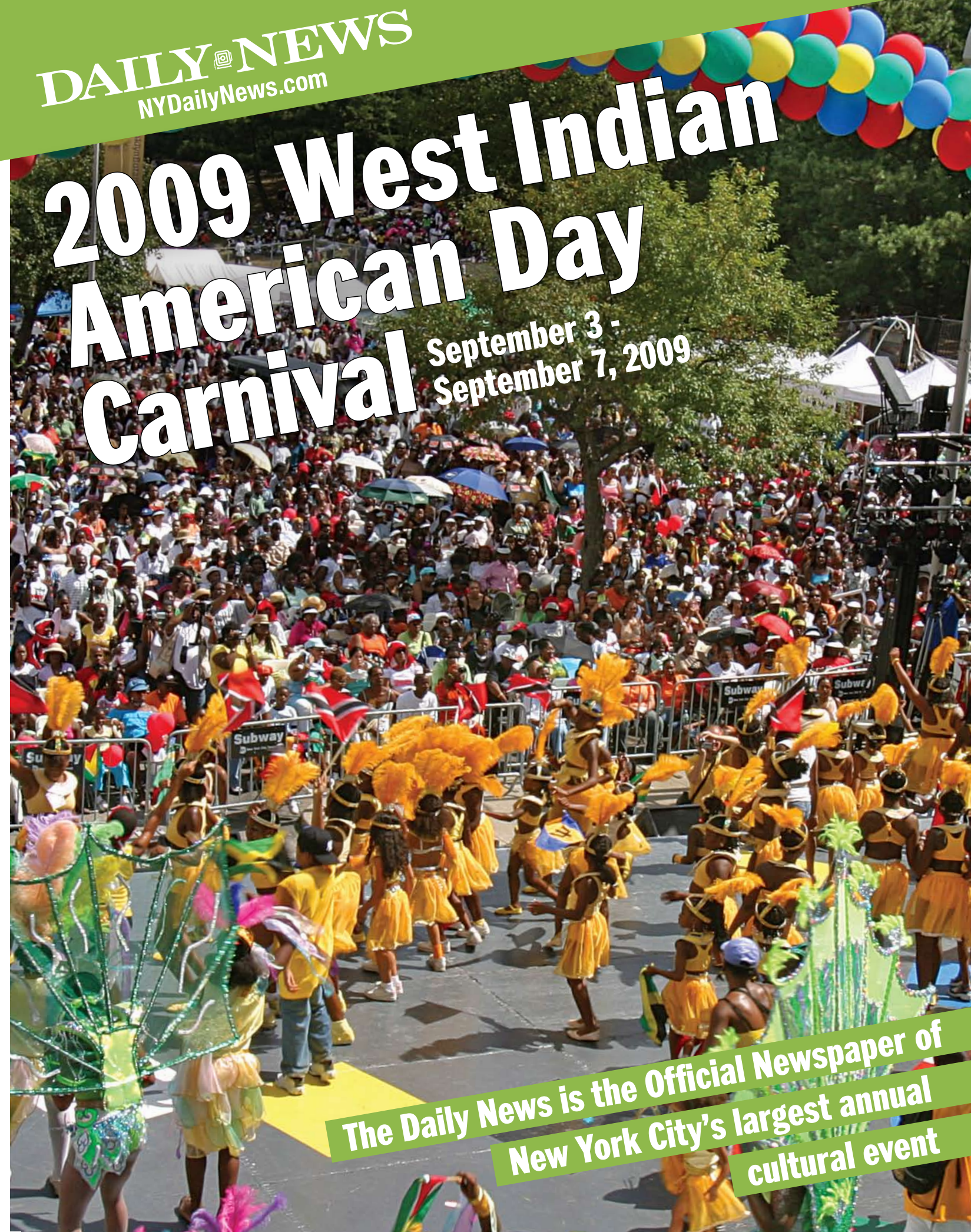
Read Caribbeat columnist Jared McCallister — every Sunday in the Daily News.

Source: Scarborough Research, New York Market, 12 months ending 2008 R2

DAILY NEWS  
NYDailyNews.com

# 2009 West Indian American Day Carnival

September 3 - September 7, 2009



The Daily News is the Official Newspaper of New York City's largest annual cultural event



**DAILY NEWS - THE OFFICIAL PAPER**

The Daily News is proud to be the **Official Paper of the 2009 West Indian American Day Carnival** and its legendary parade, the largest annual parade in New York City.

This year, the celebration begins Thursday, September 3 and runs through Monday, September 7. With music, art, food, children's events and VIP receptions, it's a golden opportunity to brand your business in an exciting live environment with some **4 million visitors representing 30 nations** from around the world.

Our sponsorship packages include print ads in a special Caribbeat section on Thursday, September 3, reaching 2.5 million readers in the New York market – plus other signage and promotions to create **over 6.5 million gross media impressions\***.

This year, the grounds of the Brooklyn Museum will be transformed into a huge Caribbean-style cultural village, filled with the sights, sounds, flavors and aromas of the Caribbean. VIPs, artists, politicians, corporate representatives and invited guests will be among the 100,000 patrons over four days to enjoy the pageantry, followed by the Labor Day parade.

In short, it's **New York's #1 cultural event** – brought to you exclusively by New York's #1 newspaper!

\*2.5 million newspaper readers + 4 million spectators and participants.

**DAILY NEWS**  
NYDailyNews.com

**8** **Big Events in the Heart of Brooklyn**

- West Indian American Day Parade**  
Monday, September 7, 11:00 a.m. along Eastern Parkway
- Ladies' Night: "Divas of the Caribbean"**  
Thursday, September 3, 8:00 p.m., Brooklyn Museum
- Stay in School Concert: A Cultural Education**  
Friday, September 4, 1:00 p.m. to 5:00 p.m., Brooklyn Museum
- Brass Festival**  
Friday, September 4, 8:00 p.m., Brooklyn Museum
- West Indian American Day Children's Carnival**  
Saturday, September 5, 9:00 a.m. to 4:00 p.m., Brooklyn Museum
- Steel Band Panorama: International steel band competition**  
Saturday, September 5, 7:00 p.m., Brooklyn Museum
- Dimanche Gras:**  
**A majestic evening of Caribbean artistry & music**  
Sunday, September 6, 7:00 p.m., Brooklyn Museum
- Consulate Breakfast: VIP Champagne Breakfast Reception**  
Monday, September 7, 7:00 a.m. to 9:00 a.m., Lincoln Terrace Park

**3** **Great Sponsorship Packages**

**GOLD Package**

- Full-page ad in the Daily News Caribbeat West Indian American Day Carnival Special Section
- Logo inclusion on Daily News banner to be displayed on parade committee float at parade
- Name or logo on Jumbotron at Brooklyn Museum
- 10,000 bonus distribution of Special Section at live events
- Logo inclusion on Daily News promotional ads
- Tickets

**SILVER Package**

- Half-page ad in the Daily News Caribbeat West Indian American Day Carnival Special Section (black & white)
- Logo inclusion on Daily News banner to be displayed on parade committee float
- Jumbotron at Brooklyn Museum
- 10,000 bonus distribution of Special Section at live events
- Logo inclusion on promotional ads

**BRONZE Package**

- Quarter-page ad in the Daily News Caribbeat West Indian American Day Carnival Special Section (black & white)
- Logo inclusion at one event (TBD)
- 10,000 bonus distribution of Special Section at live events
- Logo inclusion on promotional ads



**Let the Daily News make you an Official Co-Sponsor of the 2009 West Indian American Day Carnival**

For more information, contact  
Odis Von Blasingame at (212) 210-1979.  
E-mail: ovonblasingame@nydailynews.com