



# AGROFEST PROSPECTUS

2024  
FEBRUARY 23, 24 & 25



'Securing Our Roots  
Through Agriculture'

# The Event

AGROFEST is among the biggest events on the Barbados calendar, rivaled only by the Crop Over Festival.

The open-air event is held in Queen's Park and attracts an average of 60,000 patrons annually, a large number of them young people. Held over three days, the aim of the event is to expose patrons to locally and regionally grown and produced food, products, and services.

The event is the lynch pin in the Barbados Agricultural Society's push to get Barbadians to eat food grown in Barbados and or the Caribbean. and just as importantly educate them about food security and their role in it.

Under the theme **Securing Our Roots Through Agriculture**, the event will run from February 23- 25, 2024.



# Agrofest Activities

The event offers something for everyone from the babies up to the grandparents. It is truly a family activity which is fun and educational.

Here is some of what is on show:

- Livestock - with special shows featuring local Black Belly Sheep and other livestock
- Renewable Energy Products and Exhibits
- Fruit and Vegetables
- Plants and Flowers
- Arts and Craft
- Hydroponics demonstrations - how to produce in limited space(s)
- Video presentations and other educational media
- Games and entertainment - to include music, drama and dance.
- Health and Wellness: Educational exhibits: (AIDS awareness, Family Planning, Substance Abuse, and more), equipment demonstrations, blood pressure, blood sugar, and other health checks on-site



# Sponsorship Package

## **Platinum BBD\$55 000**

- The corporate logo of the Platinum Sponsor will be prominently featured in all advertising and promotions related to the event.
- The Platinum Sponsor will have the option of choosing a 30' X 30' EXHIBITION SPACE in the selected area for their proposed exhibits for greater visibility.
- The corporate logo of the Platinum Sponsor will be exclusively featured on the left shirt sleeve of the Agrofest official polo shirts which will be worn by sponsors, committee members, and specially invited guests during the exhibition.
- The Platinum Sponsor will be featured on all tickets printed for the show.
- The opportunity to build customer goodwill through the promotion of the Platinum Sponsor on all radio programs associated with the show.
- The corporate logo of the company will be prominently displayed on the entertainment stage.
- A space will be identified to erect a 10' x 3' banner in the exhibition area and on the fence on the southern side of the park. Please note that the Platinum Sponsor is responsible for providing the logo and banner(s).
- The Platinum Sponsor will be issued with eighteen (18) VIP Season passes to access the exhibition.
- The company will be named as an official sponsor of Agrofest, which the company can then use in any of its promotions prior to the event.
- The company will be specifically identified as a Platinum Sponsor in official Press releases announcing sponsorship in both the print and electronic media.
- The company will have product exclusivity at the show whereby competing companies and their products will not be able to participate as sponsors at the event.
- The company will be able to promote its products and services in Queens Park during the weekend of Agrofest with a one (1) minute ad which will be aired intermittently over our PA system. Please note that the Platinum Sponsor is responsible for providing the ad on a flash drive.
- Erection of bunting and any other promotional materials will only be allowed in areas approved by the Coordinator.

# Sponsorship Package

**Gold BBD\$30 000.00**

- A 20' X 20' EXHIBITION SPACE will be provided in a prominent position for greater visibility.
- The corporate logo of the Gold Sponsor will be prominently featured in all press advertorials (advertising) related to the exhibition.
- The Gold Sponsor will be mentioned as a sponsor in one of the radio commercials which will be designed specifically to recognize the sponsors of the exhibition.
- The logo of the Gold Sponsor will be featured as a sponsor and clear mention made in all television advertising.
- The opportunity to build customer goodwill through the promotion of the Gold Sponsor on all radio programs associated with the show will be provided.
- The corporate logo will be featured on t-shirts provided for the purpose of any promotional event held prior to the actual date of the exhibition.
- The sponsoring company's logo will also be displayed on all staff t-shirts worn during the exhibition.
- The corporate logo of the Gold Sponsor will be prominently displayed. There will be recognition of the company as a Gold Sponsor and the placement of a full-page advertisement in the official show magazine – “The Agriculturalist” highlighting the contribution of the sponsor to the event.
- The corporate logo of the company will be prominently displayed on the entertainment stage and on all outdoor advertising to provide maximum visibility.
- A space will be identified to erect a 10' x 3' banner in the exhibition area and on the fence on the southern side of the park. Please note that the Gold Sponsor is responsible for providing the logo and banners.
- Gold Sponsors will be issued with twelve (12) VIP Season passes to access the exhibition.
- The company will be named as an official sponsor of Agrofest 2023. This marketing strategy can then be used by the company in its promotion prior to the actual event.
- The company will be able to promote its products and services in Queens Park during the weekend of Agrofest with a thirty (30) second ad which will be aired intermittently over our PA system. Please note that the Gold Sponsor is responsible for providing the ad on a flash drive.
- Erection of bunting and any other promotional materials will only be allowed in areas approved by the Coordinator.

# Sponsorship Package

## **Silver BBD\$20 000.00**

- The corporate logo will be featured in all press advertorials (advertising) related to the exhibition (smaller than platinum and gold sponsors).
- A Silver Sponsor will be allocated a 15' X 15' EXHIBITION SPACE.
- The Silver Sponsor will be mentioned as a sponsor in one of the radio commercials which will be designed specifically to recognize the sponsors of the exhibition.
- The opportunity to build customer goodwill through the promotion of the sponsoring entity on all radio programmes associated with the show will be provided.
- The Silver Sponsor's corporate logo will be on all outdoor advertising (smaller than platinum and gold sponsors).
- There will be recognition of sponsorship and a half-page advertisement in the official show magazine – "The Agriculturalist" – highlighting the contribution of the sponsor to the event.
- The corporate logo of the company would be displayed on the entertainment stage.
- Space will be provided to erect a 10' x 3' banner in the exhibition area. The logo and banner are to be provided by the sponsor.
- Silver Sponsors will be issued with nine (9) VIP Season passes to access the exhibition.
- The company will be able to promote its products and services in Queens Park during the weekend of Agrofest with a thirty (30) second ad which will be aired intermittently over our PA system. Please note that the Silver Sponsor is responsible for providing the ad on a flash drive.
- Erection of bunting and any other promotional materials will only be allowed in areas approved by the Coordinator.

# Sponsorship Package

## **Bronze BBD \$10 000.00**

- The corporate logo will be featured in all press advertorials (advertising) related to the exhibition (Smaller than Gold and Silver Sponsors).
- A Bronze Sponsor will be allocated a 10' X 10' EXHIBITION SPACE.
- Bronze Sponsors will be mentioned as a sponsor in one of the radio commercials that will be designed specifically to recognize the sponsors of the exhibition.
- Display of corporate logo on all outdoor advertising. (Smaller than Gold and Silver Sponsors).
- There will be recognition of sponsorship and a quarter-page advertisement in the official show magazine – “The Agriculturalist” – highlighting the contribution of the sponsor to the event.
- Space will be provided to erect a 10' x 3' banner in exhibition area. Please note it is the Sponsor's responsibility to provide the banner.
- Bronze Sponsors will be issued with six (6) VIP Season passes to access the exhibition.
- The company will be able to promote their products and services in Queens Park during the weekend of Agrofest with a thirty (30) second ad which will be aired intermittently over our PA system. Please note that the Bronze Sponsor is responsible for providing the ad on a flash drive.
- Erection of bunting and any other promotional materials will only be allowed in areas approved by the Coordinator.



**Thank you, and we look forward  
to working with you.**

**SOW THE SEEDS, REAP THE BENEFITS**

Invest with the Barbados Agricultural Society (BAS).

To purchase a sponsorship package please contact:

**Mr. James Paul**

**Chief Executive Officer**

**The Barbados Agricultural Society (BAS)**

**The Grotto**

**Beckles Road**

**St. Michael**

**Tel. (246) 436- 6683/4**

**Fax. (246) 435- 0651**

**Email: [heshimu@caribsurf.com](mailto:heshimu@caribsurf.com) [www.basonevoice.org](http://www.basonevoice.org)**