

Jamaica 50 Celebration Inc.

Under the patronage of Her Excellency Sheila Sealy Monteith, Jamaica's High Commissioner to Canada;
Seth George Ramocan, Jamaica's Consul General to Toronto;
Senator the Honourable Don Meredith, Honorary Jamaica 50 Canada Patron; Honourable Margaret Best, Ontario Minister of Consumer Services; & Councillor Michael Thompson, City of Toronto.



Jamaica 50 Celebration Inc. and the Jamaican Canadian Association
In association with
CBC
Present

Jamaica Land We Love



The '62 Reception

Dinner in Hope Gardens

Jamaica Jubilee

The After Party

A Spectacular Star-Studded, four-course evening honouring
50 YEARS OF JAMAICA'S INDEPENDENCE
& Our Contributions to Canada

Sponsor Proposal

Jamaica 50 Celebration Inc.

Under the Patronage of the Jamaican High Commissioner,
Her Excellency Sheila Sealy Monteith
and Jamaican Consul General to Toronto, Seth George Ramocan

Jamaica 50 Canada Patron

Canadian Senator, Honourable Reverend Don Meredith

Jamaica 50 Celebration Inc. Toronto Patrons

Honourable Margaret Best, Minister of Consumer Services
Councillor Michael Thompson, City of Toronto

Jamaica 50 Toronto Celebrations

On midnight, August 5, 1962, thousands of Jamaicans packed the National Stadium in Kingston, Jamaica, to witness the final lowering of Britain's Union Jack and the unfurling of the black, green and gold, signifying the birth of an independent Jamaica.

The pride experienced by Jamaicans on Independence Day, Monday, August 6, 1962, is being replicated 50 years later in 2012 as Jamaicans worldwide celebrate the golden anniversary of independence.

In Toronto, a group of Jamaicans – the Jamaica 50 Celebration Inc. Committee – under the patronage of the High Commissioner for Jamaica, Her Excellency Sheila Sealy Monteith, and Jamaica's Consul General to Toronto, Seth George Ramocan – has planned a series of festivals and events in the areas of visual, literary, performance and culinary arts to celebrate the island's vibrant cultural heritage. Under the banner Jump for Jamaica, the year-long program will highlight the positive contributions Canadians of Jamaican heritage have made to Canada.

Jamaica 50 Celebration is an exciting calendar of events and installations showcasing Jamaican ingenuity – from the arts to academia to athletics. Jamaica 50 Celebration boasts the best of the best in Jamaican-born personalities, second-and third-generation Jamaicans, friends of Jamaica, renowned experts and artistes from Canadian communities and around the world.

We invite all Canadians and the world to experience our Jamaica 50 Celebration events and to partner with us to celebrate in the warm, vibrant, one-love spirit that is Jamaica.

ABOUT US

Jamaica 50 Steering Committee

The Jamaica 50 Celebration Inc. is a not-for-profit organization that has established a Steering Committee for Toronto and the Greater Toronto Area to plan an exciting and wide-ranging program of events and activities. The Committee's goal is to showcase the outstanding contributions of Jamaicans in Canada; to foster tourism to Jamaica; to encourage youth of Jamaican heritage to be better informed and to support Jamaica; and to provide a legacy to Jamaica and Canada through charitable and other social and cultural initiatives. The Toronto Committee will also collaborate with various community organizations in celebrating the 50th anniversary.

These are the persons responsible for planning and bringing you Jamaica 50 Celebration Events in Toronto:

The Executive

Joe Halstead – President
Trevor Massey – Vice-Chair + Secretary
Pamela Appelt – Director
Tiffany Harris – Treasurer



Co-Chairs Joe Halstead & Pamela Appelt

Jamaica 50 Steering Committee

Joe Halstead & Pamela Appelt – Co-Chairs, Steering Committee
Paula de Ronde, Jennifer Walcott, Darrell McCalla – Co-Chairs, Art + Literature
Gail Scala, Diana Burke, Sandra Whiting – Co-Chairs, Marketing + Sponsorship
Kamala-Jean Gopie – Chair, Publication
Nadine Spencer – Co-Chair, Communications + Sponsorship
Cayla Allain, Tka Pinnock – Co-Chairs, 4WD (Youth)
Trevor Massey, Dr. Avis Glaze – Co-Chairs, Future Leaders Institute
Sandra Whiting, Audrey Campbell – Co-Chairs, Gala
Diana Burke – Chair, Online Presence & Golf
Tiffany Harris, Anne Marie McLeod – Co-Chairs, Legal & Administration
Kevin Ormsby, Sandra Whiting – Co-Chairs, Performing Arts
Nadine Mendez, Olive Smith – Co-Chairs, Multi-Faith Service

Project Management

Len D. Henry – Brand Director
Marsha Brown – Volunteer Coordinator
Michelle Gordon – Secretary
Donald F. McLeod, The McLeod Group – Legal Advisor

CHARITY

Scholarships through Jamaican Canadian Association (JCA)

The Jamaican Canadian Association (JCA) is a registered non-profit organization committed to identifying and responding to the needs of the Caribbean/African community. This includes community outreach as well as responding to the educational needs of this community through the establishment of a Scholarship Program. The purpose of the Scholarship Program is therefore to provide financial assistance to worthy students from the Caribbean/African community, who are pursuing post-secondary studies in Ontario Universities/Colleges.



"The JCA Scholarship Program provides financial assistance to worthy students from the Caribbean/African community, who are pursuing post-secondary studies in Ontario Universities/Colleges."
Audrey Campbell,
President JCA & Gala Co-Chair

Proceeds benefit...

JCA Scholarship Program

Net proceeds from the celebrations will be donated to the Jamaican Canadian Association Legacy Endowment Fund (Registered Charity # 8905 34068RR0001).

Former Jamaican Canadian Association (JCA) Scholarship Recipients



Tamieka Swaby



Awain Burgess

JAMAICA LAND WE LOVE GALA



The '62 Reception

Dinner in Hope Gardens

Jamaica Jubilee

The After Party

Presented By



On Saturday, August 11, 2012, The Jamaica 50 Committee, in partnership with the Jamaican Canadian Association, presents the Jamaica Land We Love GALA – a spectacular, four-course evening that warmly welcomes all Canadians to celebrate and feast on the splendour, rhythms, heart and soul that is Jamaica.

Location: Toronto Metro Convention Centre (South building)

Full Course Evening: The '62 Reception, Dinner in Hope Gardens, Jamaica Jubilee, The After Party – \$500.00, \$350.00 and \$175.00 – benefiting Jamaica Canadian Association Endowment Legacy Scholarship fund – Tax receipt available for a portion of each ticket.

Show Only: The '62 Reception, Jamaica Jubilee, The After Party - \$50.00 to \$75.00

Appetizer: The '62 Reception

Flash back to a time when Jamaica was heady with high hopes and optimism – sweet, swinging, 1962 – the year Jamaica became an island nation. Everywhere, the air was explosive with fireworks and celebration. Jubilant Jamaicans flooded streets and squares with a rainbow of smiling faces; drums pounded like escalated heart beats and jazzy mento trumpets blared over orchestras. And with ceremony, pomp, parades, pageantry and the raising of the symbolic black, gold and green, Jamaica was independent!

We kick-off the Jamaica Land We Love GALA with The '62 Reception – a media-graphic black and white snapshot peek into the euphoria of 1962. On arrival, guests are swept up in a sensory feast of taste, sight and sound.



CBC's Dwight Drummond and Anne-Marie Mediwake

JAMAICA LAND WE LOVE GALA



The 62 Reception

Dinner in Hope Gardens

Jamaica Jubilee

The After Party

Entertainment: Jamaica Jubilee

The GALA's intimate Hope Gardens setting unfolds into the Jamaica Jubilee theatre and an additional 1,000 show-only guests join over 1,500 dinner guests to celebrate Jamaica's golden, 50th jubilee. The floating in-the-round 100' long wood carving of the map of Jamaica with its floating mobile of vertical, multi-media projection screens become prime focus. Lights, cameras, action – visuals, music, dance, spoken word – a jaw-dropping flow of top Jamaican and Canadian stars and personalities take centre stage in a spectacular showcase of sight and sound – the honouree, our beloved Jamaica. The show is created and seamlessly woven by veteran producer Len D. Henry.

The décor:

Famous Jamaican streets, signs and intersections, where the crowds would have gathered to cheer its independence: bars, lounges, stores, celebration installations and projections. At the epicentre, guests step into a time tunnel of displays, a foretelling of what's to come in the future – JAMAICA IN CANADA – the events, milestones and achievements of Jamaicans in Canada – Arts, Athletics, Business, Community Service, Health Sciences, Leadership, Media & Entertainment, Technology & Innovation.

Main Course: Dinner in Hope Gardens

All that glitters is golden – for dinner, guests are transported into the GALA's garden of hope Nice–afresh, fragrant and scenic dining experience decorated through a creative collaboration between top Jamaican guest designers of the Jamaican Horticultural Society and partnering Canadian garden suppliers.

Four exquisite, lush gardens, inspired by Jamaica's iconic Hope Gardens, partition 200 gold-gilt tables, complete with their towering centrepieces into intimate Jamaican regions: Cornwall, Middlesex North and South, and Surrey. GALA dinner guests are afforded the opportunity to be proudly seated as if right at home in Jamaica. They feast on a fabulous menu of scrumptious, island gourmet fare created by Canadian-Jamaican celebrity-chef, Selwyn Richards.

CBC Television's Dwight Drummond and Ann-Marie Mediwake host over 1,500 dinner guest through a lush program of special presentations and top entertainment toasting Jamaica and honoring great Canadian-Jamaican achievements.

"We invite you to share this special evening as we present the very best of us!"

Gala Media Spokesperson | Co-Chair, Sandra Whiting swhiting@jamaica50.ca



OFFICIAL + COMMUNITY EVENTS...There's something for everyone.

2012 will be a jam-packed year of events honouring Jamaica's 50th – all over the world. In Canada, the Jamaica 50 Celebration Calendar of Events is a series of free and ticketed events produced by the Jamaica 50 Celebrations Toronto Committee and combined with a series of select events planned and produced by partnering community organizations located in the Greater Toronto Area.

4WD

4WD On-Line Writing Contest | Mar. 17 –
Apr. 15
Mystic Effect Fashion Show | Mar. 25
Jam for Jamaica | Apr. 21
4WD Sports Launch | May 6
Afro chic Cultural Art Exhibit | June
4WD Short-Video Competition | September

Art + Literature

Jamaicans in Canada: When Ackee Meets
Codfish Launch | Apr. 12
Indigo Books Stores | Apr. 14
A Book Sinting - A Different Book list | June
An Evening with Malcolm Gladwell | May 28
Circa 1962 – Circa 2012 | Art Exhibit | Jul. 12 –
Sep. 9
Authors at Harbourfront Reading Series |
Sep. 19

Jamaica Golf

Constant Spring Golf Club | Apr. 22
Manchester Golf Club | Apr. 23
Caymanas Golf + Country Club | Apr. 28
Cinnamon Hill Golf Club | Apr. 25

Jamaica Land We Love Gala

The '62 Reception | Aug. 11
Dinner in Hope Gardens | Aug. 11
Jamaica Jubilee | Aug. 11

Charities

Charities | jamaica50.ca
The People Bridge Charitable Foundation |
peoplebridgecharity.org
JCA Scholarship Awards Program |
jcaontario.org/scholarship
Ev'ry Mickle Mek a Muckle

Promotional

Summer Sinting Launch | May 21
Jamaica50.ca Online Talent Contest | May 21
Jamaica 50 National Launch | Mar. 22
"Jump for Jamaica" International Anthem | Buy it
onjamaica50.ca + iTunes
"Jump for Jamaica" Music Video | Buy it
onjamaica50.ca + iTunes
Flag Raising | Aug. 5
Multi-Faith Service | Aug. 5
Independence Day | Aug. 6

Performing Arts

Jamaican Rhythms | Jun. 28
Jambana | Aug. 6
Skating Party | December

CONTACT

JAMAICA 50 Celebration Inc. Contact

Jamaica 50 Celebration Inc.
C/O Jamaican Consulate General
303 Eglinton Ave. E, Toronto, Ontario, M4P 1L3

Corporate Information

The Jamaica 50 Celebration Inc. is a not-for-profit organization that has established a Steering Committee for Toronto and the Greater Toronto Area to plan an exciting and wide-ranging program of events and activities. The Committee's goal is to showcase the outstanding contributions of Jamaicans in Canada; to foster tourism to Jamaica; to encourage youth of Jamaican heritage to be better informed and to support Jamaica; and to provide a legacy to Jamaica and Canada through charitable and other social and cultural initiatives. The Toronto Committee will also collaborate with various community organizations in celebrating the 50th anniversary.

For more information, please visit: www.jamaica50.ca

Thank you for your consideration

Sandra Whiting

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Nadine Spencer

Co-Chair, Communications & Sponsorship
nspencer@jamaica50.ca
PH: 416 708 0521

GALA SPONSOR REGISTRATION FORM



CBC Official
Media Sponsor

Firm/Individual Name _____

Date _____ Phone: _____ Fax _____ Email: _____

DIAMOND Sponsor Commitment (\$ 50,000)

- Presented In Part By CBC and Your Company as Lead Gala Sponsor
- \$100,000 Value of Media exposure
- 10 Jamaica Land We Love Gala Tickets
- 8 Jamaican Rhythms Tickets
- 6 regular tickets to other J50 events
- Full page advertisement in program book
- Logo on website to January 2013
- Logo placement on ALL promotional and advertising materials including: Newspaper advertising, collateral, eblasts, all Gala collateral and ads
- Featured in Media Press Releases
- Featured in Jamaica50 Newsletter

PLATINUM Sponsor Commitment (\$ 25,000)

- Recognized as Lead sponsor of Gala Feature area
- 8 Land We Love Gala Event Tickets
- 4 Jamaican Rhythms Event Tickets
- 4 regular tickets to other J50 events
- 1/2 page advertisement in program book
- Logo on website to January 2013
- Logo placement on promotional and advertising materials including: Newspaper advertising, collateral, eblasts, all Gala collateral and ads.

SILVER Sponsor Commitment (\$ 10,000)

- 4 Land We Love Gala Event Tickets
- 2 Jamaican Rhythms Event Tickets
- 2 regular tickets to other J50 events
- 1/4 page advertisement in program book

- Logo on website to January 2013
- Logo placement on promotional and advertising materials including: Newspaper advertising, collateral, eblasts, all Gala collateral and ads

BRONZE Sponsor Commitment (\$ 5,000)

- 2 Land We Love Gala Event Tickets
- Sponsor's logo on Gala collateral
- Logo on website

In Kind Commitment (\$ 2,000)

- 2 Discounted (50%) Land We Love Gala Event Tickets
- Sponsor's logo on Gala collateral
- Logo on website

Friend of Jamaica 50 Celebration Inc. (\$500.00)

- Listed on Jamaica 50 Website

Please retain the Yellow copy of the contract and return original copy to:

Address:
Phone:
Fax:
Email:

PERSON TO RECEIVE ALL BENEFITS, INCLUDING EVENT INVITATIONS

Name: _____ Address: _____ City: _____ Province: _____

Jamaica 50 Celebration Inc. PRINTING AND PUBLICATION

Please use the following name (individual, corporation, or foundation) for underwriting listing in the Jamaica 50 publication, presentation, and other printed material, when applicable. Print or type exactly as it should appear.

I (we) prefer not to be listed in any printed material I am an anonymous donor

PAYMENT INFORMATION

Total Contribution: \$ _____ Amount Enclosed: _____
Balance to be billed now: \$ _____ Balance to be billed till Mar 31, 2012: \$ _____ Individual or department to be billed: _____ Phone: _____ Fax: _____
Credit Card payment: M/C Visa Amex
Card #: _____ Expiry date: _____

Signature: _____

Please make cheque payable to: Jamaica50 Celebration Inc.
Mail to: Jamaica50 Celebration Inc. – Sponsorship Committee
c/o Consulate General of Jamaica
303 Eglinton Ave. E., Toronto ON M4P 1L3 Phone: 647-799-6546 www.jump4ja.ca