



Dear Prospective Sponsor:

St. Croix Farmers in Action, Inc. and the Crucian Coconut Festival Committee will be hosting its Fifth annual Crucian Coconut Festival on December 5, 2021 at the Estate Bethlehem Sugar Factory located across the Virgin Islands National Guard in St. Croix, United States Virgin Islands. We need your support to raise **\$20,000.00** to make the Festival a success.

This year we will **introduce an "Art Walk"** of local artists of all specialties. We are also further expanding our Children Activity Center into a **Family Fun Zone** of coconut and other physical and craft activities for adults and children, as well as reinventing our famous **Coconut Jelly Scoop Competition**. Our usual Vendor Information Station and educational activities will now be showcased under a tent outside, and for our treasure hunters, there will be a Flea Market Tent. One can expect to experience live musical entertainment, workshops, tours of our new aquaponic garden, coconut specialty and traditional food and craft vendors and the FIA Coconut Hut. Enclosed is a copy of one of our earlier Booklets to give you a "feel" for the event as well as our tentative "Schedule of Events". We hope that our 'Coconut vibes' entice you into becoming one of our sponsors.

All Sponsors will be named in our marketing and promotional materials and may have a banner of their choosing displayed at the event. Emerald Sponsors will receive 30 complimentary passes and a free full-page Ad in the Festival Booklet. Gold Sponsors will receive 20 complimentary passes and a half page Ad in our Festival Booklet. Silver Sponsors will receive 15 complimentary passes. Bronze Sponsors will receive 10 complimentary passes.

We look forward to your support.

Yours truly,

A handwritten signature in blue ink, appearing to read "Yvette Ross-Edwards", is written over a blue horizontal line.

Yvette Ross-Edwards
Director
Crucian Coconut Festival Committee

Contact Name: _____

Phone: _____



SPONSORSHIP SCHEDULE

NAME: _____ COMPANY: _____
 Address: _____ Phone: _____ Email: _____

<input type="checkbox"/>	EMERALD SPONSOR	\$3,000.00
<input type="checkbox"/>	GOLD SPONSOR	\$1,500.00
<input type="checkbox"/>	SILVER SPONSOR	\$1,000.00
<input type="checkbox"/>	BRONZE SPONSOR	\$ 750.00

PALM ANGELS (includes 1/3 page Ad in Booklet):

- COCONUT JELLY SCOOP COMPETITION (\$250.00)**
- ART WALK (\$250.00)**
- FAMILY FUN ZONE (\$250.00)**
- VOLUNTEERS' STATION (\$250.00)**
- EDUCATIONAL ACTIVITY (Honorarium for workshops, trainings, etc) (\$200.00)**

Booklet Ads (circle one):

\$50.00=1/3 page
 \$90.00=1/2 page
 \$150.00=whole page
 Patron=\$25.00
\$200.00 Inside Front/ Back Cover
 \$250.00 - Back Cover

Deadline to received Ad Layout is October 15, 2021. Email pdf or jpeg to
cruciancoconutfestival@gmail.com

AUTHORIZATION FOR MARKETING PURPOSES

I hereby authorize the St. Croix Farmers in Action, Inc. to utilize the name and logo of the above-named company on and with promotional materials for the Crucian Coconut Festival.

Print Name: _____ Signature: _____ Date: _____

SCFIA use only:

Payment Received: _____
 Check No. _____ / Cash _____ / MO# _____
 Date Received: _____ Received by: _____



SCHEDULE OF ACTIVITIES (tentative)

(Indoor) Cultural Arts Building:

11:00 a.m. to 6:00 pm

ART WALK

11:30 a.m., 1:00 p.m., 3:30 p.m.

Guided Tours of Aquaponic Garden

11:30 a.m. – 6:00 p.m

Live Musical Entertainment

12:00 pm-5:00 pm.

Horseback Rides

Educational Workshops:

Basket Weaving

Making Coconut Oil

Cooking Demonstrations

Health Benefits of Coconut

11:00 a.m. – 5:00 p.m.

Family Fun Center

3:30 p.m.

Coconut Jelly Scoop Competition

1:00 p.m. – 4:00 p.m.

Cultural Dancers & Mocko Jumbies

11:00 a.m. – 5:00 p.m.

Health and Information Vendors

11:00 a.m. – 6:00p.m.

Coconut Hut with Adult Spirits

Coconut Water and Cane Juice

Specialty and Craft Vendors all Day Long!!!

Covid19 Protocols in Effect



CRUCIAN COCONUT FESTIVAL COMMITTEE 2021

DIRECTOR

Yvette Ross Edwards, Esq. is this year's Director of the Crucian Coconut Festival. Attorney Ross-Edwards is not new to the Festival. She was instrumental in starting of the Festival, and again joined the leadership in 2017 when it successfully presented the Crucian Coconut Festival only months after the Territory struggled to recover from the devastation of Hurricanes Irma and Maria. The Festival's success in 2017 brought national attention and local confidence in its viability as another social and economic event on St. Croix. Three years later, after having two other successful Festival, and taking a hiatus during a peak of the Covid19 pandemic, the Festival is back with renewed energy and vision.

Outside of planning for the Festival, Attorney Ross-Edwards has been practicing law privately more than 25 years and has worked with several nonprofit and community service organizations on St. Croix to host local and national events.

ASST. DIRECTOR

Kareem Edwards is this year's Festival's Assistant Director. Kareem is an engineer by training and profession and has extended his talents to leadership positions in various nonprofit, community service organizations to include Rotary of St. Croix and the Caribbean Museum Center. This is Kareem's second year of leadership with the Crucian Coconut Festival.

COMMITTEE MEMBERS:

1. LEONE WILLIAMS-ROHR - **Vendor Coordinator**
2. KAREEM EDWARDS – **Asst. Director**; Team Leader - Coconut Hut; Site Prep
3. ALEXIS JULIEN – Team Leader
4. KARIEL GRANGER - **Marketing Coordinator**
5. STEPHANIE NELSON – Volunteer Team Leader; Volunteer Station
6. MALCOM EDWARDS – Team Leader- Coconut Hut; Site Preparation
7. AJA BOYD – Team Leader - Adult and Children Activities
8. KENYA GEORGE- Team Leader
9. VICTOR EDNEY – **Entertainment and Logistics Coordinator**
10. LUCIEN DOWNES – **Art Walk Coordinator**
11. ALLISON DEGAZON – **Permitting, Covid19 Protocols and Government Relations Coordinator**
12. GEORGE MOORE – Marketing Advisor
13. BOBBY LEE – Team Leader -Tours and Adult Activities; Site prep and layout
14. NAYDYEYAH THOMAS -Team Leader- Logistics Management; Volunteers
15. DARLENE RICHARDSON-EDNEY – **Family Fun Center Coordinator**
16. PEARL PARILLA - Team Leader- Gate Logistics
17. RAFAEL LLANOS – Team Leader- Gate Logistics; infrastructure and site prep
18. PAULETTE EDWARDS – Finance; Memorabilia; Volunteer Tees; site prep
19. PEDRO PARILLA - Team Leader- Marketing
20. PERCIVAL EDWARDS – Team Leader- Infrastructure; site preparation