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Subject: The Walk of Curacao

Dear stakeholder,

Enthusiastically we, present to you The Walk of Curaçao | a 3-day march through historical Curaçao held on **may, 31, June 1st and 2nd, 2019** with **Olympian Liemarvin Bonevacia as ambassador** and our first two sponsors Curacao Tourist Board and Kooyman BV. We aim to promote a healthy lifestyle and the walking sport as well as attracting sports tourism to:

“Connect to Curacao’s nature, people and culture through the ultimate walking experience”

It is no secret that Curaçao is facing several social challenges, therefore this event has the characteristic to connects to the government program as follows:

1. The Walk of Curacao brings Curaçao in motion;
2. It promotes unity in diversity;
3. It promotes participation of the youth, neighborhoods, (sport)organizations and companies for promoting health (at work);
4. It contributes to prevention and fosters awareness at the same time;
5. It educates through participation, volunteering and internship;
6. It attracts tourists and promotes Curacao as wellness destination;
7. It promotes collaboration of several ministries and other public and private entities.

To promote Curaçao internationally and attract approximately 200 tourist **the 29th Trade mission and congress** on sustainable business and innovation with The Netherlands, The Caribbean and Surinam on **may 28-29th, 2019** will be organized.

Like any other event we have a budget and forecast to generate 40% own income based on 2.000 participants. We hope to generate the remaining 60% through sponsorship and partnerships whether expressed in either financial support, expertise, products and or possible barter deals (attached a list of the essentials and sponsor packages).

We hope to have enthused you into curiosity to substantiate this letter in a live presentation to answer any queries. We appreciate your consideration for this opportunity.

Yours sincerely,

Rensley Victoria
Co-Founder
M: 5100700



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Subject: Event Essentials



INTERNATIONAL TRAVEL	
Travel deals	To provide the international participants with ticket-, accommodation- and rental car deals
Transportation	To move the international participants to the walking to the walking destination
Flight tickets	To promote the event in the Caribbean and Europe and fly over expertise to support the event organization towards an internationally accredited event
PARTICIPANTS	
Water	To provide all 2000 participants with at least 1 bottle of water daily
T-Shirts	To provide all participants at least 1 t-shirt
Medals	To design and produce a unique medal for the finished participants
Certificate	To design and print a participation certificate for all participants
Wristbands	3-day sustainable wristbands for all participants
PROMOTIONAL	
Airtime	Frequently publication of promotional video's locally and internationally
Publicity	To bring into publicity promotional material and conduct interviews
Promotional material	Pens, keychains, hand sanitizer, drink bottles to hand out as promotional gift and fundraising
Social Media	Social media management and designing of digital promotional material
Billboards, Flyers and posters	To have several promotional billboards, posters and flyers locally and internationally
Documentary	Video and Photo material during the preparation, execution and completion of the event
SAFETY REGULATION	
First AID	To have several checkpoints on the routes for the safety of the participants
Signage	To have signages along the routes
Registration system	Scanner system to scan participants from start, in between and finish to also secure the safety of participants that everybody that started also finished safely.
Transceivers	To communicate throughout the event with all locations
TELECOMMUNICATION AND TECHNOLOGY	
App	To develop an app especially for the event
Internet	To have (free) internet access for the participants to promote curacao on social media and for the organization during the preparation, execution and completion of the event
Call credit	For the organization to be able to contact and connect to people and it's many volunteers during the preparation, execution and completion of the event
Risk insurance	Insurance to cover any possible incidents during the event
Legal support	To develop terms and conditions
KICK-OFF AND AFTER PARTY	
Center Stage	To open and close event and for entertainment purposes
Tents	For sponsor and partners, registration and finish
Tables	For sponsor and partners, registration and finish
Chairs	For sponsor and partners, registration and finish
Food and Beverage	For fundraise purposes
Entertainment	Local DJ, Musicians and speakers



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thewalkofcuracao.com

Subject: Sponsor packages

PARTNERSHIP MARKETING OPPORTUNITIES (* OTHER OPPORTUNITIES CAN BE DISCUSSED) PRICES CAN ALSO BE EXPRESSED IN PRODUCTS/SERVICES	PRESENTING 75.000	PLATINUM 50.000	GOLD 35.000	SILVER 25.000	BRONZE 15.000	DAY 10.000	TOURIST 5.000	WELLNESS 2.500	WALKING 1.000	SUPPORTING 500	FRIENDLY 250
COMPANY NAME INCL. IN EVENT NAME	X										
^ON FRONT T-SHIRT	X										
LOGO PLACEMENT											
EVENT MARKETING MATERIALS	X	X	X								
LOGO ON T-SHIRT	X	X	X	X	X	X	X	X	X		
mentioning on WEB and SOCIAL MEDIA	X	X	X	X	X	X	X	X	X	X	X
LOGO AND LINK ON WEBSITE (permanent)	X	X	X	X	X	X	X	X			
LOGO ON SOCIAL MEDIA (permanent)	X	X	X	X	X	X	X	X	X		
ACKNOWLEDGE ON SOCIAL MEDIA	X	X	X	X	X				X	X	
COMPANY FEATURE ON SOCIAL MEDIA	X	X	X								
ON SITE PRESENCE											
SPEAKING DURING KICK-OFF	X	X									
SPEAKING DURING AFTERPARTY	X	X		X							
COMPANY LOGO ON BACKDROP	X					X	X		X	X	X
COMPANY LOGO ON STAGE BACKDROP	X	X	X	X	X						
TABLE AND CHAIRS IN TENT	X	X	X	X	X						
COMPANY TENT	X	X	X	X	X						
COMPANY BOOTH	X	X	X	X	X	X	X	X			
MENTION IN OPENING AND CLOSING EVENT	X	X	X	X	X	X	X	X			
MEDIA											
ACKNOWLEDGE ON TV/RADIO ADDS	X	X	X	X	X	X					
ACKNOWLEDGE IN PRINT/SOCIAL MEDIA ADDS	X	X	X	X	X	X					
MENTION AND QUOTE IN PRESS RELEASE	X	X	X	X	X	X					



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