



Florida International University Caribbean Students Association  
11200 SW 8th Street, Miami, FL 33174  
Graham Center 2300

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## **Florida Caribbean Students Association Bi-Annual Conference**

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### **Executive Summary**

The Florida Caribbean Students' Association (FCSA Inc.) was established in 1991 with Florida International University's Caribbean Students Association being one of its founding members. It was created with goals of providing a medium of interaction between Caribbean students throughout the state of Florida, and to act as a representing body of Caribbean students on issues such as education, tuition, and cultural and political awareness. The FCSA also acts as a lobbying force on issues of minority interest, including minority empowerment, and facilitates links between other Caribbean organizations throughout the United States of America.

FCSA has become the umbrella organization to over 30 organizations in many different colleges and universities across the state of Florida. Bi-annually, FCSA Inc. meets at state-wide conferences during the Fall and Spring school semesters. Since its inception FCSA Inc. has successfully hosted more than 30 conferences, serviced more than 10,000 students, and amassed numerous successful alumni. These conferences have provided students with the opportunity for one-on-one networking with fellow students and experts in a variety of fields.

The Caribbean Students Association (CSA or CARIBSA) at Florida International University was established in 1988 with the goal of uniting Caribbean nations, its people and their cultures into one organization. This goal led to our motto: One People, One Culture, One Caribbean Nation. The primary goal of CSA is to promote the culture of the Caribbean Islands throughout the FIU Community and offer a haven for the Caribbean population to come together. There are also opportunities to meet new people from different islands, make new friends, share our similarities and gain the advantage of exploring the uniqueness of our diversities. Membership is not restricted to students of the Caribbean.

Preparations for the FCSA Bi-Annual Conference are already well underway. We have already begun distributing an electronic survey to our membership, in an effort to gain a keen view of the different types of opportunities they wish to be exposed to and the social issues that they wish to discuss. Whilst this action will allow us to gain much needed information, it will also serve to alert our membership to the fact that we are showing a real interest in providing them with a quality Conference experience. This document-proposal is aimed at outlining a path towards the hosting of the FCSA Bi-Annual Conference at Florida International University in the Spring semester of 2008 and your company's partnership in this endeavor.

## Analysis of the FCSA Bi-Annual Conference

The FCSA Bi-Annual Conference, held during the Fall and Spring semesters, spans three days. The Conference begins on the Friday afternoon of the designated weekend and ends late Sunday afternoon.

A central theme is chosen for each conference and the featured workshops are designed around this theme. At the Fall 2006 Conference hosted by the University of Florida, the chosen theme was “Knowledge, Roots, Power: Using Academia to Initiate a Positive Transition in the Caribbean.” Workshops designed around this theme included topics such as “*Emigration to the US – What issues do we now face?*”, “*African, Caribbean and Black American Relations – What is the link?*” and “*Caribbean People Developing the Caribbean – Can we return home?*” For the Spring 2008 edition of the Conference, we have chosen the theme “*Bridging the Gap.*”

Another important feature of the Conference is a Career Fair. This Career Fair gives conference participants the opportunity to network with employers throughout the United States. Persons interested in graduate level study will also have the opportunity to meet with potential Colleges and Universities at the FCSA Grad School Fair.



The FCSA Bi-Annual Conference also affords participants the opportunity to socialize with students from a plethora of colleges and universities. Conference participants will be housed in nearby hotels. These students come from organizations across the state of Florida as well as visiting organizations from neighboring states. Proposed activities include the traditional talent extravaganza on the Friday, a party on the Saturday night with local and foreign entertainers and a picnic and sports day on the Sunday.

A tentative Conference itinerary follows.

## **Friday**

3:00 P.M. – until	Hotel Check-In
5:00 P.M. – 7:00 P.M.	Social/ Networking Reception
5:00 P.M – 9:00 P.M.	Registration
8:00 P.M. – 10:00 P.M.	Talent Extravaganza ( <i>Signature Event</i> )

## **Saturday**

7:00 A.M. – 9:00 A.M.	Breakfast
9:00 A.M. – 10:30 A.M.	Opening & Welcome Ceremony ( <i>Signature Event</i> )
11:00 A.M. – 11:50 A.M.	Workshop I
12:00 P.M. – 12:50 P.M.	Workshop II
1:00 P.M. – 4:00 P.M.	Luncheon Forum ( <i>Signature Event</i> )
1:00 P.M. – 4:00 P.M.	Career and Grad School Fair ( <i>Signature Event</i> )
6:00 P.M. – 7:00 P.M.	Cocktail Reception ( <i>Signature Event</i> )
7:00 P.M. – 11:00 P.M.	Banquet and Ms. FCSA Pageant ( <i>Signature Event</i> )
11:30 P.M. – 4:00 A.M.	FCSA Party ( <i>Signature Event</i> )

## **Sunday**

11:00 A.M. - Until	Hotel Check-out
12:00 P.M. – 5:00 P.M.	Family/Field & Sports Day ( <i>Signature Event</i> )

## **Market Demographics**

Currently, the Florida Caribbean Students' Association has no less than 1200 regular members across more than 30 member organizations. Over the past three years, Conference attendance has grown dramatically reaching over 800 participants at the Fall 2007 edition hosted by the University of Central Florida. The Conference has generally maintained a 60% female to 40% male ratio. This is a representation of the fact that more females than males enroll at tertiary level institutions.

From those who have participated in the Conference, we have learnt that for many of them, their Caribbean Students' Association has been their sole extra curricular activity of choice. We are therefore dedicated to maintaining the dreams of such individuals whilst giving others a similar opportunity.

## **SWOT Analysis of the Conference**

The following outlines the most significant strengths and weaknesses internal to the FCSA Bi-Annual Conference, and the opportunities and threats that exist in our local environment. Our objective is to leverage our strengths to take advantage of the opportunities our market presents, develop those areas that are weaknesses, and devise contingency plans to address threats if those should become a reality.

### **Strengths**

- Present participation by over 30 Colleges and Universities throughout Florida as well as organizations from neighboring states
- Interest shown in workshops by the participants
- Growing demand for spaces at the Conference

### **Weaknesses**

- Capital requirements for hosting such an event
- Volunteers needed to facilitate such an event

### **Opportunities**

- Program expansion to neighboring states.
- Opportunity for FIU to showcase its facilities and programs to a growing number of students
- Positive media coverage garnered by FIU as the institution is showcased as a leader in the development of international students

### **Threats**

- Legal and liability issues associated with any conference

## **Critical Issues**

Our strengths are encouraging, and our weaknesses are identified and have potential solutions. The project could be described as being in an "infant" stage, but we are presented with numerous opportunities. The threats present a level of risk that can be managed with implementation of proper statutes and guidelines. However, we have a chance to achieve a great purpose by fulfilling the goals set out in this proposal.

The critical issues include the following:

- Offering training programs that are perceived to be positive, enriching, and affordable
- Attracting participants on a return basis to conferences and workshops as they move from school year to school year
- To be perceived by School, State and Federal authorities as a valuable resource that complements the academic curriculum

## **Marketing**

Our objectives are to:

- Offer this valuable experience to as many persons as possible
- Enable authoritative figures to see the value of this experience and lend support
- Accomplish our program goals within the allocated budget
- Kindle greater interest in the FCSA in order to further its goals
- Provide FIU and our sponsor-partners with a lasting positive impact

## **Marketing Strategy**

- Direct marketing through member organizations and other institutions

And to the general public via:

- Audio-visual Campaign
  - Live audio-visual feeds will be captured during the event for re-broadcast and for distribution as an event DVD
- Radio Campaign (300 spots) & Giveaways
  - Major Radio Campaigns will be conducted on 94.5FM, 96.1FM and 107.1FM (3 ½ weeks)
  - Minor campaigns will be done on 88.1FM (2 weeks)
- Conference Brochure (5000 units)
  - These are aimed towards painting a vivid picture of the event in the minds of its readers, containing photos captured of last year's event as well as descriptions of new

elements. Sufficient space will be allocated for sponsor advertisements. Brochures will be placed in stores & hotspots statewide

- Press Campaign (2 Weeks)
  - Advertisements will be placed in the local Caribbean Newspapers (2 weeks)
  - Feature articles in the Miami Herald and school newspapers statewide
- Flyers (10,000)
  - Our network, which extends throughout the entire state of Florida, will begin working the above media campaign from 6 weeks before the event
- Banners
  - Banners will be placed in select locations to increase visibility (3 ½ weeks)
- Internet (Email & Websites)
  - E-flyers and website advertisements (6 weeks)
  - Websites: [Partyspre](#), [Whata-gwan](#), [TriniJungleJuice](#)
  - Re-launching of the new website: [www.fcsaconference.com](http://www.fcsaconference.com)

### **Sponsor Benefits**

The FCSA Bi-Annual Conference is a highly anticipated event throughout the Caribbean student population. Through the links that we have developed within the schools of our member organizations, the various Consuls General and promoters throughout South Florida, one ought not to attribute a value to the number of persons that will come into contact with our marketing campaign. Past Sponsors such as Grace Kennedy, Phillip Morris USA, Publix Supermarkets, Air Jamaica, Workforce Central Florida, Darden Restaurants, and the University of Trinidad and Tobago among others, can attest to the fact that more than adequate coverage will be received by each and every sponsor. Plans are also underway to invite organizations from Georgia, Maryland, Texas, D.C., and New York to attend this conference, hereby broadening the scope of the brand's reach.

### **Conclusion**

At this point, we would like to invite you to become a sponsor-partner with us as we bring the FCSA Conference experience to South Florida. We are asking that you support the FCSA Conference through a monetary donation. We have also outlined below, packages for further levels of sponsor involvement. If you are interested in this aspect as well, we are certainly open to negotiation. The deadline for agreement to any one of these packages is **Monday 3<sup>rd</sup> March 2008.**

We are dedicated towards our mission, which is to foster the development of students in the state of Florida. Research indicates the economic, social and personal value of "investing" in the lives of young people in a positive and constructive manner avoids the social and penal system costs

that may later result. We will therefore continue to make efforts towards its realization and hope to gain support along the way.

Please take a look at the packages that we have outlined. Financial documents will be made available upon request. It is again our hope that you will support us by meeting our financial request as mentioned previously.

Thank you in advance for your kind consideration in this matter, and we hope to hear from you soon.

Sincerely,

Tsahai Stewart  
Conference Co-Chair  
Florida International University Caribbean Students Association

Voice: 786.291.5131/1.868.642.4568  
Email: [fiucsa.conference08@yahoo.com](mailto:fiucsa.conference08@yahoo.com)

# SPONSORSHIP PACKAGES

## Title Sponsor - \$10,000

- Signature coupled to "FCSA Conference" Brand or Title Phrase
  - Full Page (Inside Cover) Advertisement in Magazine
    - Pre-Event Giveaways & Coupons
    - Road Banners
- Photo Opportunities with Participants and Specially Invited Guests
  - Additional Complimentary All-Access Passes
    - All of the Below Benefits

## Gold Sponsor - \$7,500

- Half Page Advertisement in Magazine
  - Press Advertisement Signatures
- Premium Signage at the Venues and at all Signature Events
  - Giveaways During Signature Events
  - 5 Additional Complimentary All-Access Passes
- Recognition on Souvenir & Specialty Merchandise
  - All of the Below Benefits

## Silver Sponsor - \$5,000

- Bottom Strip Advertisement in Magazine
- Radio Advertisement Campaign (3  $\frac{1}{2}$  wks)
  - Special Mention during the Event
- 2 Additional Complimentary All-Access Passes
  - All of the Below Benefits

## Bronze Sponsor - \$2,500

- Radio Advertisement Campaign (2 wks)
- Flyers, Email Campaign, & Websites (4 Wks)
  - Signage at Select Venues
  - Recognition in Conference Brochure
  - 3 Complimentary All-Access Passes

# EVENT SPONSORSHIP

We have created the Signature Event Brand Label for our major events throughout the weekend. You, as our sponsor will be known as the host of the event and your name will be attached to the event on all conference information. In addition, you will have a role in how the event is viewed by our participants.

## **Sponsorship includes:**

- Designation as official host of the event
- Sponsor introduction and recognition by FCSA
- Free entrance for five persons at the event
- Inclusion in select conference email blasts identifying your company as a event sponsor
- Rights to display signage and or product at party
- Rights to sample products or distribute company promotional materials at event

## Talent Extravaganza - \$7500 (2 at \$3000 and 2 at \$1500 packages available)

This is the first big event at conference and all the schools participate to win the bragging rights for the best dance team in FCSA. Persons who have other talents can also perform and win a prize.

## Opening and Welcome Ceremony - \$2000 (1 package available)

The opening ceremony officially welcomes conference attendees to the weekend's events and honors the winners of the previous night's talent show. There is a guest speaker who exemplifies the level of success we wish our members to aspire to and achieve, who shares her views on the theme of the conference in relation to their experiences in the real world.

## Luncheon Forum – \$2500 (2 packages available)

The Luncheon Forum is a panel discussion on a current topic that is deemed to be of interest to the conference attendees. This is where we highlight the local Caribbean consulates and they answer any questions that attendees have on issues that they may be having.

## Cocktail Reception - \$2500 (1 package available)

This is a new initiative to be conceived by CARIBSA for the FIU conference and would hopefully be continued after this conference. This event would be a networking social for the major sponsor, consulates, university officials and the E-board members from each school. This is where school representatives would have a chance to meet with influential members of Florida's Caribbean community and establish relationships for the future.

### Ms. FCSA Pageant and Banquet - \$3000 (2 packages available)

This is the event that distinguishes the Spring conference as the premiere conference to attend and as the host of this event you will be helping FCSA further its initiatives to enhance the benefits to its members. The pageant showcases the variety of talents that abound within the Florida schools as well as to give the schools a friendly rivalry amongst themselves.

### FCSA Conference Party - \$10,000 (2 packages available)

This is the most anticipated event of the weekend and was carried to an even higher level by UCF when they brought Elephant Man to the party. The members of the FIU committee want to go even bigger and better than that and we need the help of you the sponsors to do so. With your name on this brand it will be remembered as the Highlight of the entire conference.

### Family/Field & Sports Day - \$5000 (3 packages available)

This is the cool down event of the weekend where we all get together and have some fun to end the conference. This event is where conference attendees socialize the most whilst having fun in the sun. This year we want the event to be reminiscent of a primary school's sports day and as such have put plans in the works to make this happen. We hope with your help it will be a great success.

### Additional Sponsorship

For those sponsors who are unable to make the sizable contributions noted above. Please contact me so that a donation can be made to the event or so that you can take a look at other smaller items that you can sponsor for the conference, thus still having an impact on the conference attendees.