



REGGAE GENEALOGY

THE ORIGINS, EVOLUTION & INFLUENCE OF JAMAICAN MUSIC



An outdoor music festival presented by Island SPACE Caribbean Museum
Saturday, February 7, 2026 | reggaegenealogy.org

SOMETHING SPECIAL HAS PLANTED ROOTS IN THE CITY OF PLANTATION

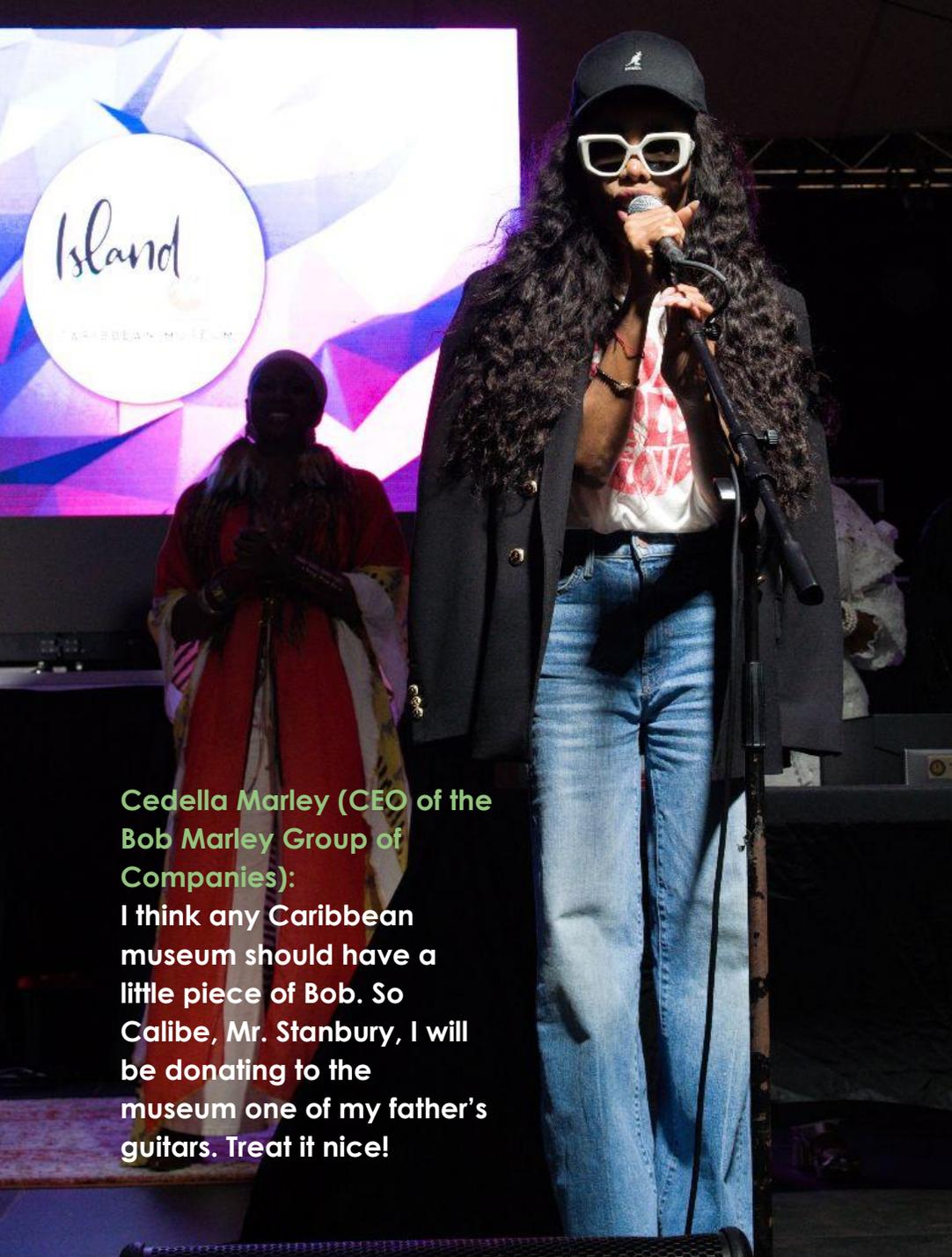
On **Saturday, February 7, 2026**, Volunteer Park — where Plantation meets Sunrise — becomes the stage for **Reggae Genealogy**, an immersive, multicultural festival presented by Island SPACE Caribbean Museum. Reggae Genealogy has become one of Broward County's most anticipated annual cultural showcases, drawing thousands each year. The event blends vivid imagery, storytelling, and pulsating sound to explore the origins and global influence of Jamaican music.

LIGHTS. CAMERA. REGGAE.

This year's theme highlights reggae's unforgettable footprint in film, television, and pop culture — from **James Bond** to characters portrayed by **Denzel Washington** and **Julia Roberts**.

Through **live music, dance, period fashion, narrated visuals, and seamless emcee storytelling**, we reveal how Jamaican rhythm, style, and socio-political energy have shaped Hollywood and the world.

>> WATCH RECAP VIDEO <<



Cedella Marley (CEO of the Bob Marley Group of Companies):

I think any Caribbean museum should have a little piece of Bob. So Calibe, Mr. Stanbury, I will be donating to the museum one of my father's guitars. Treat it nice!

2024 event leads Lloyd Stanbury and Calibe Thompson with lifetime achievement award winner Marcia Griffiths.



WHY PARTNER

Reggae Genealogy offers powerful brand alignment with a vibrant, multicultural audience. Your partnership places your company at the center of a regionally recognized festival, delivering deep community connection, expansive media visibility, and authentic cultural engagement that resonates far beyond event day.

IMPACT SNAPSHOT

- 3,000+ attendees
- 4,000+ expected in 2026
- 1.5M+ digital reach
- 50+ minority vendors
- 250+ volunteers
- Strong local and national media presence

THE EXPERIENCE

- Live musical performances
- Dynamic dance and theatrical segments
- Period fashion displays
- Narrated audiovisual storytelling
- Lifetime Achievement Awards

WHY PEOPLE LOVE IT

Hazelle P. Rogers (Broward County Commissioner): *My colleagues and I value the fact that Plantation stepped up and stepped out, and is also committing to another 10 years of this event in Broward County.*

Juliet Steadman (Attendee): *Wow! WOW!! REGGAE GENEALOGY was a HUGE SUCCESS!! It was EPIC!!! If you missed it you missed an opportunity to dive deep down into our Jamaican roots and culture.*

Juliet Roulhac (Director, Broward-SouthWest External Affairs & Corporate Philanthropy at FPL): FPL has been a long time supporter of the Caribbean community and was the very first sponsor of the music exhibit at Island SPACE. We're proud to be a participating sponsor of today's event.

WHO ATTENDS

- Ages 32–65
- High-engagement families and professionals
- Caribbean diaspora and multicultural communities
- Reggae music fans
- Aligns with brands in lifestyle, food and beverage, finance, travel, health, technology, media, and community services.

HOW WE REACH THEM

A high-impact, multicultural marketing campaign that includes:

- Radio (HOT 105, WAVS 1170)
- TV (NBC6, CBS4, Island TV)
- Digital/social ads
- Earned media
- Community partnerships
- Street team

Amid a few thousand friends, a guest enjoys the music.



SPONSORSHIP OPPORTUNITIES AT A GLANCE

Level	Investment	What Your Sponsorship Supports
Powered by	\$40,000	Production expenses including stage, sound, lighting, screens, crew, security, parking and supporting operations.
Presenting	\$25,000	<ol style="list-style-type: none"> Entertainment: Performer expenses including band, singers, DJ, dancers and fashion segment. Marketing: Coordination, content development, paid and earned campaigns via traditional and non-traditional channels.
Heritage	\$15,000	<ol style="list-style-type: none"> VIP: Staging and decor for VIP area. Food and Beverage: For VIP, volunteers and backstage. Benefits include food court naming rights. Vendor and Volunteer Support: Vendor and volunteer coordination. Benefits include artisan vendor village naming rights.
Tropical	\$10,000	General event operations
Community	\$5,000	General event operations

**** Full sponsorship benefit details are outlined on the following pages.**

Island
SPACE
CARIBBEAN MUSEUM

REGGAE
GENEALOGY

SPONSORSHIP BENEFITS

Trusted by partners including regional corporations, government agencies, cultural institutions, and highly engaged community brands.



VIPs including Broward County Commissioner Hazelle Rogers and Plantation Councilwoman Jennifer Andreu in front of the step and repeat featuring 2024 sponsors.



2025 Florida Power & Light Company activation

“POWERED BY” NAMING RIGHTS

— \$40,000

This is the most exclusive and highest-prominence position available — only one “Powered By” sponsor will be featured across the entire festival footprint.

This level is designed for brands seeking unparalleled category exclusivity, immersive brand integration, and powerful cultural alignment with the Caribbean diaspora.

- **“Powered by [Your Company Name]” with dominant logo placement across all graphics, media, stage wings, and festival environments.**
- **Positioned above all other sponsor tiers with unmatched visibility, prominence, and media integration.**
- **Featured storyline inclusion in select promotional videos and highlight segments.**

Branding Rights

- Category exclusivity
- Premium jumbo-screen branding
- Premium logo at photo ops

Media & Public Relations

- Top billing in all radio, video & print campaigns
- Full-page, premium-placement keepsake ad
- Integration into custom promotional campaigns
- Digital + social + website branding

On-Site Visibility & Engagement

- Premium activation location
- On-stage welcome + live remarks
- Multiple mentions throughout the event

VIP Treatment

- Dedicated sponsor integration support included.
- 20 VIP tickets + 10 parking



The Jamaica Tourist Board engages with guests.



2025 Volunteers



A volunteer influencer live streaming.

“PRESENTED BY” NAMING RIGHTS — \$25,000

Positioned as the festival’s lead cultural partner immediately below the “Powered By” level, the Presenting sponsor enjoys elevated visibility across programming and promotions.

Ideal for brands wanting prominent visibility and community leadership positioning without the exclusivity requirement of the “Powered By” tier.

Comparable regional events price this tier at \$30,000–\$50,000.

- **“Presented by [Your Company Name]” with secondary logo** in all graphics, promotions, media and messaging.
- Secondary placement on stage wing banners

Branding Rights

- Category exclusivity
- Premium jumbo-screen branding
- Premium logo at photo ops

Media & Public Relations

- Top billing in radio, video & print campaigns
- Full-page, premium-placement keepsake ad
- Integration into custom promotional campaigns
- Digital + social + website branding

On-Site Visibility & Engagement

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ALL OTHER LEVELS

Perfect for brands focused on authentic community presence, booth activation, sampling, and multicultural engagement.

HERITAGE SPONSOR – \$15,000

Position your brand as a cultural pillar within a dedicated festival zone.

Benefits include:

- Exclusive branding in one themed area (VIP, Food Court, Artisan Village)
- Stage recognition, pre-recorded video message, advertising on jumbo screens
- Activation space + photo-op logos
- 10 VIP + 5 parking
- Premium full-page ad

TROPICAL SPONSOR – \$10,000

Strong visibility across multiple high-traffic touchpoints.

Benefits include:

- Stage recognition, pre-recorded video message, advertising on jumbo screens
- Activation space + photo-op logos
- 10 VIP + 5 parking
- Premium full-page ad



COMMUNITY SPONSOR – \$5,000

Authentic connection with the community experience.

Benefits include:

- Activation space
- Advertising on jumbo screens
- General step-and-repeat logo
- 5 VIP + 2 parking
- Full-page ad

ACTIVATION – \$2,500

High visibility to 4,000 attendees.

Benefits include:

- Up to 10' x 20' Activation space
- 2 VIP + 1 parking
- Full-page ad

*** Category exclusivity available upon request at select tiers.*

Guests enjoying the Reggae Genealogy music festival.



WE'RE EXCITED ABOUT THIS PARTNERSHIP. LET'S TALK!!

To ensure your brand receives full visibility in our marketing rollout — including early promotional placements and premium positioning — please confirm your partnership by Friday, December 19, 2025.

Let's build something extraordinary together.

Calibe Thompson
Partnership
305-342-5314
calibe@islandspacefl.org

General Inquiries
954-999-0989
museum@islandspacefl.org

ABOUT ISLAND SPACE

Island SPACE is a 501(c)(3) nonprofit organization dedicated to the development and advancement of arts, culture, history, and educational initiatives that represent the Caribbean region, in South Florida and the broader diaspora community.