



REGGAE GENEALOGY

THE ORIGINS, EVOLUTION & INFLUENCE OF JAMAICAN MUSIC



An outdoor music festival presented by Island SPACE Caribbean Museum at Broward Mall
Saturday, February 1, 2025 | reggae genealogy.org



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!

**“One good thing about music,
when it hits, you feel no pain”**

BOB MARLEY

1

CHAPTER 1

AN INSTANT CLASSIC



Cultural dancers at the inaugural Reggae Genealogy 2024.

Andrea Chase of the Jamaica Tourist Board enjoys the show.



REGGAE GENEALOGY FEEDBACK 2024 ●

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 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 Caribbean Museum. And we're proud to be a participating sponsor of today's event.

Jennifer Tucker-Andreu (City of Plantation Councilmember):

You outdid yourself! What an amazing event. I haven't stopped talking about it. Can't wait for next year!

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.



Plantation residents learn about the history of Jamaican music.

SOMETHING SPECIAL HAS TAKEN HOLD IN THE CITY OF PLANTATION

On Saturday 1, February 2025, Broward Mall in the City of Plantation will host a unique, pioneering musical concert event — **REGGAE GENEALOGY**. Presented by Island SPACE Caribbean Museum, this second annual multicultural experience explores, in vibrant imagery, informative detail and pulsating sound, the dynamic origins, evolution and influence of Jamaican music.

>> WATCH THE 2024 RECAP VIDEO <<

Mykal Rose, formerly of Black Uhuru, winners of the first reggae Grammy, on stage at Reggae Genealogy.



ABOUT REGGAE GENEALOGY ●

The Reggae Genealogy showcase traces the early beginnings of popular Jamaican music from before the island's independence from Britain in 1962 through to the present.

Education and entertainment meld as we reveal how African elements, other non-Jamaican genres, the island's socio-political environment, and technical innovations shaped the Caribbean's most prolific and far-reaching musical form.

The audiovisual journey explores native mento, ska, Nyabinghi, rocksteady, lover's rock, dub, reggae and dancehall, and includes an odyssey through Jamaican musical influence on genres such as hip hop, reggaeton, EDM and Afrobeats.



A guest enjoys ice cream made by a local minority vendor.

THE DAY'S EVENTS

A live music showcase featuring immersive audiovisual and narrative elements.

- Early afternoon video shorts on large screens showing Jamaican music histories.
- Pre-show DJ and activities.
- Food trucks, refreshments, corporate circle and artisan shopping village.
- Free pre-showtime tours of Island SPACE Caribbean Museum.
- Showcase Parts I & II: Storytelling narration, video presentations, live band, DJ, singers and dance performers on stage.
- Lifetime achievement awards presented to icons of the Jamaican music industry.

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



IMPACT ●

- 1600 attended inaugural event in 2024
- More than 100 volunteers engaged
- More than 20 local small, minority owned businesses benefited
- Nearly 1 million uniques reached via social media
- Nearly 60,000 engaged via social media
- More than 30 items of local, regional and national news coverage



SOCIAL REACH
918,000
unique

X 6.4K YouTube 793.5K Instagram 116.6K TikTok 1.5K



SOCIAL ENGAGEMENT
59,000
total

Like 958 Retweet 16 Comment 118 Share 58.3K



TOTAL MENTIONS
217
total

163 Social from 55 users
54 Web on 30 sites



SENTIMENT ANALYSIS
26.7% **1.4%** **53.9%**
(58) (3) (117)
positive negative neutral

2

CHAPTER 2

MARKETING & PROMOTIONS

World
SPACE
CARIBBEAN MUSEUM



AUDIENCE

Based on the attendance of more than 1,600 people at the 2024 inaugural Reggae Genealogy event and the overwhelmingly positive feedback received, we expect a diverse audience of 3,000 to 4,000 attendees in 2025, including families, culture aficionados, professionals and music history buffs from near and far.

- Average annual household income of \$75,000 - \$150,000
- Attendees primarily between 32 and 65 years old
- Average attendee cooks and dines out multiple times weekly
- Average attendee has traveled internationally in the past year

A guest enjoys the music.



● BUZZ BUILDING

To reach our target audience, our marketing strategy includes promotions as follows:

- Messaging in and outside of South Florida
- 12 week strategic advertising campaign
- Robust public relations campaign
- Traditional platforms including radio, digital and print
- Paid social media campaigns
- Media partnerships
- Targeted email blasts
- Event flyers and street team
- Partner promotions
- Non-traditional channels
- Pre-event activations



Plantation Mayor Nick Sortal with Willie Sewart, Maxine Stowe, Calibe Thompson, Mr. Vegas and Abebe Lewis (left).

Neki Mohan, Lloyd Stanbury, Richard Blackford, Copeland Forbes, G. Gole and David Mullings (right). This photo was taken at a pre-event panel discussion with more than 150 attendees.

MEDIA

Based on our 2024 Island SPACE and Reggae Genealogy event coverage, a mix of earned, sponsored and paid media messaging will include but not be limited to:

Radio

- HOT 105
- WAVS 1170
- CANE Radio
- Various internet stations

Television

- NBC6
- CBS4
- Local 10
- Beach TV
- Island TV
- Video Mix

Community Partnerships

Print Publications

- Miami Herald
- Sun Sentinel
- South Florida Times Weekly
- Caribbean National Weekly
- Miami Times
- Caribbean Today

E-Blast

- Broward Mall
- Island SPACE
- Island Origins
- Jamaicans.com
- SFLCN.com
- Caribcast

Event Highlights:

- A live music showcase featuring immersive narrative elements, video presentations, bands, DJs, singers, and dance performers on stage.
- Fun early afternoon activities and video shorts.
- Exciting food and artisan vendors.
- Free pre-showtime tours of Island SPACE Caribbean Museum.



Limited tickets are available for this extraordinary musical



MEDIA

Based on our 2024 Island SPACE and Reggae Genealogy event coverage, a mix of earned, sponsored and paid media messaging will include but not be limited to:

Digital

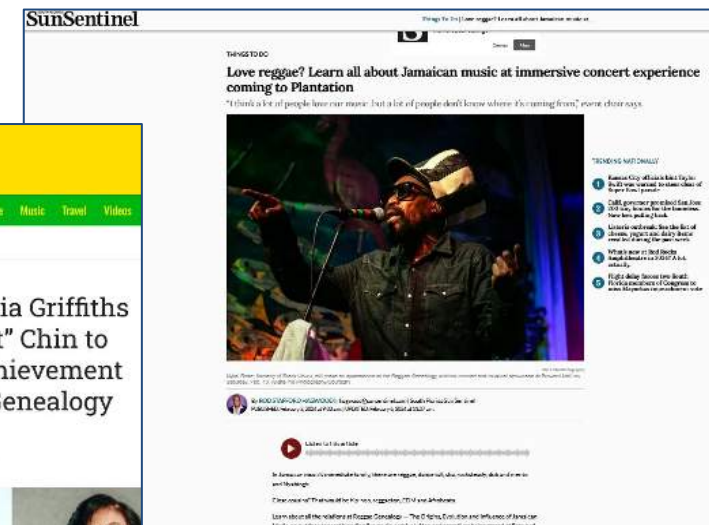
- Paid Google display ads
- Paid YouTube spots
- Paid social media
- Paid website placement
- Geotargeted display ads
- VisitLauderdale.com
- Broward Mall
- Island SPACE
- Island Origins
- Jamaicans.com
- SFLCN.com
- CNWeekly.com
- WhyIParty

Grassroots

- Flyers
- Street team
- Posters
- Street signage

Additional Channels

- Direct mail (USPS)
- Lamp post banners (where applicable)
- Bus benches
- Cooperative ad buys
- POP displays at partner locations
- Viral social campaigns



3

CHAPTER 4

SPONSORSHIP OPPORTUNITIES



Associates from Island SPACE grantor Community Foundation of Broward address the audience.

Plantation Mayor Nick Sortal addresses the 2024 Reggae Genealogy audience.



PRESENTING SPONSOR | \$50,000 (One Exclusive) | OR \$25,000 (Two Non-Exclusive)

Rights

- Presenting rights - **Reggae Genealogy presented by Your Company Name**
- Category exclusivity

Onsite Entitlements

- Feather banners positioned beside stage
- Exclusive sponsor activation space at or near the event entry
- Premium branding on jumbo screens throughout the event
- On stage welcome with multiple mentions throughout the event
- Opportunity to address the audience from on stage
- Premium logo placement at photo opps
- 20 complimentary VIP tickets
- 10 VIP parking passes

Media and Public Relations

- Primary brand integration into custom promotional campaign (Ex. see [Yellow Cab Karaoke](#) campaign).
- Top billing in all radio, video and print advertising and media campaigns.
- Full color, full page ad on inside front cover or page 1 of printed event keepsake book.
- Promotional integration and brand link from website event page and social media campaigns.
- **Exclusive includes 1 year museum Gallery naming rights - Your Company Gallery**

The Jamaica Tourist Board engages with guests.



HERITAGE SPONSOR | \$15,000 (Five Available)

Onsite Entitlements

- Prominent exclusive sponsor branding on main signage for, and throughout, one of five designated areas
 - Parking Lot
 - VIP
 - Food Court
 - Artisan Village
 - Corporate Circle
- On stage welcome with multiple mentions throughout the event
- Opportunity for pre-recorded audience message from stage
- Sponsor activation space at event
- Branding on jumbo screens throughout the event
- Logo placement at photo opps

- 10 complimentary VIP tickets
- 5 VIP parking passes (as available)

Media and Public Relations

- Billing in selected video and print advertising, and media campaigns.
- Full color, full page ad with premium placement in printed event keepsake book.
- Promotional integration and brand link from website event page and social media campaigns.

Grace Foods samples Tropical Rhythms for the attending audience.



TROPICAL SPONSOR | \$10,000

Onsite Entitlements

- On stage welcome with multiple mentions throughout the event
- Opportunity for pre-recorded audience message from stage
- Sponsor activation space at event
- Branding on jumbo screens throughout the event
- Logo placement at multiple photo opps
- 10 complimentary VIP tickets
- 5 VIP parking passes (as available)

Media and Public Relations

- Billing in selected video and print advertising, and media campaigns.
- Full color, full page ad with premium placement in printed event keepsake book.
- Promotional integration and brand link from website event page and social media campaigns.



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

COMMUNITY SPONSOR

\$5,000

Onsite Entitlements

- Sponsor activation space at event
- Branding on jumbo screens throughout the event
- Logo placement at general step and repeat
- 5 complimentary VIP tickets
- 2 VIP parking passes

Media and Public Relations

- Billing in selected video and print advertising, and media campaigns.
- Full color, full page ad with premium placement in printed event keepsake book.
- Promotional integration and brand link from website event page.



A volunteer influencer live streaming.

PROMOTIONAL SPONSOR | \$5,000

Your in-kind sponsorship will go directly to marketing efforts and can be carved out from your existing media buys. Each option includes 5 VIP tickets, a full page ad in the event program book, an activation tent at the event, on-screen branding at the event, social media recognition and a brand link from the website event page.

Radio Promotional Sponsor

- Exclusive co-branded radio ad campaign on agreed upon stations.

Video Promotional Sponsor

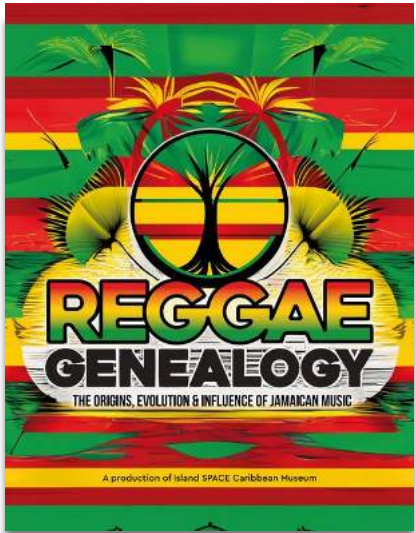
- Exclusive co-branded ad campaign on YouTube and Google video services.

Street Team Promotional Sponsor

- Co-branded shirts for pre-event street team plus co-branded flier distribution at 10 targeted events

Print Publication Promotional Sponsor

- Co-branded graphical ad insertions in agreed upon print publications.



KEEPSAKE SPONSOR

Premium - \$1,000

- Full page ad in printed event keepsake book.
- Two (2) VIP event tickets.

General - \$500

- Half page ad in printed event keepsake book.
- Two (2) general admission passes.

ROCKSTEADY: JAMAICAN SOUL MUSIC

Rocksteady, a pivotal chapter in Jamaican music during the mid-1960s, serves as a soulful bridge between the exuberance of ska and the laid-back groove of reggae. The genre introduced a slower tempo and smoother sound that depicted a more tender side of Jamaican music.

Notable Rocksteady focused on love and romance, as exemplified by timeless tracks like Alton Ellis' "I'm Still in Love With You Girl." With a lot of emphasis on harmony, soulful vocals and prominent basslines, Rocksteady music heralded the dominance of vocal groups, including The Heptones, The Paragons, The Melodians, The Techniques, The Impressos and The Gaylads. Influential producers Clement "Coxsone" Dodd, Duke Reid, Sonia Fortner and Bunny Lee, and the influence of Curtis Mayfield and American vocal groups, played significant roles in shaping Rocksteady.

Beyond Jamaica, Rocksteady's influence resonated globally. US-based rock band No Doubt embraced its soulful vibe in the name of their album "Rock Steady," while the UK's The Specials incorporated Rocksteady elements in tracks like "Ghost Town," capturing the sociopolitical unrest of the time while paying tribute to Jamaican musical roots.

ALTON ELLIS
Mr Soul of Jamaica

Album art for the "Mr Soul of Jamaica" album by Alton Ellis.

LOVER'S ROCK: A ROMANTIC JOURNEY

Lover's Rock emerged as a soulful and romantic genre, weaving tales of love and passion against the rhythmic backdrop of reggae. The genre emerged in the late 1960s and flourished in the 1970s. Reggae artists explored smoother rhythms, heartfelt lyrics and lush harmonies, giving rise to a distinctive genre epitomized by Stephy Isaac's 1972 hit "My Only Lover" and Ken Boothe's UK success with "Everytime I Hear Your Name" in 1974.

The genre's sultry rhythms and romantic allure transcended Jamaica. In the UK, lover's rock exploded in the late 1970s with iconic tracks like Janet Kay's "Silly Games," becoming immensely popular due to Kay's emotive vocals, the languid tempo that created a timeless feel and the significant Jamaican diaspora that lived in the area. British artists such as Maxi Priest and the Nigerian-born British singer Sade also embraced lover's rock, creating music that blends Jamaican and British influences.

Lover's rock also inspired non-Jamaican artists. Lauryn Hill's soulful interpretation in "Turn Your Lights Down Low" and UB40's reggae-infused cover of Neil Diamond's "Red Red Wine" brought the genre international acclaim. Today, lover's rock remains extremely popular among reggae fans around the world, as exemplified by the long and very successful career of artist Beverley Hills. Beverley Hills' "Music is Life" album was nominated for a Grammy in 2014.

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LIFETIME ACHIEVEMENT AWARDEES

Cedella Marley
As the first born child of Bob and Rita Marley, Cedella Marley has carved a multifaceted career of her own as an accomplished singer, author, fashion designer and entrepreneur. Not only did she earn three Grammy Awards, as part of Ziggy Marley and the Melody Makers, but as CEO of Full Gong International and director of the Bob Marley Foundation, she has been instrumental in leaving a significant impact on the reggae legacy. Marley's commitment to the community extends to youth programs, namely her former role as Global Ambassador to the Reggae Girls, Jamaica Women's Football Program, and children's books, of which her "In This Love" has been nominated for a NAACP Image Award in the category of Outstanding Literary Work.

Patricia "Miss Pat" Chin
Patricia "Miss Pat" Chin stands as a monumental figure in Jamaican music history. She is the co-founder of VP Records, the world's largest independent distributor of Caribbean music. Beginning in 1963 with a tiny record shop called "Randy's" then "Studio 207" in the late 60s, along with her late husband Vincent "Randy" Chin, they created a hub for legendary artists like Bob Marley, Peter Dink and Dennis Brown. After moving to New York in 1977, they founded VP Records in Queens, transforming it into a global force for reggae, dancehall and soca, all while embracing change and staying at the forefront of musical evolution. Now the "Godmother of Reggae" still leads the record label with a roster of current artists including Shaggy, Sade, Hammon and Gypsi. She is currently celebrating the success of her 2023 book, "My Reggae Music Journey," that details her 60-year career in the music industry.

Marcia Griffiths
Marcia Griffiths is a highly acclaimed Jamaican singer with a prolific career spanning various musical collaborations and solo achievements. She was part of the successful duo Bob & Marcia, and later joining the "Three" alongside Judy Mowatt and Rita Marley. Griffiths contributed significantly to Bob Marley & the Wailers' legacy. Her solo career includes chart-topping hits like "Feel Like Jumpin'" and the iconic "Electric Boogie," which led to the creation of the famous Electric Blue Coffees, earned the "Queen of Reggae" title. She continues to be a driving force in reggae music, touring internationally and spreading the genre's positive messages.

A WORTHY TRIO OF PHENOMENAL WOMEN
While Jamaican music has been dominated by men since its inception, there are several powerful women who have quietly impacted the industry in remarkable ways. Loveline Bennett Greeney, affectionately called "Miss Lou," made Jamaican dialect acceptable at a time when it was thought to be "less than." Lady Saw, Sister Nancy, G. Lodge, Alpha and Donna, Spice, Tanja Strejcek and many others have laid paths and lit trails as performers.

Island SPACE Caribbean Museum celebrates Cedella Marley, Marcia Griffiths and Patricia Chin for breaking barriers in ways that transcend genre, time and nation of origin.

Congratulations to our Lifetime Achievement Award recipients!

The Art of Moving Mountains
Empowering Women in Business & Education

Available on **amazon audible**

SolangesVivens.com

Books will also be sold at the Women's History Month Event at Island SPACE Caribbean Museum on Sunday March 3, 2024.

DR. SOLANGES VIVENS
INSPIRATIONAL SPEAKER & MENTOR

"Big Up to Island SPACE Caribbean Museum on their inaugural Reggae Genealogy event."

City of Plantation Councilmember, Jennifer D'Andre

Guests enjoying the 2024 Reggae Genealogy show.



LET'S TALK!!

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calibe@islandspacefl.org

General Inquiries
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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.