



SILVER STAR
AFRO CARIBBEAN
CULTURAL FESTIVAL
2026



SPONSORSHIP PACKAGES





Welcome to the Silver Star Afro Caribbean Cultural Festival

New Vision Music Society has hosted 5 successful annual Afro Caribbean Cultural Summerfest of Surrey (A.C.C.E.S.S.) celebrations in Surrey, and is hosting the 6th Surrey event in 2026. The events are a vibrant, multicultural hub of music, dance, food, and community. Since its debut in 2022, the festival has seen exponential growth, with attendance of over 12,000 participants.

A.C.C.E.S.S. is more than just a festival—it's a movement. NVMS's mission is to encourage cultural unity, celebrate diversity, and build bridges between Afro-Caribbean communities and the broader Canadian society.

NVMS proudly serves as a platform that:

- Promotes cultural exchange and collaboration
- Elevates the voices and visibility of Afro-Caribbean nonprofits and entrepreneurs
- Encourages deeper integration and mutual understanding
- Celebrates heritage while inspiring connecting

In 2026, New Vision Music Society (NVMS) is coming together with SilverStar Mountain Resort (SSMR) and Destination Silver Star (DSS) to plan the first Silver Star Afro Caribbean Cultural Festival at SilverStar Mountain Resort on July 17-19, 2026.

Sponsors will have access to a range of branding opportunities, prominent placement in the festival marketing plan and an activation space at the event.

Our flexible sponsorship packages can be tailored to align with your specific needs and budgetary considerations. We are committed to ensuring our sponsors receive maximum value from their investment.

We look forward to the prospect of collaborating with your brand and creating a successful partnership.



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WHO WE ARE



At New Vision Music Society, we are driven by a deep passion for music and its power to bring people together. As a collective of experienced artists, organizers, and community leaders, we are committed to making music accessible and meaningful for all.

Our mission is to celebrate diversity, encourage cultural understanding, and unite communities through the universal language of music.

Throughout the year, we organize events that showcase musical traditions from around the world—giving artists the opportunity to share their heritage and stories, and engaging audiences of all ages and backgrounds.

We've hosted a wide range of events across British Columbia and beyond, including Black History Month celebrations, Appreciation Galas, and the annual A.C.C.E.S.S. Surrey Festival.

Our vision is to shine a spotlight on the richness of Afro-Caribbean musical expression by curating a professional and inclusive festival that resonates with the public, youth, families, and the broader community.

These events are completely free to attend, thanks to the generous support of our sponsors, donors, and community partners.

We are incredibly grateful to everyone who has contributed to our journey so far, and we look forward to building an even stronger, more vibrant celebration.





WHO WE ARE



Destination Silver Star (Silver Star Resort Association) is a destination management organization mandated to maintain and enhance the Silver Star experience. Areas of focus include community and member engagement, marketing, sales, media relations, events, research, and destination development.



Set high in British Columbia's Okanagan Valley and only a 20-minute drive from Vernon and less than an hour from the Kelowna International Airport (YLW), SilverStar is a year-round mountain resort like no other.





ABOUT THE EVENT

As a sponsor of the festival, your support will be recognized by thousands of attendees, in addition to exposure in media outlets across the event marketing plan as well as on-site presence.

Key Objectives:

- To celebrate and elevate Afro-Caribbean music and culture, showcasing local talent alongside nationally and internationally recognized artists.
- To stimulate SilverStar's local economy by drawing thousands of visitors and supporting small businesses, vendors, and artisans.
- To empower local youth through meaningful opportunities to perform, volunteer, and gain hands-on event experience.
- To highlight the Okanagan's diverse cultural offerings, positioning Silver Star as a must-visit cultural, food and music destination.



EVENT FEATURES & VENUE



FEATURES

- Live entertainment throughout
- International and local artists
- Kid's activities and entertainment
- Vendors market

HOURS

Fri, July 17: 6:00 am – 10:00 pm

Sat, July 18: 10:00 am – 10:00 pm

Sun, July 19: 10:00 am – 8:00 pm

WEBSITE

www.NewVisionMusicSociety.org

EVENT VENUE

SilverStar Mountain Resort,
near Vernon, BC





YOUR SUPPORT WOULD CONTRIBUTE TO



COMMUNITY ENGAGEMENT

The festival brings together residents, businesses, and visitors, fostering a sense of community and belonging.



SUPPORTING LOCAL

Supporting local vendors and businesses by providing them a platform to showcase their products and services, which can help boost the local economy.



CULTURAL EXCHANGE

Highlight the cultural heritage, traditions, and artistic expressions of different communities through music and performances.



ENGAGING & EDUCATING

Through educational workshops, demonstrations, and interactive activities.

ENGAGEMENT STRATEGIES



A.C.C.E.S.S aims to enhance attendee experiences and expand sponsor reach by creating opportunities to connect with an active and diverse audience in person and via digital platforms including:

- User generated content: encourage attendees to share their festival experiences on social media using event-specific hashtags. This organic content can showcase your brand through attendee posts, photos and videos.
- Contests and engagement initiatives: host free contests leading up to and during the event. Sponsors can participate in brand giveaways and on-site activations.
- Inclusion in marketing collateral: including logo recognition on flyers, posters and other advertising mediums of the festival.

2025 stats:



105K
Impressions



15K
Impressions



55K
visitors



SPONSORSHIP PACKAGES





TITLE SPONSOR

CONTRIBUTION: \$12,000

Naming rights to the 2026 festival:
“Presented by [your brand]”

Pre Event

- Logo at top of flyer
- Logo on 5,000 flyers and posters
- Logo on website with hyperlink
- Email advertisement
- Social media posts and paid ads

During Event

- Main stage banner branding
- Logo/ video on LED screen on main stage
- MC mentions throughout
- 5 x back stage VIP passes including meet-and-greets with performers
- Complimentary refreshments
- Dedicated networking opportunities with other sponsors and key stakeholders
- Free booth activation on site
- Time slots to present on stage
- Logo on T-shirts

Creation of custom content

- Blog posts, photos and videos
Interviews highlighting your involvement in the event

Post Event

- Promotion in other New Vision Music Society events such as Black History Month Surrey and Afro Caribbean Excellence Awards.
- Included in monthly newsletter until end of 2026





GOLD SPONSOR

CONTRIBUTION: \$8,000

Pre Event

- Logo on 5,000 flyers and posters
- Logo on website with hyperlink
- Email advertisement
- Social media posts and paid ads

During Event

- Main stage banner branding
- Logo/ video on LED screen on main stage
- MC mentions throughout
- 5 x back stage VIP passes including meet-and-greets with performers
- Complimentary refreshments
- Dedicated networking opportunities with other sponsors and key stakeholders
- Free booth activation on site
- Time slots to present on stage

Creation of custom content

- Blog posts, photos and videos
Interviews highlighting your involvement in the event

Post Event

- Promotion in other New Vision Music Society events such as Black History Month Surrey and Afro Caribbean Excellence Awards.
- Included in monthly newsletter until end of 2026





SILVER SPONSOR

CONTRIBUTION: \$6,000

Pre Event

- Logo on 5,000 flyers and posters
- Logo on website with hyperlink
- Email advertisement
- Social media post and paid ads

During Event

- Main stage banner branding
- Logo/ video on LED screen on main stage
- MC mentions throughout
- 3 x back stage VIP passes including meet-and-greets with performers
- Complimentary refreshments
- Dedicated networking opportunities with other sponsors and key stakeholders
- Free booth activation on site

Creation of custom content

- Blog posts, photos and videos
Interviews highlighting your involvement in the event

Post Event

- Promotion in other New Vision Music Society events such as Black History Month Surrey and Afro Caribbean Excellence Awards.
- Included in monthly newsletter until end of 2026





BRONZE SPONSOR

CONTRIBUTION: \$4,000

Pre Event

- Logo on 5,000 flyers and posters
- Logo on website with hyperlink
- Email advertisement
- Social media post and paid ads

During Event

- Main stage banner branding
- Logo/ video on LED screen on main stage
- MC mentions throughout
- 2 x back stage VIP passes including meet-and-greets with performers
- Complimentary refreshments
- Dedicated networking opportunities with other sponsors and key stakeholders
- Free booth activation on site
- Time slots to present on stage

Creation of custom content

- Blog posts, photos and videos
- Interviews highlighting your involvement in the event

Post Event

- Promotion in other New Vision Music Society events such as Black History Month Surrey and Afro Caribbean Excellence Awards.
- Included in monthly newsletter until end of 2026





COMMUNITY SPONSOR

CONTRIBUTION: \$2,000

Pre Event

- Logo on 5,000 flyers and posters
- Logo on website with hyperlink
- Email advertisement
- Social media post and paid ads

During Event

- Logo/ video on LED screen on main stage
- MC mentions throughout
- Free booth activation on site
- Time slots to present on stage

Creation of custom content

- Blog posts, photos and videos
Interviews highlighting your involvement in the event

Post Event

- Included in monthly newsletter until end of 2026





MEDIA PARTNERSHIPS

A,C.C.E.S.S 2026 is set to be an electrifying celebration of music, culture and community. As we gear up for this highly anticipated event, we warmly welcome media partnerships to help amplify our reach and showcase the energy of the festival.

Whether through print, digital, radio, or television, your partnership will help spotlight the event's key highlights, including live entertainment, world cuisine and community-driven initiatives.

By partnering with A.C.C.E.S.S, media outlets will gain:

- Brand visibility – Prominent recognition in event marketing, press materials, and on-site branding
- Community engagement – Access to market to the general public, local businesses, and families.
- Collaborative storytelling – Opportunities for unique coverage angles and interviews

We are excited to explore customized media collaborations that align with your platform's strengths and audience.

In-kind media partnership benefits:

BOOTH SPACE

- 10'x10'

PRINT

- Logo in festival poster

DIGITAL

- Dedicated sponsor post on social media
- Website mention with hyperlink
- Included in social media advertising

AT THE FESTIVAL

- Included in official photography and videography
- On stage mentions
- Interviews with organizers, featured exhibitors and special guests



CITY OF SURREY

the future lives here.



THANK YOU!

We would be pleased to hear from you and answer any questions you may have with regard to sponsorship. All funds received go a long way to supporting home grown talent in the Okanagan and British Columbia.



SPONSOR CONTACT



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