

A SHOWCASE OF CARIBBEAN CUISINE

WYNDHAM GRAND BARBADOS SAM LORD'S CASTLE RESORT

NOV 16–18

2025





EVENT PARTNERSHIP GUIDE



Taste is the region's premier culinary competition, food and beverage educational exchange, Caribbean cultural showcase. Since its inception, Taste of the Caribbean has attracted food enthusiasts, culinary professionals and aficionados. This event provides a dynamic forum where food and beverage professionals can gather practical information, develop their skills, sample and purchase the finest products, and strengthen and establish supplier relationships while meeting new vendors.







CARIBBEAN HOTEL & TOURISM ASSOCIATION



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| BENEFITS | PARTNERSHIP LEVEL | | |
|--|----------------------|----------------------|----------------------|
| | Premier \$8K | Standard \$5K | Baseline \$3K |
| Registration | 4 | 3 | 1 |
| Display Space in CHIEF Exchange Hub | Included | 50% discount* | - |
| Awards Dinner | 4+2 | 3+1 | 1 |
| Pre-event Attendee List | Included | - | - |
| Post-event Attendee List | Included | Included | - |
| Merchandizing at event | Included | - | - |
| Logo in Event Marketing & Public Relations | Included | Included | Included |
| Event Website | 2 nd Tier | 3 rd Tier | 4 th Tier |
| Hyperlink on Event Website | Included | - | - |
| Event Signage | Included | Included | Included |
| Ad in Event Program | ½ Page | 1/4 Page | Logo |
| Social Media Post | 3 | 1 | - |
| Present an Award | Included | - | - |
| Company Name on Award | Included | - | - |
| Email to TOC Delegates | 1 | - | - |
| Speaking Opportunity: 2 minutes at Awards Dinner | Included | - | - |
| Recognition during Opening Session | Included | Included | Included |
| Video on Monitors | 1-Minute | 30-Seconds | 10-Seconds |
| PR – Reference in Press Release | Included | Included | Included |
| Event APP | Included | Included | Included |
| Shared Email with message from sponsors | _ | Included | Included |
| Post Event Webinar to registered attendees | Included | - | - |

^{*}Provides access to CHIEF activities outside of the Exchange Hub.

EVENT PARTNERSHIP IMPACT

Enhanced Brand Visibility

Your products, logo and brand message will be featured across multiple platforms, including social media, event websites, flyers, posters and email communication, also utilized during competitions where applicable.

Increased Sales and Leads

Participating as a sponsor gives you the chance to showcase your products or services to a captive audience. Directly reaching your target audience this engagement can lead to increased sales, new leads, and valuable insights.

Networking Opportunities

Taste of the Caribbean attracts a wide range of attendees, including industry professionals, influencers, and community leaders. Expand your business by finding new clients or collaborating with others in the industry.

Community Involvement

Demonstrate your commitment to supporting and enriching the local community which helps create a memorable experience and fosters a sense of pride. This positive association strengthens brand loyalty and reputation.

