

**Notes From AAPA PR Mid-Year Meeting Presentation**  
**Dona Regis, Saint Lucia Air & Sea Port**  
**June 17, 2010**

Saint Lucia Jazz festival is rank the number one jazz festival in the Caribbean The second most popular festival in the Caribbean and the #5 jazz festival in the world.

How does the port get involved?

We are both collateral and cash sponsors. We provide complimentary expedited service for performers when they arrive at the Airport and we provide equipment to be used in the stage set-up. We are main sponsors for two free community events – “Jazz in the South of the Island.” The other is “Jazz on the Square,” which is in the center of the city.

Most importantly, we are the producing sponsor of an event called “Teatime Jazz,” which is hosted in a Mall called La Place Carenage – (owned by the Port). For an entire week, we transform this into a festive concerts hall where we feature only local artist and free tea, coffee and snacks are served to patrons.

This is promoted in a number of ways. First we host an official press launch where the line-up is announced. We produce a TV commercial, a tee shirt with our logo on it and we produce a poster/flyer. But the main thing that we do is attract a lot of media and for the first time this year we had a Facebook page.

The good thing for us is that this event has become fully sponsored as we have partnered with some of the leading companies in St Lucia – a telecommunications company, the only electricity company, an insurance company, the major supermarket on the island that provides the free tea, coffee and snacks, a graphic company that designs all of our promotions, and a decorating company who decorates the entire mall.

We also partner with local small businesses providing them with an outlet to display and sell their products - here is an example of a local company who produces wine produced a bumper stick with our logo on item.

For the first time this year we partnered with the local community college where their business students put on an exhibition as part of their assessments.