

L.E.S IS **MORE** AT LIMEGROVE

INTRODUCING THE 2020 LIMEGROVE ENTERTAINMENT SERIES



PROUD TO CELEBRATE **WE GATHERIN' BARBADOS 2020**

In November 2019 the Honourable Mia Amor Mottley, Q.C., M.P., Prime Minister of Barbados, issued a call to action for all Barbadians, here and across the world...“to join heads, hands and hearts to help build the best of Barbados... together.”

This is the premise of ‘We Gatherin’ Barbados’, a year long campaign focused on rebuilding the spirit of community across the island.

In celebration of this fantastic initiative, Limegrove Lifestyle Centre is pleased to introduce the Limegrove Entertainment Series (L.E.S).

WHAT IS L.E.S?

The Limegrove Entertainment Series will be a number of concerts featuring some of Barbados’ top artistes and bands.

Examples of performances intended for L.E.S include:

- 2 Mile Hill
- Kevan Sahai & The Crashers
- Kite Unplugged
- John Roett
- Nicholas Brancker
- Damian Marvay & Simon Pipe
- Brass Soul
- Red Plastic Bag
- The Mighty Gabby
- Cici Duke
- Biggie Irie

and others covering multiple genres and audiences.

L.E.S BRINGS TOGETHER OUR COMMUNITY

Limegrove Lifestyle Centre is synonymous with the very best in fashion, food, film, art, events and entertainment. We want to build on the idea of Limegrove as a community hub, a space where people can come together to enjoy shopping, dining, live music, events and the overall Limegrove experience.

With L.E.S, we want Limegrove to become known as a venue that supports and showcases the best of the dynamic local music scene. L.E.S performances will be FREE to the public, offering both a platform for artistes to engage with the wider public and the chance to promote connection and community spirit.



EVENT OUTLINE

Location: Each performance will be held in the Palm Courtyard, Limegrove Lifestyle Centre

Attendees: Performances are expected to attract approximately 400-500 people

Timing: Concerts will be promoted as approximate 4 hour events following the below suggested timing:

Cocktail Hour: Pre-recorded music & sponsor activations in the Courtyard, store & restaurant promotions around the Centre

Live performance: 2 Hour set with brief Intermission

L.E.S COLLABORATION & SPONSORSHIP OPPORTUNITY

L.E.S will be heavily promoted as a signature offering on the Limegrove annual events calendar. As well as generic advertising promoting the series throughout the year, each concert will also be promoted using a wide range of channels and media.

Channels will include:

- An exclusive digital and print flyer designed for L.E.S
- Event listing on www.limegrove.com
- Roadside banner promoting L.E.S
- Dedicated radio advertising (Power stations and Capital Media HD)
- Social media advertising
- Dissemination of digital flyer to Limegrove mailing list, hotel concierge desks and all Limegrove tenants (all Limegrove stores and restaurants will be encouraged to share across their networks)
- Email marketing (This & That Bajan, Tell Barbados, Impressions)

L.E.S COLLABORATION & SPONSORSHIP OPPORTUNITY

	PLATINUM	GOLD
Highlighted as Platinum Sponsor in official Limegrove radio ad for the event		
Highlighted as Platinum/Gold sponsor in press releases		
Logo on Limegrove website		
Logo on roadside banner		
Social media mentions 1 x per week for 1 mth prior to event		
Social media mentions 2 x per week for 1 mth prior to event		
Dedicated homepage slider on Limegrove website		
Opportunity for placement of signage in the Palm Courtyard on night of performance		
Special mention during radio appearances		
Dedicated radio 1/2 hr		