

(647)200 - 9920

sunlimemas.ca

Sunlime Canada Cultural Group



# SUNLIME MAS

sunlimemas@gmail.com

2022 MEDIA KIT







# SUNLIME CANADA CULTURAL GROUP

Sunlime Canada Cultural Group is dedicated to celebrating the rich and vibrant Caribbean culture through costume design, storytelling, and experiences. Our community is a place to connect, share stories of our history, learn, be inspired, and be empowered.

With over twenty years of experience in presenting masquerade at a number of events, primarily the Toronto Caribbean Carnival, which began as a group of family and friends, has developed into a community of skilled individuals and artisans responsible for the design and construction of costumes and floats. Since its official formation, Sunlime has garnered a reputation for original design, precision in its operations, and an environment that encourages interest in playing mas.

## INCREASED SALES & BRAND RECOGNITION

On parade day and through social media, your brand will get impressions locally and online with the opportunity to brand obstacles with viral potential.

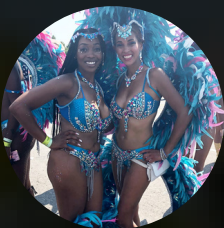


# ACHIEVEMENTS



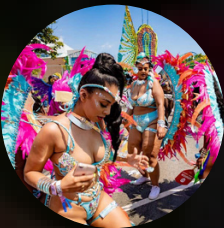
**2016**

3rd Place King - King & Queen Competition  
3rd Place in Medium Band Category



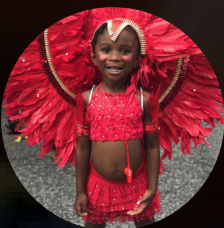
**2017**

Science Centre Innovation in Mas Award — “ Journey To Valhalla”  
4th Place Queen - King & Queen Competition  
4th Place King - King & Queen Competition  
3rd Place in Medium Band Category



**2018**

3rd Place Jr Queen - Jr. King & Queen Competition  
2nd and 3rd Place in Jr Individual - Jr. King & Queen Competition  
2nd Place Male Individual - King & Queen Competition  
4th Place King - King & Queen Competition



**2019**

1st Place Junior Female Individual - Jr. King & Queen Competition  
1st Place Junior Individual Under 10 - Jr. King & Queen Competition  
3rd Place Junior Queen - Jr. King & Queen Competition  
2nd Place Adult Female Individual - King & Queen Competition  
4th Place Adult King King & Queen Competition

# OUR NUMBERS

Over **1200 masqueraders** are expected to play mas with us this year.

AGES 21-50

**ADULT  
PARADE**

US 75% | Canada 25%  
**FEMALE 80% MALE 20%**

# of Masqueraders  
**2019: 790**  
**2018: 420**

AGES 4-18


**KIDDIES  
PARADE**

Canada 100%  
**FEMALE 70% MALE 30%**

# of Masqueraders  
**2019: 127**  
**2018: 75**

# SOCIAL INSIGHTS

 **2265 Followers**

 **780+ E-Newsletter Subscribers**



# **GIVING BACK TO THE COMMUNITY**

As a not-for-profit organization, we host free programming for kids in the community, food drives, community Blocko's, and other community focused initiatives. With over 1.3 million people in attendance at the Grand Parade, there are countless ways to work with Sunlime Mas to get the most visibility for your brand. Please contact us to learn more about the option tiers available. Please reach out to us directly if you'd like a custom partnership.

For details and pricing, please contact [\*\*sunlimemas@gmail.com\*\*](mailto:sunlimemas@gmail.com)





@sunlimemas • #sunlimer

# DETAILS



**Sunlime Canada Cultural Group**  
sunlimemas.ca | (647) 200-9920  
**TORONTO, ON**

A Not-For-Profit Corporation  
NFP #001464958