

From: [Jeanniel Sterling](#)
To: [Elvine Johnson-O'Meally](#)
Cc: [Commissioner Richard Campbell](#); [Jimaceremony](#); [Lisa Barnes](#); [Jeanniel Sterling](#)
Subject: Re: Sponsorship Proposal for City of Lauderhill
Date: Friday, February 7, 2025 5:05:17 PM

CAUTION: This email originated from outside of the City of Lauderhill. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Elvine,

Please see breakdown below

JIMA Advertisement Budget Breakdown

As part of the City Commission Meeting approval process, please find below the detailed and itemized breakdown of the advertisement costs for JIMA.

1. Social Media Campaigns - Total: \$1,000

- **Graphic Design & Content Creation** – \$300 (custom graphics, video clips, and written content)
- **Posting Frequency** – 2x per week on all platforms (Facebook, Instagram, Twitter, TikTok, LinkedIn) – \$250
- **Paid Boosts & Promotions** – \$450 (targeted audience reach, engagement, and promotional boosts)

2. Radio and TV Ads - Total: \$1,000

- **Radio Public Service Announcements (PSAs)** – \$800
 - 15 :30-second PSA spots on Voice of the Caribbean Radio at the time and dates of your Choice for one Month
- **Television Advertisements** – \$300
 - 5x per day ad placement on FlexxTV throughout the campaign period

3. Print and Digital Media - Total: \$1,000

- **Website Banner Advertisement** – \$400 (banner placement on JIMA and VOTC website for entire promotional period)
- **Logo & Special Recognition in JIMA Program** – \$300 (official program acknowledgment and logo inclusion)
- **On-Air & Event Recognition** – \$300 (verbal mentions on air and live event special

recognition)

Total Sponsorship Request: \$3,000

This breakdown ensures transparency and clarity regarding the allocation of funds for advertising and promotional efforts related to JIMA. Should additional details or modifications be required, we are happy to provide further information.

Thank you for your time and consideration.

On Wed, Feb 5, 2025 at 7:45 PM Elvine Johnson-O'Meally <ejohnson-omeally@laudershill-fl.gov> wrote:

Good evening Jeannel,

Following on the information provided re your upcoming Jamaica International Music Awards (JIMA) Gala Dinner on Friday, February 28, Commissioner Campbell would like to assist by sponsoring the below totaling \$3,000:

Advertisement

- Social media campaigns: **\$1,000**
- Radio and TV ads: **\$1,000**
- Print and digital media: **\$1,000**

As part of our City protocols, this amount of sponsorship will have to be approved at a City Commission Meeting. Accordingly, please provide a detailed/itemized breakdown of the items listed by **Friday, February 7**. We have deadlines to submit items for the Commission Meeting Agenda and what you provide will serve as back up to the request.

Warm regards,

E. Dephine Johnson-O'Meally

Aide to Commissioner Richard Campbell

City of Lauderdale

5581 West Oakland Park Blvd.

Lauderhill, FL 33313

O: 954-777-2043 **F:** 954-714-4693

www.lauderhill-fl.gov

From: Jeanniel Sterling <jsterling@voiceofthecaribbean.com>
Sent: Thursday, January 9, 2025 4:07 PM
To: Elvine Johnson-O'Meally <ejohnson-omeally@Lauderhill-fl.gov>
Cc: Commissioner Richard Campbell <rcampbell@Lauderhill-fl.gov>; Jimaceremony <jimaceremony@gmail.com>
Subject: Re: Sponsorship Proposal for City of Lauderhill

CAUTION: This email originated from outside of the City of Lauderhill. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Good afternoon Elvine,

Please see attached a list of items that we need help with.

On Wed, Jan 8, 2025 at 6:32 PM Elvine Johnson-O'Meally <ejohnson-omeally@lauderdale-fl.gov> wrote:

Good evening Jenniel,

Thank you for taking my call earlier. Your information below has been received and will be passed on to Commissioner Campbell for his consideration. Please feel free to contact me at 954-865-0665 if I can be of further assistance.

Warm regards,

E. Dephine Johnson-O'Meally

Aide to Commissioner Richard Campbell

City of Lauderhill

5581 West Oakland Park Blvd.

Lauderhill, FL 33313

O: 954-777-2043 **F:** 954-714-4693

www.lauderhill-fl.gov

From: Jeannel Sterling <jsterling@voiceofthecaribbean.com>

Sent: Wednesday, January 8, 2025 5:39 PM

To: Commissioner Richard Campbell <rcampbell@Lauderhill-fl.gov>; Jimaceremony <jimaceremony@gmail.com>

Subject: Sponsorship Proposal for City of Lauderhill

CAUTION: This email originated from outside of the City of Lauderhill. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Dear Commissioner Campbell,

Subject: Invitation to Sponsor and Attend the Jamaica International Music Awards (JIMA) 2025

On behalf of the Jamaica International Music Awards (JIMA), I am honored to invite you to support and attend our prestigious Gala Dinner, which will take place on **Friday, February 28, 2025**, at the elegant **Chateau Mar Golf Resort**, 3501 Inverrary Blvd., Lauderhill, FL.

JIMA was established to celebrate and honor the extraordinary contributions of Jamaican and Caribbean artists to the global music industry. This distinguished event will bring together music icons, industry leaders, and dignitaries from across the globe to recognize and applaud the vibrant musical heritage of the Caribbean, while showcasing the cultural richness of our community here in South Florida.

As the Commissioner of Lauderhill, a city that thrives on its strong Caribbean roots, your partnership and support would be a tremendous asset to JIMA 2025. We invite you to join us as a **sponsor**, where you will not only help promote this historic event but also enhance

Lauderhill's reputation as a cultural hub that celebrates diversity and creativity.

Our sponsorship packages, ranging from **\$2,500 (Bronze Sponsorship)** to **\$15,000 (Title Sponsorship)**, offer a variety of promotional benefits, including media exposure, event recognition, and opportunities to connect with influential community leaders and cultural figures.

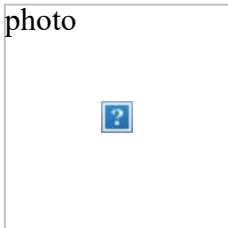
We would be delighted to have you join us in making this year's Jamaica International Music Awards a resounding success. Please feel free to contact me directly at 954-225-2722 or jimaceremony@gmail.com for more details on sponsorship opportunities and how we can collaborate to make this an unforgettable event for the city of Lauderhill.

Thank you for your continued dedication to our community, and we look forward to your participation in JIMA 2025.

--



photo



Jeannel Sterling
General Manager, The Voice of the Caribbean

[954-870-7956](tel:954-870-7956) | www.voiceofthecaribbean.com

jsterling@voiceofthecaribbean.com

[3520 West Broward Blvd, Ste 219, Fort Lauderdale Florida 33351](#)



IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof.



--



photo



Jeanniel Sterling

General Manager, The Voice of the Caribbean

[954-870-7956](tel:954-870-7956) | www.voiceofthecaribbean.com

jsterling@voiceofthecaribbean.com

[3520 West Broward Blvd, Ste 219, Fort Lauderdale Florida 33351](#)



IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof.



--



photo



Jeanniel Sterling

General Manager, The Voice of the Caribbean

[954-870-7956](tel:954-870-7956) | www.voiceofthecaribbean.com

jsterling@voiceofthecaribbean.com

[3520 West Broward Blvd, Ste 219, Fort Lauderdale Florida 33351](#)



IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof.

