

TRINIDAD & TOBAGO

CARNIVAL

2024

**Port of Spain Branding
Proposal**

IMPORTANT NOTES

The duration of all branding outlined within this proposal is one (1) month - January 12th to February 13th 2024

Prices outlined within this proposal do not include the cost of production, installation & removal of signage.

Package rates are available for organisations interested in acquiring branding at multiple locations

Judging Point Branding is also available for interested organisations. These judging points are located at:
Adam Smith Square, Victoria Square & South Quay

Permission for the installation of banner and pennant branding must also be sought from the Town & Country Planning Division.

The Trinidad and Tobago Electricity Commission must be engaged to supervise or install & remove banner and pennant branding. Details of their fees etc. are available on T&TEC's website.



SCAFFOLDING TOWER BRANDING



LOCATION:
**QUEEN'S PARK SAVANNAH
WEST (1)**
(Opposite the American
Embassy)

1 TOWER
(max size of visual area
32ftH X 16ftW)

COST: \$35,000.00 + VAT

High Visibility to traffic
proceeding along the QPS



LOCATION:
QUEEN'S PARK SAVANNAH
WEST (2)
(Just before Casual Corner)

1 TOWER
(max size of visual area
32ft+H X 16ft+W)

COST: \$35,000.00 + VAT

**High Visibility to traffic
proceeding along the QPS.**



**LOCATION:
QUEEN'S PARK SAVANNAH
WEST (3)
(On Casual Corner)**

**1 TOWER
(max size of visual area
32ftH X 16ftW)**

COST: \$35,000.00 + VAT

**High Visibility to traffic
proceeding along the QPS**



**LOCATION:
NELSON MANDELA PARK
(1)**

**1 TOWER
(max size of visual area
32ftH X 16ftW)**

COST: \$35,000.00 + VAT

High visibility to all traffic heading Eastbound towards Tragarete Rd & in the vicinity of Roxy Roundabout. Located along the Parade of Bands Route.



**LOCATION:
NELSON MANDELA PARK
(2)**

**1 TOWER
(max size of visual area
32ftH X 16ftW)**

COST: \$35,000.00 + VAT

High visibility to all traffic Eastbound towards Tragarete Rd & in the vicinity of Roxy Roundabout. Located along the Parade of Bands Route.



**LOCATION:
INDEPENDENCE SQUARE
(RICHMOND STREET
CORNER)**

**1 TOWER
(max size of visual area
20ft+H X 10ft+W)**

COST: \$35,000.00 + VAT

High visibility to all traffic heading East along Independence Square. Located along the Parade of Bands Route.



**LOCATION:
INDEPENDENCE SQUARE
(ST. VINCENT STREET
CORNER)**

**1 TOWER
(max size of visual area
20ft+H X 10ft+W)**

COST: \$35,000.00 + VAT

High visibility to all traffic heading
East along Independence Square.



**LOCATION:
WOODFORD SQUARE
(CORNER OF KNOX &
ABERCROMY STREET)**

**1 TOWER
(max size of visual area
20ftH X 12ftW)**

COST: \$35,000.00 + VAT

High visibility to all traffic heading
North along Abercromby Street &
East along Knox Street.



LOCATION:
**LORD HARRIS SQUARE
(CORNER OF NEW STREET
& ABERCROMY STREET)**

**1 TOWER
(max size of visual area
20ft+H X 12ft+W)**

COST: \$35,000.00 + VAT

High visibility to all traffic heading
North along Abercromby Street, &
East along New Street.



LOCATION:
**AUGUSTUS WILLIAMS PARK
(CORNER OF ROBERT
STREET & MURRAY STREET)**

**1 TOWER
(max size of visual area
32ftH X 16ftW)**

COST: \$35,000.00 + VAT

High visibility to all traffic heading
South along Murray Street & East
along Roberts Street.



**LOCATION:
JACKSON SQUARE
(Western Side)**

**1 TOWER
(max size of visual area
32ftH X 16ftW)**

COST: \$35,000.00 + VAT



OVERHEAD BANNER BRANDING LOCATIONS



**LOCATION:
TRAGARETE ROAD**

OVERHEAD BANNERS

**COST: \$2,000.00 + VAT Per
Banner**

Located along the Parade of Bands Route, these overhead banners are highly visible to traffic heading along Tragarete Road.



**LOCATION:
WESTERN MAIN ROAD
(ST JAMES)**

OVERHEAD BANNERS

**COST: \$2,000.00 + VAT Per
Banner**

**Located along the Parade of
Bands Route, these overhead
banners are highly visible to traffic
heading along the Western Main
Road.**



**LOCATION:
ARIAPITA AVENUE**

OVERHEAD BANNERS

**COST: \$2,000.00 + VAT Per
Banner**

Located along the Parade of Bands Route, these overhead banners are highly visible to traffic heading along Ariapita Avenue.



**LOCATION:
MUCURAPO ROAD**

OVERHEAD BANNERS

**COST: \$2,000.00 + VAT Per
Banner**

Located along the Parade of Bands Route, these overhead banners are highly visible to traffic heading along Mucurapo Road.



LIGHT POLE PENNANT BRANDING LOCATIONS



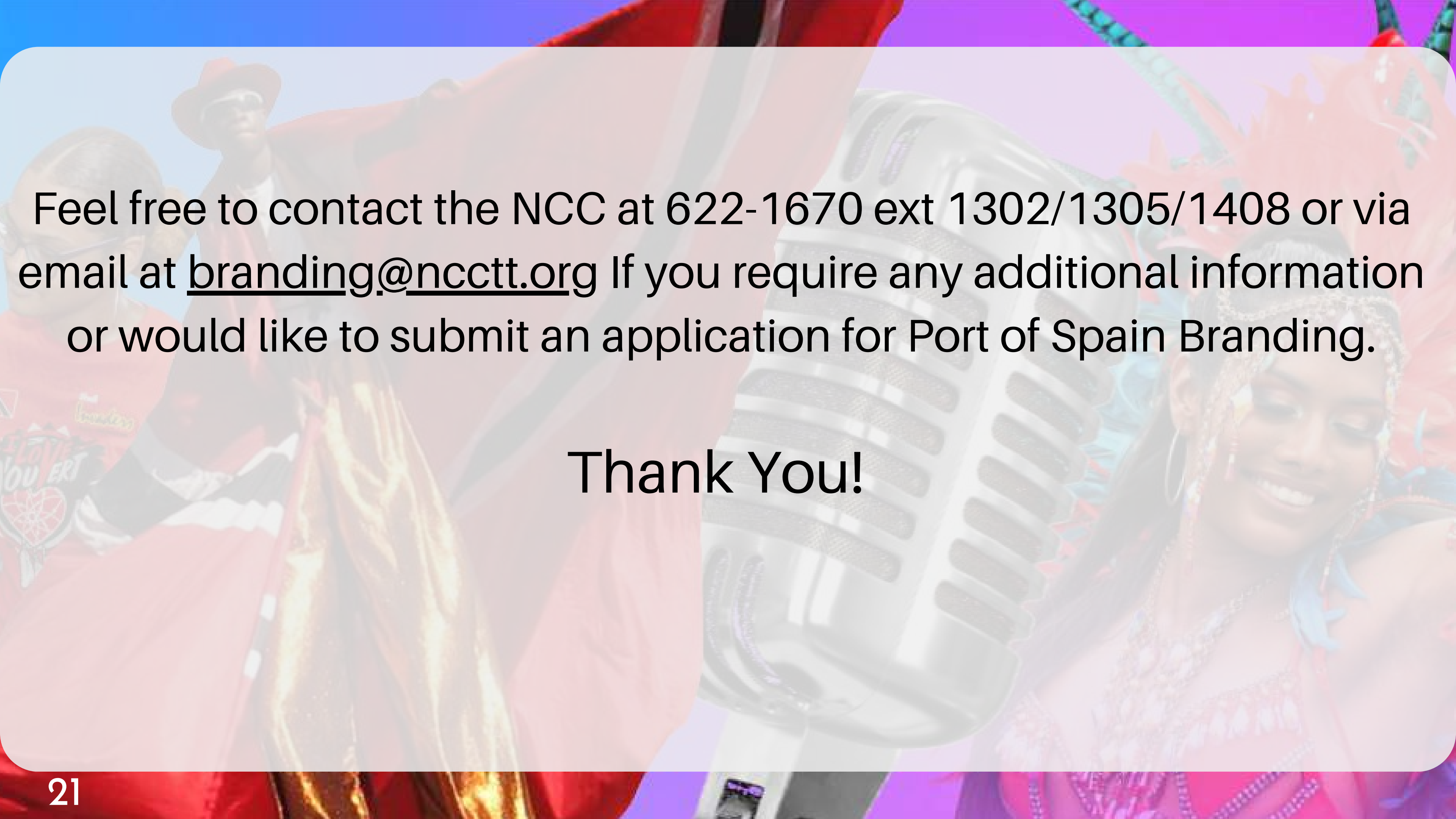
LOCATIONS:

1. QUEEN'S PARK SAVANNAH PERIMETER
2. TRAGRETE ROAD
3. MUCURAPO ROAD
4. ARIAPITA AVENUE
5. WESTERN MAIN ROAD (ST. JAMES)

LIGHT POLE PENNANTS

COST: \$700.00 + VAT Per Penant

Located along the Parade of Bands Route, these overhead banners are highly visible to traffic at each of the above locations.

The background of the slide is a collage of images. On the left, a person in a red shirt with a 'LOVE YOU ERS' logo is visible. In the center, a large, silver, vintage-style microphone is the focal point. To the right, a person in a colorful, possibly Native American or cultural costume is smiling. The overall background is a mix of red, purple, and blue tones.

Feel free to contact the NCC at 622-1670 ext 1302/1305/1408 or via email at branding@ncctt.org If you require any additional information or would like to submit an application for Port of Spain Branding.

Thank You!

TRINIDAD & TOBAGO

CARNIVAL

...Come Back Home

2024