



## Hotwax Mas Band – Sponsorship Proposal

### **About Hotwax**

*Founded in 1979 by Denis George, Hotwax Mas Band has been a vibrant part of the Notting Hill Carnival community for decades.*

*Originally providing DJ services to mas bands, Hotwax became a masquerade band in 1993 and has continued to grow into one of the most visually exciting and community-focused bands on the road.*

*Hotwax is committed to promoting Caribbean culture, creativity, and inclusivity through carnival arts. In addition to participating in Notting Hill Carnival, the band hosts costume workshops, community events, and a thriving children's band that encourages young people to engage with carnival traditions.*

### **Achievements**

- Award-winning Mas Band at Notting Hill Carnival (2023 & 2024)
- Over 40 years of carnival involvement
- Participation in UK and international carnival events
- Strong community engagement including youth participation

### **Notting Hill Carnival Impact**

*Notting Hill Carnival is Europe's largest street festival, attracting over 2 million attendees each year and generating significant global media coverage.*

*Sponsoring Hotwax Mas Band provides brands with:*

- Direct engagement with diverse London communities
- High-visibility branding within the carnival parade
- Association with arts, culture, and community development
- Social media exposure and digital marketing opportunities





## **Sponsorship Opportunities**

*Gold Sponsor (£10,000+)*

- *Main banner branding*
- *Branding on the band truck*
- *Featured social media campaign*
- *Recognition at Hotwax events throughout the year*

*Silver Sponsor (£5,000)*

- *Logo placement on banner*
- *Social media promotion*
- *Event recognition*

*Community Sponsor (£1,000)*

- *Logo placement on promotional material*
- *Mention across Hotwax social media channels*

## **Additional Partnership Opportunities**

- *Costume section sponsorship*
- *Food and beverage partnerships*
- *Workshop and community event sponsorship*
- *Co-branded marketing campaigns*

## **Why Partner With Hotwax**

*Hotwax offers sponsors the opportunity to align with one of the most colourful and engaging elements of the Notting Hill Carnival.*

*Partners benefit from strong brand visibility, authentic community engagement, and association with an iconic cultural event.*

## **Contact**

*For partnership enquiries please contact:*

*Hotwax Mas Band*

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*Social Media: <https://www.instagram.com/hotwaxcarnival/>*

*Website: <https://www.hotwaxcarnival.com>*

