



Sponsorship and Investment opportunities in the
Amazon, Guyana:

Transforming indigenous cultural traditions into
sustainable growth

...IN RHYTHM WITH NATURE

<https://youtu.be/gzuqcFxxiXc>

About us

We are a highly-skilled, community-oriented arts and entertainment team with a collective experience of more than 30 years (10 years in Guyana), promoting festivals and educational *Arts and the Environment* programmes.



Welcome to Rock View, 2014

Our Vision

To establish an all-year-round, inclusive, sustainable eco-arts Indigenous Cultural Hub in Region 9, fostering creativity and collaboration.

Our Mission

To create and promote cultural programmes that reflect the lived experiences of Caribbean and South American creatives.



Brazilian capoeira performance, 2014

History

Registered in Guyana in 2013, we have delivered annual festivals and associated educational programmes in Region 9 and in Georgetown, attracting over 25,000 participants at live events and online.



Surama Cultural Group, 2018

Cultural Tourism

“In some major cities and tourism destinations, cultural tourism is estimated to be as high as 40 per cent of the annual visitor arrivals.

In addition, cultural tourists tend to spend more on local goods and services than the average visitor”

(The cultural industries in Caricom: trade and development challenges. Keith Nurse et al. report prepared for the Caribbean regional negotiating machinery. draft. November 2006. p.10)



President HE Dr Irfaan Ali, having fun at the festival, 2014

“Tourism is a greater force for peace, harmony, economies, education and stability than the United Nations, all its agencies and every NGO bundled together in Bermuda shorts.”

(AA Gill, UK Guardian, pg2, Monday 27.03.17)

Partnerships

- We work in partnerships with local communities, creative artists/es, the Government, private sector companies and eco-oriented tourism and conservation organisations.
- Our inclusive production team is composed of a diverse group of local and international creatives who contribute to programme planning and delivery.



The internationally renowned artist, George Simon (deceased), one of the festival's founder patrons

Long-term Vision

Establish an Indigenous Cultural Hub in Region 9, Guyana, including:



A Living Museum of Amerindian Culture (LMAC) with trained cultural historians, traditional artisans and performers



A Performance & Exhibition Pavilion



Flexible rehearsal, performance, workshop and incubation units



A public sculptured art garden with recycled and upcycled material



Merchandising retail outlets



Regional catering



Public amenities



Accommodation and camping spaces



Upcycling workshop, 2023



Isaias Miliano, Brazilian visual artist, 2015

Sponsorship and Investment Opportunities



Transforming this:



To this:

'Let's Talk'



To discuss specific sponsorship and investment opportunities, Please contact



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Competitors

There are no other camping music festivals or similar music & arts festivals in Guyana or in nearby Brazil or Venezuela, although there are other cultural events in the region



Rupununi Music & Arts Festival e-flyer, 2014

Potential Audience

Region 9 is the largest region in Guyana with a population of 24,212;

Daily there are hundreds of 'shoppers' from Brazil and Venezuela in Lethem, the region's capital



Former Guyanese Prime Minister (Sam Hinds) joins 'in the party', 2014

Our closest Brazilian neighbours number more than 2.2 million who are potentially festival attendees :

- Bomfim - 10 mins away
- Boa Vista - approx. 1hour/45 mins away
- Manaus - approx. 13 hours away

Marketing and Social Media

- PRESS RELEASES
- E-FLYERS
- NEWSPAPER ADS
- RADIO & TV AD / INTERVIEWS
- 'WORD OF MOUTH'
- YOUTUBE CHANNEL
- INSTAGRAM
- FACEBOOK



Press Reviews

- [first rupununi music, arts festival a big success](#) (government news agency)
- [first rupununi music, arts festival a big success](#) (kaieteur news)
- [rupununi festival a big success](#) (guyana chronicle online)
- [rupununi music and arts festival for valentine's weekend](#) (caribbean current)
- [first rupununi festival a big success](#) (guyanese online)
- [three-day rupununi festival successful](#) (omai guyana)
- [rupununi music and arts festival songlines – the best music from around the world | songlines](#) (songlines 2018)



Surama Cultural Group festival launch, 2014

Contact Details



Team members (from left to right):

Bob Ramdhanie, Sandrine Haguy, Colin Edwards, Jaslyn Hall, Luke Johnson, Gavin Mendonca and Denis D'Agrella (standing)

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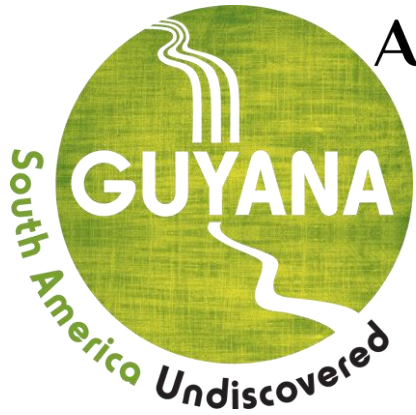
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Dr Keith Waithe & friends, 2014



THANK YOU

Rupununi Music & Arts Festival
produces lasting magical
memories and unique personal
experiences!