



# Parangthon™ 2025 Proposal

“PORT OF SPAIN, PARANG DISTRICT”

*Return of the Blocko*

## Executive Summary

Parangthon™ returns in 2025 with the bold and exciting theme “Return of the Blocko”—transforming Ariapita Avenue into the Port of Spain Parang District for one unforgettable evening. This vibrant street festival celebrates the rich sounds, stories, and traditions of Trinbagonian Christmas while positioning the capital city as the heart of a national movement to preserve and promote Parang music.

Over the past three years, Parangthon has successfully attracted over 10,000 patrons to our events and achieved hundreds of thousands of impressions through multi-platform advertising and promotion, establishing itself as a major highlight of the Christmas season. Now entering its 4th consecutive year, Parangthon has proven its consistency, cultural significance, and growing noteworthiness as a premier Trini-Christmas festival.

Following the overwhelming success of our 2022 and 2023 editions, Parangthon 2025 promises an even more impactful experience for all. This year’s staging will deliver a fully immersive street festival experience, where every element—from décor and music to food and community—is curated to honor our unique heritage and holiday spirit.

We invite partners, sponsors, and stakeholders to join us in shaping the future of this national celebration.

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## Theme: Return of the Blocko

The Port of Spain Parang District will once again come alive as Ariapita Avenue is closed to traffic and transformed into a pedestrian-only street festival zone. Just as other global cities

designate iconic cultural districts during special seasons, our vision is to make Ariapita Avenue the official home of the Trinbagonian Christmas Experience.

**This initiative aims to:**

- Provide national recognition to our oldest Christmas music tradition.
  - Drive cultural tourism and boost local economic activity.
  - Create a platform for multi-generational engagement with our heritage.
  - Invite the world to experience Trini-Christmas in its most authentic setting.
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## **Event Objectives**

- Celebrate and preserve the musical and cultural artform of Parang.
  - Offer a safe, family-friendly holiday experience in Port of Spain.
  - Promote Trinbagonian identity, heritage, and creativity.
  - Boost local businesses and community spirit.
  - Provide meaningful marketing value and community engagement for sponsors.
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## **Key Event Components**

- Parangthon Street Concert & Blocko: The main attraction is a vibrant street festival with live music, cultural displays, food vendors, and Christmas-themed activities for all ages. Ariapita Avenue (between French Street and Gatacre Street) will be closed to vehicular traffic to create a safe, festive atmosphere for thousands of attendees.
  - Live Performances: 10 of the nation's top Parang Bands, 1 Featured Solo Artiste, and a TTD \$25,000 "People's Favourite" Award chosen by the audience.
  - Parang Legends Honorary Ceremony: Recognition of Parang pioneers who have contributed to the legacy of this treasured music tradition.
  - Cultural Marketplace: Local artisans, traditional Christmas treats, and festive décor available for purchase, supporting small businesses and vendors.
  - Family-Friendly Activities: Santa photo booth, face painting, and children's entertainment zones.
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## **Target Audience**

- Local families and cultural communities
- Tourists and returning nationals

- Creative and performing artists
- Government and private sector partners
- Cultural enthusiasts and students

## Marketing & Promotions Strategy

The marketing campaign will position Ariapita Avenue as the Port of Spain Parang District, leveraging traditional and digital platforms for maximum visibility.

- Citywide poster and flyer campaigns
- Social media countdowns, paid ads, influencer reels
- National radio and television features on TTT and Sweet 100.1FM
- Collaborations with media houses and tourism boards
- Branded merchandise: Santa hats, shak-shaks, scarves, ornaments, T-shirts

**Tagline:** *“This Christmas, join us for the Return of the Blocko — where music, memory, and tradition come alive on Ariapita Avenue.”*

## Estimated Budget Breakdown (TTD)

Category	Details	Cost (TTD)
<b>Artiste Fees</b>	10 Bands @ \$5,000 + 1 Solo Artiste + People's Favourite Prize	\$80,000
<b>Sound System</b>	Full concert-grade system with tech team	\$30,000
<b>Lighting &amp; Trussing</b>	Professional lighting for main stage	\$15,000
<b>Stage Infrastructure</b>	& Main stage setup, barriers, fencing	\$20,000

<b>Licensing &amp; Permits</b>	EMA, TTPS, Fire, POS City Corp., Event permits	\$10,000
<b>Marketing Advertising</b>	<b>&amp;</b> Print, digital, radio, social, promo video	\$20,000
<b>Decor &amp; Branding</b>	Christmas props, street signage, flags, stage dressings	\$10,000
<b>Security</b>	Private security + coordination with TTPS	\$8,000
<b>Venue Management &amp; Barriers</b>	Road closure logistics, barriers, sanitation support	\$8,000
<b>Sanitation &amp; Waste Mgmt.</b>	Portable restrooms, bins, clean-up crew	\$4,000
<b>Medical Services</b>	On-site ambulance and medical team	\$3,000
<b>Hospitality Refreshments</b>	<b>&amp;</b> Meals and drinks for artistes and crew	\$3,000
<b>Contingency Reserve</b>	Unexpected costs	\$14,000
<b>Project Management/Admin</b>	Planning, staffing, vendor coordination	\$22,000

**TOTAL ESTIMATED  
COST**

**TTD  
\$250,000**

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## **Sponsorship & Partnership Opportunities**

We are inviting partners, patrons, and cultural investors to join in making the Return of the Blocko a nationally recognized Christmas destination.

Benefits to sponsors include:

- **Prominent brand visibility across all media and event assets**
  - **Exclusive on-site activation zones and hospitality access**
  - **Customized engagement and promotional content**
  - **Long-term association with cultural preservation and community building**
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## **Closing Statement**

Parangthon™ 2025 is more than a concert—it is a cultural declaration and a return to the heart of Trini-Christmas traditions. This year's Return of the Blocko will transform Ariapita Avenue into a festive, safe, and unforgettable Port of Spain Parang District, filled with music, culture, and joy.

We invite you to be part of this exciting evolution—one that brings celebration to the streets, opportunity to local creatives, and legacy to our people.