



THE
SIX ROADS
CHRISTMAS
SPECTACULAR

DECEMBER 2025

*This Christmas, something extraordinary is happening
in St. Philip — and your brand can be part of it.*





CONCEPT

The Six Roads Christmas Spectacular is a dazzling holiday showcase, introducing signature shopping experiences that blend Christmas festivities with commerce, culture and community spirit. Designed to celebrate and promote local businesses, it will turn Six Roads into the beating heart of the island's Christmas season.

Through coordinated promotions, festive programming, and branded activations, the Spectacular will drive foot traffic, boost sales, and position Six Roads as a must-visit holiday hub.



EVENT PURPOSE

We're not just decorating storefronts – we're building memories, creating joy, and turning Six Roads into a place where families reconnect and businesses shine.

Objectives:

- Unite businesses under one festive banner for greater promotion and advertising reach
- Drive foot traffic and maximize selling opportunities during Peak Season
- Amplify brand visibility across media
- Elevate CSR profiles through charitable giving
- Position Six Roads as a premium shopping district

THE EXPERIENCE

Every moment of the Six Roads Christmas Spectacular is designed to spark joy, create buzz, and leave a lasting impression.

Families stroll through a festive wonderland, meet Santa in a photo-ready holiday zone, and explore a vibrant Christmas market filled with seasonal sales and local treasures. At the heart of it all is the Christmas Portal – a digital installation streaming live scenes from around Barbados, connecting communities to the magic in real time. It's a high-footfall, high-emotion environment where sponsors shine through immersive brand moments, meaningful engagement, and unforgettable holiday experiences. Let's build this season of wonder together.



SIGNATURE EVENTS & ACTIVATIONS

Tree Lighting Ceremony

Kick off the season with a dazzling community tree lighting and festive countdown.

Christmas Concert

A joyful showcase of local talent, holiday classics, and spirited performances.

Movie Night

Outdoor cinema under the stars – family favourites and festive flicks for all ages.

Beer Run

A spirited dash through Six Roads with cold brews, warm laughs, and holiday cheer.

Celebrity Cook-Off

Local personalities face off in a festive kitchen showdown – taste, vote, celebrate.

Six Roads Shopping Day

One-day deals, pop-ups, and giveaways to drive traffic and boost local sales.

Midnight Shopping

Extended hours, festive ambiance, and late-night surprises for last-minute shoppers.





SIGNATURE EVENTS & ACTIVATIONS

Arch in Wynter Crawford Roundabout

A signature holiday installation marking the gateway to the Christmas Spectacular.

Christmas Market

A curated mix of local vendors, handmade gifts, and seasonal treats.

Christmas Portal

A visual installation that transports visitors into a festive dream.

Roadshow

Mobile activations bringing the Spectacular to surrounding communities – music, giveaways, and brand moments.

Golden Ticket Prize

A high-stakes holiday hunt – for a chance to win big.

The Amazing Christmas Cake

A showstopping dessert reveal that blends tradition, creativity, and community flair.

Santa Claus Visit + Festive Photobooth

One magical day with Santa in Six Roads – paired with a branded photo station that remains throughout the season for lasting memories and social shares.



TIMELINE & LOCATION

ACTIVATIONS:

1

December 2–31, 2025

PROMOTIONS BEGIN:

2

October 2025 (for early sponsors)

LOCATION:

3

Six Roads, St. Philip – the island's fastest-growing commercial hub



PARTICIPATION & PARTNERSHIP



THIS IS A COLLABORATIVE CANVAS — AND YOUR BRAND IS INVITED
TO PAINT SOMETHING UNFORGETTABLE.

WHO CAN JOIN:

Businesses in Six Roads and surrounding areas
St. Philip vendors and service providers
External brands aligned with our festive audience

MANAGING TEAM

DNFC Consulting - A female-led,
Caribbean based, Business & Marketing
consultancy



AUDIENCE & REACH

We're not just reaching audiences – we're inviting them into a story.



➤ TARGET GROUPS:

- St. Philip residents (ages 20–80)
- Surrounding parishes: St. John, Christ Church, St. George
- Visitors temporarily residing nearby
- Island-wide shoppers and experience-seekers

➤ PSYCHOGRAPHICS:

- Families seeking captivating festive outings
- Deal-hunters and festive shoppers
- Young adults craving Instagrammable moments
- Tourists looking for local flair

➤ REACH ESTIMATES:

- 🦶 30,000+ in-person visitors
- 📺 250,000+ via traditional media
- 📱 500,000+ social media impressions

MARKETING & MEDIA PLAN

360° Strategy:

- Radio, TV, and press
- TikTok challenges, countdowns, reels
- 30-second ads, roving interviews, viral moments
- Influencer campaigns targeting Gen Z and Millennials
- Community outreach in Bridgetown, Oistins, Warrens, and beyond

From billboards to TikToks, your brand will be everywhere the Christmas buzz lives.





COMMUNITY & ECONOMIC IMPACT

THIS IS MORE THAN A SHOPPING
EVENT — IT'S A PARISH-WIDE
CELEBRATION OF PRIDE,
GENEROSITY, AND JOY.

- Boosts visibility and sales for local businesses
- Creates seasonal jobs and vendor opportunities
- Supports charities through branded competitions and donations
- Strengthens parish identity and pride
- Generates tourism interest with unique activations



OPPORTUNITIES FOR SPONSORS

WE DON'T JUST WANT SPONSORS —
WE WANT PARTNERS IN CREATING
MAGIC.

LET'S CO-CREATE A SEASON THAT
PEOPLE WILL TALK ABOUT FOR
YEARS.

YOUR BRAND CAN:

- Title a signature event: The [Your Brand] Beer Run, The [Your Brand] Christmas Portal, The [Your Brand] Golden Giveaway
- Create viral moments through immersive activations
- Gain island-wide visibility via traditional and digital campaigns
- Align with community-driven joy and charitable impact

ACTIVATION OPTIONS:

- Naming rights
- Branded experiences
- Digital spotlights
- On-site engagement
- Charity tie-ins



SPONSORSHIP TREE

| Tier | Total Value | Min. Cash | In-Kind Option | Key Benefits | Ideal For |
|---------------------------|-------------|-----------|----------------|--|---|
| Presenting Sponsor | \$35,000 | \$20,000 | Up to \$15,000 | Naming rights to full experience, branding on arch/tree/stickers, signature event, media dominance | National brands seeking full seasonal visibility |
| Title Sponsor | \$15,000 | \$10,000 | Up to \$5,000 | Naming rights to major event or custom activation, strong media presence | Brands wanting event ownership and premium visibility |
| Gold Sponsor | \$10,000 | \$5,000 | Up to \$5,000 | Shared branding on major activations, influencer tie-in, booth space, media mentions | Brands seeking strong engagement and community reach |
| Silver Sponsor | \$5,000 | \$2,500 | Up to \$2,500 | Shared branding on activations, logo on signage and flyers, booth space | Mid-sized businesses seeking visibility and goodwill |
| Bronze Sponsor | \$2,500 | \$1,500 | Up to \$1,000 | Logo on signage, printed materials, social mentions, community tie-in | Local businesses supporting festive spirit |

A full sponsorship menu is available as a separate document, outlining tier breakdowns, quantified deliverables, and flexible in-kind contribution options.



JOIN THE FESTIVITIES

WE'RE INVITING YOU TO JOIN US AS A PARTNER, INNOVATOR, AND CO-CREATOR OF BARBADOS' MOST
EXCITING HOLIDAY CELEBRATION.

LET'S MEET TO CUSTOMIZE YOUR SPONSORSHIP PACKAGE

CONFIRM BY OCTOBER 15, 2025

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