



International Carnival Awards

JUNE '25

**WHEN OUR COMMUNITY SHINES TOGETHER,
EACH ONE OF US SHINES BRIGHTER.**

The following proposal is populated with quotations from some of the legends of Carnival music. The lyrics breathe a unique familiarity into its narrative, paying tribute to the artists and honouring the resonant legacy of Carnival in our cultural landscape.



FOLLOW US...   
icawds.com

Producers:



Ring out three cheers for coming first

Lord Christo

background

In the increasingly vast arena of Carnival, recognition of excellence generally comes to those groups and individuals who are on stage, energising our enjoyment of the festival and keeping us fixated and fascinated by gleaming reflections of ourselves. However, the performances, parades, and what we see and experience on stage are just the tip of the iceberg. The Carnival Industry is bolstered by a spectrum of endeavour and effort as broad as any industry that produces exceptionalism.

How we recognise, honour, and collectively celebrate outstanding individual or collective achievements in ways that reflect and magnify the evolving scope and complexity of endeavour in the global Carnival community is at the core of the ICA project.

We believe that when the Carnival community shines together, each one of us shines brighter

1st Annual
INT'L
CARNIVAL
Awards
JUNE '25

The Stage is In front of us.

Machel Montano

over **view**

- The Council for Arts, Aesthetics & Identity (CAAI) is a non-profit organization registered in Trinidad & Tobago. It incorporates innovative experiences and interventions to promote the exploration, understanding, and advancement of Trinidad and Tobago's unique civilization, focusing on the distinctive celebration of Carnival.
- The International Carnival Awards (ICA) mission is to celebrate excellence, advancement, innovation, and sustainability locally and within the global Carnival diaspora by fostering a sense of community and highlighting its social impact.
- ICA believes that peer and audience recognition and validation of excellence are crucial for advancement and cohesion in any field.
- To achieve its objectives, ICA employs an accessible, robust, multi-tiered online voting system hosted on its website: icawds.com.
- The annual three-hour gala ceremony is produced in collaboration with Advance Dynamics Limited, one of the region's leading video production companies.
- Our Official Media Partners, CNC3/ Guardian Media Limited, will promote and broadcast the awards ceremony nationally and stream it to a global audience, increasing the celebration's reach and impact.

The Boy and the Blue Devil
Ken Scott

let's make it official

Mighty Sparrow

registered

NGO

REPUBLIC OF TRINIDAD AND TOBAGO Form 3

1876931 C2019052903203
Computer ID No. Company No.

THE COMPANIES ACT, 1995

CERTIFICATE OF INCORPORATION

COUNCIL FOR ARTS, AESTHETICS & IDENTITY
Name of Company

I hereby certify that the above-mentioned Company, the Articles of Incorporation of which are attached, was incorporated under the Companies Act, 1995 of Trinidad and Tobago.

 
Registrar of Companies

 14th May, 2019
Date of Incorporation

Where do we go from here?

King Austin

objectives

- 1. Establish the ICA as the pinnacle of recognition for excellence across the broad spectrum of Carnival arts, supporting the preservation of the festival's traditions and encouraging sustainability through innovation and public participation.**
 - Develop and implement a robust award selection process highlighting outstanding contributions in various Carnival arts categories.
 - Create programmes and initiatives that educate and engage the public in Carnival traditions and innovations.
 - Partner with key stakeholders to ensure widespread recognition and support for the ICA.
- 2. Build a credible, comprehensive, trusted, and transparent system for recognizing and promoting excellence, innovation, and sustainability in the diverse Carnival Industry.**
 - Implement transparent criteria and procedures for award nominations and selections.
 - Establish a diverse and knowledgeable panel of judges from various sectors of the Carnival industry.
 - Regularly review and update the award categories and criteria to reflect evolving industry standards and practices.
- 3. Support the maintenance of Trinidad's pivotal role as the 'Mecca' and focal point of cultural authority in the global Carnival industry.**
 - Promote Trinidad's Carnival heritage through international collaborations and exchanges.
 - Highlight Trinidad's contributions to the global Carnival landscape in ICA communications and events.
 - Encourage and support local Carnival artists and innovators to participate in global platforms.
- 4. Promote, celebrate, and validate excellence and innovation in the Carnival community.**
 - Organize high-profile events and ceremonies to honour award recipients and showcase their achievements.
 - Create media campaigns and publications highlighting award winners' stories and successes.
 - Facilitate networking opportunities and resources for Carnival artists and professionals to foster further innovation and excellence.

One common intention

Black Stalin

outcomes

desired

- **RECOGNITION:** The ICA becomes widely recognized as the premier authority on excellence in Carnival arts, with increased public engagement and appreciation for Carnival traditions and innovations in all spheres.
- **CREDIBILITY:** Administers a trusted and transparent award system that enhances the credibility and prestige of the ICA and its awardees.
- **ROOTED:** Trinidad's status as the "Home of Carnival" is reinforced and celebrated globally, attracting more international attention and participation in Trinidad's Carnival.
- **VALIDATION:** The Carnival community feels valued and supported, leading to greater industry innovation, sustainability, and artistic excellence.

The whole blinkin' market

Nadia Batson

Audiences

A premier live entertainment event, the annual ICA's in-person audience is an unparalleled concentration of the most influential figures in the Carnival and cultural ecosystem. The gala is a gathering of carnivalesque proportions that is televised nationally and streamed to a global audiences free of charge. This unique production offers partners, sponsors, and advertisers a lucrative platform to connect with diverse and influential audiences in authentic and engaging ways.

Key Audiences:

- **Artists, Performers, Carnival Entrepreneurs and Culture Makers**
- **The National audience of entertainment seekers**
- **The Caribbean Diaspora and Global Carnival Network**
- **Existing and Aspiring International Leisure and Business Travellers**
- **Industry Professionals and Decision-makers**
- **Digital and Social Media Influencers**
- **Educational Institutions and Students**



Journey Now Start

Chris 'Tambu' Herbert

ti meLine

Start

JUNE 25 2024
Media Launch
Queen's Hall

JULY 2024
Promotional
Campaign Begins

ASH WEDNESDAY 2025
Nominations Open

APRIL 2025
Nominations Close

30TH APRIL
Nominees Announced

JUNE 2025
Gala Awards Ceremony

Repeat!



For a better life in the region.

TM

Black Stalin

related initiatives

- **Educational Programs:** Seminars, workshops, and conferences exchanging knowledge, educate and inspire talent in Carnival arts.
- **Scholarships & Endowments:** Financial aid for participation in educational programs and professional development ensuring long-term sustainability and stability of cultural institutions, research and educational initiatives dedicated to understanding, preserving and promoting Carnival traditions and practices.
- **Global Carnival Network:** A platform for collaboration and exchange among Carnival practitioners, enthusiasts, researchers, and organisations. The network facilitates partnerships, knowledge sharing, and cross-cultural dialogue, fostering innovation, creativity, and community development within the Carnival arts ecosystem.
- **Sustainability Advocacy:** Promoting eco-friendly practices to ensure the long-term viability of the Carnival movement.
- **Technology and Transformation:** The Carnival Industry is an early adopter and sometimes pioneer of digital technologies. The festival offers tremendous opportunities to influence technological uptake and innovation. ICA initiatives and special awards promote and recognise ICT innovations in the Carnival domain.

Like we need blood in we veins

Destra Garcia

partners

CAAI

Founded in 2018 by distinguished choreographer and artist Dave Williams, the Council for Arts, Aesthetics & Identity is a registered non-profit. CAAI incorporates innovative experiences and interventions to promote the exploration, understanding, and advancement of Trinidad and Tobago's unique civilisation. Hence, its focus is on our distinctive celebration of Carnival. Dave is also a co-founder and director of Coco Dance Festival, the Caribbean's longest-running contemporary dance festival (Est. 2009).

ADL

With four decades of excellence in video production across the spectrum of industries and endeavours in the local and international arenas, Advance Dynamics has been a consistently active and recognised leader and collaborator since 1984. As the first to livestream Carnival's major events (Panorama, Parade of the Bands, Soca Monarch, etc) in 2010, the award-winning company has also been a pioneer in Carnival's digital era.

Producing Partners



Endorsing Partners

Caribbean **Beat**



ICT Partner



*A Horn is a Horn... Only When Yuh
Take it On*

Oscar B. & Leston Paul

impact

The ICA aims to significantly impact the global Carnival community by recognizing and celebrating excellence in Carnival arts, culture, and innovation. Through its inaugural edition and subsequent annual ceremonies, the ICA endeavours to:

1. **Elevate the Profile of Carnival Arts:** By showcasing outstanding contributions across various categories such as music, costume design, masquerade bands, and cultural events, the ICA seeks to raise awareness and appreciation for Carnival arts on a global scale.
2. **Foster Creativity and Innovation:** By recognizing and rewarding creativity, innovation, and technical excellence, the ICA encourages continuous advancement within the Carnival industry, inspiring artists, designers, musicians, and performers to push boundaries and explore new possibilities.
3. **Promote Cultural Exchange and Collaboration:** The ICA serves as a platform for cultural exchange and collaboration, bringing together Carnival practitioners, enthusiasts, and stakeholders from diverse backgrounds and regions to share knowledge, experiences, and best practices.
4. **Support Economic Development:** Through partnerships, sponsorships, and promotional activities, the ICA aims to contribute to the economic growth and sustainability of Carnival-related industries and businesses, including mas bands, costume designers, musicians, entrepreneurs and event organizers.

I Can't Hear Myself

Ken Scott

Jump in the Line and breakaway

Roaring Lion

TM



International Carnival Awards

ICA '25 Join Us.

RECOGNISING EXCELLENCE • EXPANDING BOUNDARIES

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