

HCL: Phase II sponsorship 'limited'

Wayne Bowman

PHASE II PAN GROOVE has not entered into a title sponsorship arrangement with Home Construction Limited, the band's manager, Errol Skerritt said yesterday.

Confirming this was HCL Corporate Communications Manager, Lisa Ghany-Weekes, who explained that the two parties have entered into a Limited Sponsorship that will see the defending Panorama Champion receiving funding from



HCL to ensure that the band is ready for the semi-final and final rounds of the 2007 Panorama. HCL will benefit from having a corporate presence in the Phase II Panyard throughout Carnival by the way of booths where visitors to the

panyard can access information on the products and services being offered by HCL as well as having signs and banners displaying the HCL logo on Phase II's pans and racks.

"Whenever people hear of a steelband being sponsored by a corporate entity they immediately believe that the band must now carry the name of that company in its title. All around the world there are bands and other cultural groups being sponsored by companies and they do not carry that company's name. We

are Phase II Pan Groove period. In fact this issue is one of the reasons we named ourselves Phase II in the first place because we were setting a new level in which the steelbands would move towards a measure of independence. The arrangement with HCL is one where they will have exclusivity as far as marketing their brand through us for Carnival and after that we will talk about what happens from there as we explore how we can go about cementing our relationship," Skerritt said.

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