It's Time to Secure your Sponsorship to one of the Largest Hispanic Festivals in the United States!
Carnaval Miami is the umbrella name of all events held annually during the months of February and March.

- **Carnaval Miami Official Poster Reception**
- **Miss Carnaval Miami** Event at Manuel Artine Theater on February 20
- **Carnaval on the Mile** in Coral Gables on March 5 and 6
- **Carnaval Miami Cooking Contest** on March 8
- **Carnaval Miami Domino Tournament** at Domino Park on March 9
- **Carnaval Miami Golf Classic** at Melreese on March 10
- **Carnaval Live!** Gala at Jungle Island on March 11
- **Calle Ocho Music Festival** on SW 8th Street on March 13
- **Carnaval 5V5 Soccer** on March 26
The extended reach overall of Carnaval Miami is over 116 million with on-site spectators, TV viewers, internet broadcast and year round exposure.

Source: Critical Mention

The multiple events that comprise Carnaval Miami vary in their demographics targeting different sectors of the Hispanic market, allowing a sponsor to meet all of their marketing and branding needs.

Demographics:

HISPANICS

49% 51%

HOUSEHOLD INCOME: $100,000

PROFESSIONALS

COLLEGE GRADUATES

With discretionary incomes to afford luxury travel, automobiles, entertainment, and personal items

CARNIVAL ON THE MILE
125,000 attendance

CARNIVAL LIVE!
3,000 attendance

CALLE OCHO
800,000 attendance

Hispanics, median age 33, HHI $33k, families married with 2+ children
Media
Carnaval Miami is world renowned as one of the largest Hispanic events in the country and the largest one in Miami! All local media is involved in Carnaval Miami either through their own stages at Calle Ocho and Carnaval on the Mile or through their local coverage of the multiple events. In addition Carnaval Miami is broadcasted nationally and internationally by hundreds of media companies across the globe. Sponsors benefit from all the media coverage as they are often recognized in print, radio, television, outdoor and social media promotions.

Exclusivity
Carnaval Miami events are available for category exclusivity in a variety of areas. Exclusivity allows us to put your brand and/or product front and center! Let us help you highlight your brand.

Product Sampling
Product Sampling: Products can be used and/or worn while participants compete or perform. Every event has sampling opportunities to reach its audience. Most properties are credible to the public, popular with fans, insiders and the media.

Past Sponsors 2015
5-HOUR SAMPLE LLC, ADVANCE AUTO, AL CAPONE CIGARILLOS, ALAS USA, AMERICAN DIABETES ASSOC., AMOR 107.5, AMSCOT FINANCIAL, A T & T, A & T UVERSE, AZAMARA CLUB CRUISES, B B & T, BACARDI USA, BALEARIA HAHAMAS FERRY, BANFIELD PET HOSPITAL, BAPTIST HEALTH, BATH FITTER, B M W, BOUNTY, CABALLERO RIVERO, CAFÉ MAYORGA, CHARMIN, CLEAR CHANNEL COMM., CLOROX, COCA-COLA, COCHLEAR AMERICAS, COLOGATE-PALOMOLIVE, COOPER TIRES, COVERGIRL, CUBALLAMA, CREST, DASANI, DATAPRO, DAVIN, DENTYNE, DEWARS 12, DIARIO LAS AMERICAS, DIET COKE, DOCTOR’S HOSPITAL, EL NUEVO HERALDO, ESPN DEPORTES 1210 AM, FABULOSA, FANTA, FEBREZE, FLORIDA COMMUNITY BANK, FLORIDA HOME IMPROVEMENT, FLORIDA LOTTERY, FORD, GASOLINA, GEICO, GILLETTE, GOLDFISH, GREY GOOSE, H & R BLOCK, HEINEKEN, HERBAL ESSENCES, IBERIA FOODS, JET BLUE, KAPOYA ENERGY DRINK, KRAFT FOODS, LA COLONIA MEDICAL CENTER, LIBBY’S NECTARS, LOS VASCOS WINE, LOUDER SIDE, M D O PARTNERS, MARY KAY, MCDONALD’S, MEGA 94.9 FM, MERCANTIL COMMERCIBANK, MIAMI DADE COUNTY, MIAMI DOLPHINS, MIAMI HEAT, MIAMI HERALD, MIAMI MARLINS, MILANO, MIX 98.3, MK TRAVEL PLANS, MONDZALES, MONSTER ENERGY DRINK, MR. 305 RECORDS, MUNDO FOX, NIelsen, OLAY, OREOS, OSCAR MAYER, PEPPERIDGE, FARM, PERRY ELLIS, POWERADE, PROCTOR & GAMBLE, RITZ CRACKERS, SEBA DISTRIBUTORS, SECRET, SMART START DAY SCHOOL, SOUTH FLORIDA FORD DEALERS, SOUTH MIAMI DADE CULTURAL ARTS CENTER, SUAVITEL, TAMPICO, TELEMUNDO 51, TEQUILA SPARKING TEQUILA, TIDE, TOSTONES MAYA, TRI RAIL, UNIMAS, UNIVERSITY HEALTHCARE, UNIVISION 23, VENUE MAGAZINE, VSN MOBIL, WINN-DIXIE, WLTV CHANNEL 23, WPLG CHANNEL 10, WSCV CHANNEL 51, WSVN CHANNEL 7, WTVJ NBC CHANNEL 6

Methods most effective in Promoting New Products

<table>
<thead>
<tr>
<th>Methods</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling</td>
<td>84%</td>
</tr>
<tr>
<td>Price Promotions</td>
<td>84%</td>
</tr>
<tr>
<td>On-shelf Promotions</td>
<td>84%</td>
</tr>
<tr>
<td>Signage</td>
<td>82%</td>
</tr>
<tr>
<td>In-store Coupons</td>
<td>42%</td>
</tr>
<tr>
<td>Supportive Selling by Employer</td>
<td>36%</td>
</tr>
<tr>
<td>Other-in Store Promotions</td>
<td>24%</td>
</tr>
<tr>
<td>Other Digital Promotions</td>
<td>18%</td>
</tr>
<tr>
<td>Digital Coupons</td>
<td>0%</td>
</tr>
<tr>
<td>Mail Coupons</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

Carnaval Miami has high brand equity and provides opportunities that can elevate YOUR brand, bringing it face to face with and directly into the hands of Hispanic consumers in record numbers!

Premier Benefits

• Reach over one million in one event.
• Association with the 40th years celebration of the Kiwanis Club of Little Havana
• Carnaval Miami Year Round Partnerships (Limited Availability on Categories)
• Collaborating and engaging in creative ideas for activation
• Direct audience research targeted to specific brands
• Tie-in to Goodwill Youth Programs that work in minority communities
• Social media integration into developing content to elevate sponsorship
• Integration with Carnaval Miami/Kiwanis mobile app

On-Going Benefits:

• Category Exclusivity
• Recognition on Collateral material
• On-site signage and sampling rights
• Access to Property content, database, members, property marks and logos
• Client entertainment to galas, VIP parties and backstage passes
PROVEN SUCCESS FOR OVER 39 YEARS!!!!

Since 1978, beginning with Calle Ocho, The Kiwanis Club of Little Havana has been producing Carnaval Miami bringing together youth, young adults, and families in this multi-generational series of events that celebrate Hispanic culture. The prestige of the property along with its credibility amongst the Hispanic population has been instrumental in driving sponsors to join us year after year allowing their companies and brands to share in our success!

The Kiwanis Club of Little Havana, a non-profit organization, started organizing events in 1975 and is celebrating its 40th year anniversary from September 15, 2015 to March 13, 2016. Since its inception the club has been dedicated to making a difference in the community. Each year that goal is accomplished by having the proceeds from the events go back into funding youth oriented community programs.

Since 1975 more than $8,000,000 has been donated back into the South Florida community to help fund youth oriented programs.

For sponsorship information:
Teresa Callava
Director Marketing
305-644-8888, ext 204
tcallava@carnavalmiami.com