

# Carnaval miami

KIWANIS OF LITTLE HAVANA

SPONSORSHIP OVERVIEW

2020





# “Music is an important cultural connector

– in 2017 the Billboard Hot 100 charts held a record for the number of **19 PREDOMINANTLY SPANISH-LANGUAGE SONGS**. **45% OF U.S. HISPANICS USE AN ONLINE MUSIC SERVICE**, but terrestrial radio is still important as **53% SAY THEY DISCOVER NEW MUSIC THROUGH AM/FM RADIO**. Latinx music fans are deeply engaged in conversation surrounding music and artists. As loyal music fans, **70% SAY THEY USE SOCIAL MEDIA TO FOLLOW MUSICIANS** (over-indexing against the total population by 43%) and **78% VIEW A BRAND MORE FAVORABLY IF THE BRAND SPONSORS A CONCERT OR TOUR”**.

*Source: Nielsen Report, 2018: Descubrimiento Digital: The Online Lives of Latinx Consumers*



**539,065,995**

IMPRESSIONS

**\$107,920,351**

MEDIA VALUE

# ECONOMIC IMPACT

Program by Numbers

## CARNAVAL ON THE MILE

150,000 Attendance in 2 days

90% local

29% stayed in hotels

20% day trippers

Direct Economic Impact \$6.1 Million

Direct and Indirect Economic Impact \$10.6 Million

## CALLE OCHO MUSIC FESTIVAL

750,000 Attendance in one day

82% local

30% stayed in hotels or rented a residence

30 % day trippers

Direct Economic Impact \$16.7 Million

Direct & Indirect Economic Impact \$28.6 Million

Source: Greater Miami Visitors & Convention Bureau

# ECONOMIC IMPACT

**1,000,000+ GUESTS** attended Carnival Miami events with fun experiences for everybody.

Kiwanis Club of Little Havana stockpiled **14,000 HOURS** from volunteer membership base.

With great pride the first Colombian artist, **FONSECA**, was named King of Carnival Miami 2019.

Carnaval Miami's Official Poster commissioned for the first time by an Ecuadorian artist, **ALEJANDRA ESTEFANIA**

More than 12 stages with over **140 MUSIC PERFORMERS.**



**2019 PROMOTIONAL MARKET IMPACT**

From January 1<sup>st</sup> to March 27<sup>th</sup>, 2019

**97,956,591**

PROMOTION IMPRESSIONS - \$2,747,818 VALUE

**435,009,997**

EDITORIAL COVERAGE IMPRESSIONS - \$105,032,693 VALUE



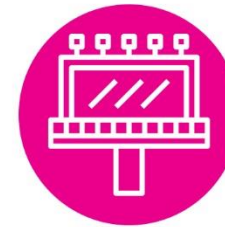
PRINT ADS  
16,332,364 IMPRESSIONS



RADIO SPOTS  
12,714,901 IMPRESSIONS



BROADCAST  
25,253,400 IMPRESSIONS



OUTDOOR MEDIA  
14,332,100 IMPRESSIONS



COLLATERAL PROMO  
12,795,877 IMPRESSIONS



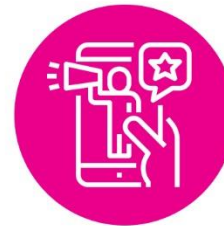
DIGITAL BANNERS  
320,000 IMPRESSIONS



EBLAST  
77,698 IMPRESSIONS



WEBSITE  
317,351 PAGE VIEWS  
72,517 NEW USERS  
1':22" AVG. SESSION  
0.08% BOUNCE



INFLUENCERS CAMPAIGN  
8,260,490 IMPRESSIONS



EVENTBRITE  
26,982 PAGE VIEWS



SOCIAL MEDIA  
7,525,428 IMPRESSIONS  
202,240 ENGAGEMENT  
59,296 TOTAL FOLLOWERS



60%+ MILLENNIALS  
80%+ HISPANICS

CARNAVAL MIAMI  
CULTURE-FOOD  
ENTERTAINMENT

We connect Brands and Culture

CARNAVAL MIAMI is all about CULTURE, FOOD AND ENTERTAINMENT.  
The perfect paradise that attracts HISPANIC MILLENNIALS and offer  
a great opportunity for brands to reach this target





## 2020 SCHEDULE OF EVENTS

Mar  
7-8



Saturday & Sunday,  
10AM-10PM  
Coral Gables

Mar  
15



Sunday,  
10AM-7PM  
SW 8 Street (Little Havana)

Mar  
7-8



Saturday & Sunday  
Coral Gables

Mar  
15



Sunday,  
10AM-7PM  
At Calle Ocho Music Festival

Mar  
7



Saturday,  
11AM-2AM  
Coral Gables

Mar  
15



Sunday,  
10AM-7PM  
At Calle Ocho Music Festival

Mar  
9-10-11



9AM-4PM  
Domino Park  
(Little Havana)

Mar  
15



Sunday,  
10AM-7PM  
At Calle Ocho Music Festival

# 2020



Kiwanis of Little Havana

# Carnaval

# ON THE MILE

A Carnaval Miami Experience



**SATURDAY & SUNDAY, MARCH 7 - 8, 2020**

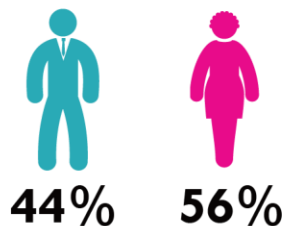
**CORAL GABLES | 10AM-10PM**

**150 ARTISTS | 50 VENDORS | 2 STAGES | 36 PERFORMERS | 150,000 ATTENDEES**

**50,699,307 + 76,307,970 (PRESS CONFERENCE) IMPRESSIONS**

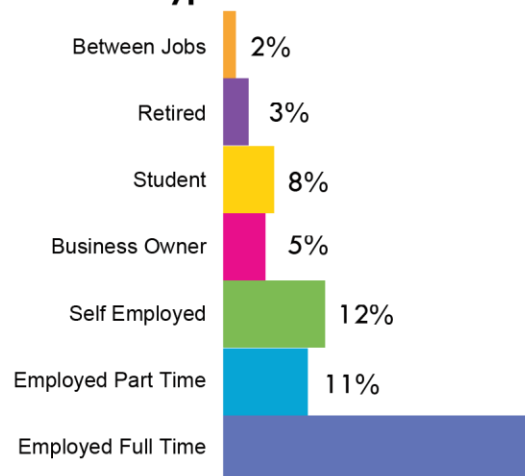
**\$6,438,867 MEDIA VALUE**

### GENDER

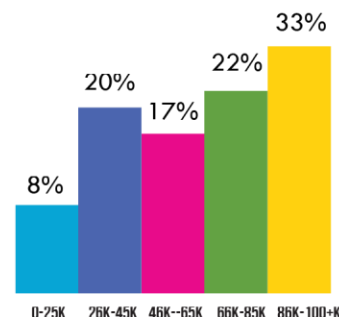


**HISPANICS 78%**  
**NON HISPANICS 22%**

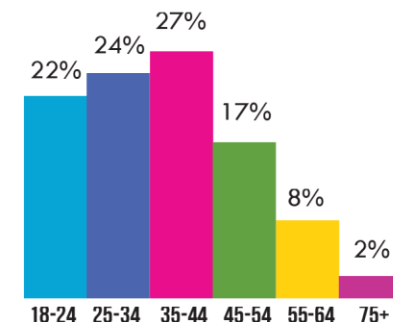
### Type of Attendee



### Average Annual Income



### Average Age of Attendee



Source: Greater Miami Convention & Visitors Bureau

Video: <https://youtu.be/6dVovT9D0GE>



A weekend-long festival in the heart of Coral Gables featuring live music, fine cuisine, the best of plastic art, and children's entertainment. Two large stages are crowned by world-renowned artists of jazz, funk, rock and afro-Caribbean samba, in a cultural explosion, **TOTALLY FREE**, to celebrate **CARNAVAL MIAMI**.

SPONSORSHIP OPPORTUNITIES	TITLE / PRESENTING	OFFICIAL	MAJOR	STAGE	EXHIBITOR
<b>NAMING RIGHTS</b>					
Title of Presenting Sponsor	■				
Exclusivity	■	■		■	
<b>LOGO PLACEMENT</b>					
Logo on Event Signage	■	■	■	■	■
Logo inclusion on step and repeat or banner	■	■		■	■
Logo in Promotional material	■	■	■	■	■
Logo on digital billboard (1 month)	■				
Logo on Bus Shelters (1 month)	■				
Logo on Digital Banners	■	■			
Logo on Event Guide/flyers	■	■	■	■	■
Logo on festival recap video	■	■	■	■	
<b>TRADITIONAL MEDIA</b>					
Television	■	■		■	
Radio	■	■		■	
Print	■	■	■	■	■
<b>DIGITAL</b>					
Promotional dedicated 250-word feature and (1) image in Carnaval Miami's email blast	■	■			
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	■		■	
Company Banner on Carnaval Miami website	■				
Logo on Carnaval Miami website	■	■	■	■	■
<b>SOCIAL MEDIA</b>					
Dedicated social media post across all Carnaval Miami outlets	■			■	
Organic post on Carnaval Miami social media outlets	■	■	■	■	
Paid Social media post on Carnaval Miami social media outlets	■	■			
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■				
<b>ON-SITE OPPORTUNITIES</b>					
Onsite exposure with sampling rights at various locations	■	■	■	■	
Hospitality VIP & Client Entertainment	■	■	■	■	
Large footprints for sponsor activation	■	■	■		
Sampling Opportunities	■	■	■		■
Booth, table and 2 chairs	■	■	■		■
Speaking Opportunities	■	■			
<b>OTHER SIGNAGE/ACTIVATION/PROMOTION OPPORTUNITIES</b>					
Logo on the Official Poster					
Interactive art					
Branded Jenga Game activation					
Branded Scavenger Hunt Experience					
Branded Photo Booth Stations					
Kids Activation					

Custom Packages Available Upon Request



Kiwanis of Little Havana

# CORK & FORK

A Carnaval Miami Experience





**SATURDAY & SUNDAY MARCH 7-8, 2020**

**CORAL GABLES | 4 SESSIONS**

**40 + PARTICIPATING RESTAURANTS | 9 CELEBRITY CHEFS | 1400 EVENT GUESTS**

**23,259,933 + 76,307,970 (PRESS CONFERENCE) IMPRESSIONS**

**\$2,068,261 MEDIA VALUE**

Four sessions of unique food and drink experiences, featuring the hottest chefs, restaurants, international wines and spirits. Two days of unrivaled culinary tastings, intimate cooking demonstrations, live entertainment and much more.

**ATTENDEE MEDIAN AGE: 30-50 YEARS**

**64.5% ARE FEMALES**

**60.1% REPORTED A HOUSEHOLD INCOME OF \$150K OR HIGHER**

**90.7% COLLEGE EDUCATED**

- **ARE SEEKING FINANCIAL GOODS AND SERVICES** SUCH AS MORTGAGES, LIFE INSURANCE, AND INVESTMENT ADVICE
- **CONSIDER THEMSELVES CONNOISSEURS OF FINE WINE AND FOOD**
- **DINES OUT FIVE TO SEVEN TIMES PER MONTH** AT A FINE DINING ESTABLISHMENT
- **PURCHASES AN AVERAGE OF TWO TO THREE CASES OF WINE PER MONTH**

Video: <https://youtu.be/VN5IFdp-MSM>







SPONSORSHIP OPPORTUNITIES	TITLE / PRESENTING	OFFICIAL	MAJOR	PRODUCT SHOWCASE
<b>NAMING RIGHTS</b>				
Title / Presenting Sponsor	■			
Exclusivity	■	■		
<b>LOGO PLACEMENT</b>				
Logo on Event Signage	■	■	■	■
Logo inclusion on step and repeat or banner	■	■		
Logo in Promotional material	■	■	■	■
Logo on digital billboard (1 month)	■			
Logo on Bus Shelters (1 month)	■			
Logo on Digital Banners	■			
Logo on Event Guide/flyers	■	■	■	■
Logo on festival recap video	■	■	■	
<b>TRADITIONAL MEDIA</b>				
Television	■	■		
Radio	■	■		
Print	■	■	■	■
<b>DIGITAL</b>				
Promotional dedicated 250-word feature and (1) image in Carnaval Miami's email blast	■	■		
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	■		
Company Banner on Carnaval Miami website	■			
Logo on Carnaval Miami website	■	■	■	■
<b>SOCIAL MEDIA</b>				
Dedicated social media post across all Carnaval Miami outlets	■			
Organic post on Carnaval Miami social media outlets	■	■	■	
Paid Social media post on Carnaval Miami social media outlets	■			
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■			
<b>ON-SITE OPPORTUNITIES</b>				
Onsite exposure with sampling rights at various locations	■	■		
Hospitality VIP & Client Entertainment	■	■	■	
Themed activations inside large footprints	■	■	■	■
Sampling Opportunities	■	■	■	■
Booth, table and 2 chairs	■	■	■	■
Speaking Opportunities	■	■	■	
<b>OTHER ACTIVATION &amp; PROMOTION OPPORTUNITIES</b>				
Food Presentations				
Branded Jenga Game activation				
Branded Scavenger Hunt Experience				
Branded Photo Booth Stations				
Kids Activation				

Custom Packages Available Upon Request



Kiwanis of Little Havana

# Coriato's & Scandi

A Carnival Miami Experience







**SATURDAY MARCH 7, 2020**

**CORAL GABLES 11PM- 1AM**

**APROX. 400 GUESTS**

**2,155,592** EVENT IMPRESSIONS

**76,307,970** PRESS CONFERENCE IMPRESSIONS

**\$159,658** MEDIA VALUE

The Official After Party  
of Carnival on the Mile

Indulge in tasting experiences that  
will entice your senses. Sip on fine  
cordials, aromatic coffees and  
enjoy a fine cigar. Cordials &  
Candy is the ultimate night cap  
experience.

SPONSORSHIP OPPORTUNITIES	TITLE/PRESENTING	OFFICIAL	MAJOR	PRODUCT SHOWCASE
<b>NAMING RIGHTS</b>				
Title/Presenting Sponsor	■			
Exclusivity	■	■	■	
<b>LOGO PLACEMENT</b>				
Logo on Event Signage	■	■		
Logo inclusion on step and repeat or banner	■	■		
Logo in Promotional material	■	■	■	■
Logo on Digital Banners	■			
Logo on Event Guide/flyers	■		■	■
Logo on festival recap video	■	■	■	
<b>TRADITIONAL MEDIA</b>				
Print	■	■	■	■
<b>DIGITAL</b>				
Promotional dedicated 250-word feature and (1) image in Carnival Miami's email blast	■			
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	■		
Company Banner on Carnival Miami website	■			
Logo on Carnival Miami website	■	■	■	■
<b>SOCIAL MEDIA</b>				
Dedicated social media post across all Carnival Miami outlets	■			
Organic posts on Carnival Miami social media outlets	■	■		
Paid Social media post on Carnival Miami social media outlets	■			
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■			
<b>ON-SITE OPPORTUNITIES</b>				
Hospitality VIP & Client Entertainment	■	■	■	
Onsite exposure with sampling rights	■	■	■	■
Booth, table and 2 chairs	■	■	■	■
Speaking Opportunities	■	■		
<b>OTHER SIGNAGE/ACTIVATION/PROMOTION OPPORTUNITIES</b>				
Projections				
Branded Game activation				
Branded Photo Booth Stations				

Custom Packages Available Upon Request

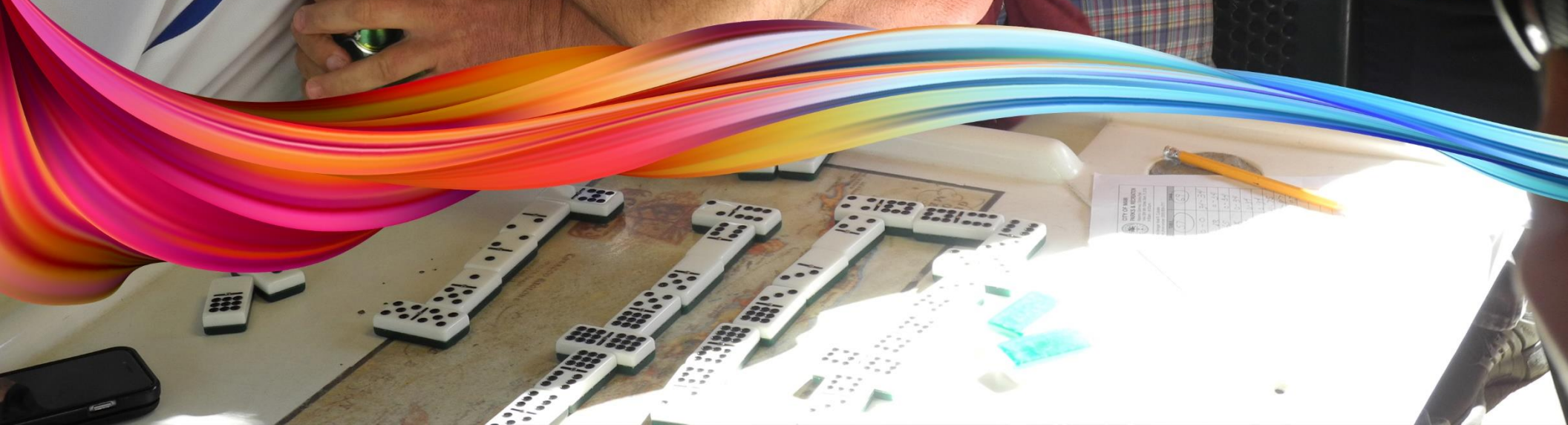


Kiwanis of Little Havana ●

# Domin

# Tournament

A Carnaval Miami Experience







**MARCH 9-10-11, 2020**

**DOMINO PARK | 9AM-4PM**

**AUDIENCE: 70% MALES 30% FEMALE, 55+, RETIRED**

**546,914** EVENT IMPRESSIONS

**76,307,970** PRESS CONFERENCE IMPRESSIONS

**\$126,668** MEDIA VALUE

Three days of this popular tournament for golden age aficionados at Domino Park, in the heart of Little Havana. More than 400 domino enthusiasts gather for a laid-back day of laughter and fierce competition. The event ends with a feast of Latin food and presentation of awards.

SPONSORSHIP OPPORTUNITIES	TITLE / PRESENTING	MAJOR
<b>NAMING RIGHTS</b>		
Title / Presenting Sponsor	■	
Exclusivity	■	■
<b>LOGO PLACEMENT</b>		
Logo on Event Signage	■	
Logo inclusion on step and repeat or banner	■	
Logo in Promotional material	■	■
Logo on Event Guide/flyers	■	
Logo on festival recap video	■	■
<b>TRADITIONAL MEDIA</b>		
Radio	■	
Print	■	■
<b>DIGITAL</b>		
Promotional dedicated 250-word feature and (1) image in Carnival Miami's email blast	■	
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	
Company Banner on Carnival Miami website	■	
Logo on Carnival Miami website	■	■
<b>SOCIAL MEDIA</b>		
Dedicated social media post across all Carnival Miami outlets	■	
Organic posts on Carnival Miami social media outlets	■	■
Paid Social media post on Carnival Miami social media outlets	■	
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■	
<b>ON-SITE OPPORTUNITIES</b>		
Onsite exposure with sampling rights	■	■
Sampling Opportunities	■	■
Booth, table and 2 chairs	■	■
Speaking Opportunities	■	

Custom Packages Available Upon Request



Kiwanis of Little Havana

# COACHE

*Music Festival*

A Carnaval Miami Experience





**SUNDAY MARCH 15, 2020**

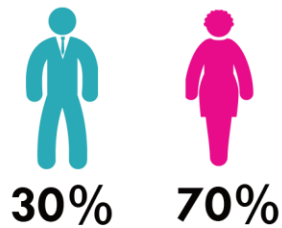
HEART OF LITTLE HAVANA, SW 8 STREET | 10AM - 7 PM

20 BLOCKS OF ICONIC CALLE OCHO ST. | 10 STAGES | 110 PERFORMERS | 750,000 GUESTS

**436,134,770 IMPRESSIONS**  
**\$94,633,038 MEDIA VALUE**

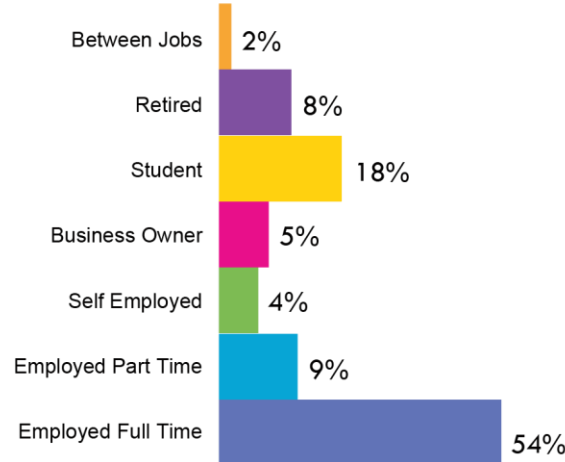
The marquee event of Carnival Miami! The largest Hispanic festival in the country. 20 blocks of Little Havana filled with musical stages, international food, dance, sampling sites and entertainment for all holistic demographics: families, couples and friends. Calle Ocho Music Festival is also the platform that catapulted the careers of some of the biggest musicians in the international Latin Music market and brings corporate America the opportunity of a testing ground for new products.

### GENDER

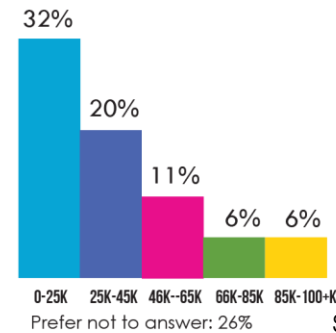


**HISPANICS 86%**  
**NON HISPANICS 14%**

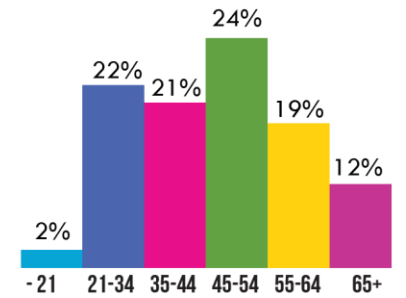
### Type of Attendee



### Average Annual Income



### Average Age of Attendee



Source: Greater Miami Convention & Visitors Bureau

Video: [https://youtu.be/xBhDRQr\\_Dz8](https://youtu.be/xBhDRQr_Dz8)



"Calle Ocho [Music Festival], in my eyes, is nothing short of a national treasure. It is THE premier, large-scale event that is more than a festival, but a gathering of an entire community to celebrate its culture, and there to celebrate, share and show the world the size, importance and cultural influence of Latinos in America."

*Alex Lopez, President, Lopez Negrete Communications*





# *Little* Havana

One of the coolest places in Miami  
and home of **Calle Ocho Music Festival**



SPONSORSHIP OPPORTUNITIES	TITLE/PRESENTING	OFFICIAL	MAJOR	SUPER STAGE (Sole)	SUPER STAGE (Shared)	MUSIC STAGE (Sole)	MUSIC STAGE (Shared)	PRODUCT SHOWCASE
<b>NAMING RIGHTS</b>								
Title / Presenting Sponsor	■							
Exclusivity	■	■		■		■		
<b>LOGO PLACEMENT</b>								
Logo on Event Signage	■	■	■	■	■			
Logo inclusion on step and repeat or banner	■	■		■	■	■		
Logo in Promotional material	■	■	■	■	■	■		
Logo on the Official Poster								
Logo on digital billboard (1 month)	■							
Logo on Bus Shelters (1 month)	■							
Logo on Digital Banners	■	■						
Logo on Event Guide/flyers	■	■	■	■	■	■	■	■
Logo on festival recap video	■	■	■	■	■	■	■	
<b>TRADITIONAL MEDIA</b>								
Television	■	■	■	■				
Radio	■	■	■	■				
Print	■	■	■	■	■	■	■	
<b>DIGITAL</b>								
Promotional dedicated 250-word feature and (1) image in Carnival Miami's email blast	■	■		■				
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	■		■	■	■	■	■
Company Banner on Carnival Miami website	■			■				
Logo on Carnival Miami website	■	■	■	■	■	■	■	■
<b>SOCIAL MEDIA</b>								
Dedicated social media post across all Carnival Miami outlets	■		■	■				
Organic post on Carnival Miami social media outlets	■	■	■	■	■	■	■	■
Paid Social media post on Carnival Miami social media outlets	■	■		■		■		
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■	■		■				
<b>ON-SITE OPPORTUNITIES</b>								
Hospitality VIP & Client Entertainment	■	■	■	■		■		
Onsite exposure with sampling rights at various locations	■	■	■	■		■		
Large footprints for sponsors activation	■	■	■	■		■		
Sampling Opportunities	■	■	■	■	■	■	■	■
Booth, table and 2 chairs	■	■	■	■	■	■	■	■
Speaking Opportunities	■		■	■	■	■	■	
<b>OTHER ACTIVATION &amp; PROMOTION OPPORTUNITIES</b>								
Interactive art								
Branded Jenga Game activation								
Branded Scavenger Hunt Experience								
Branded Photo Booth Stations								
Kids Activation								

Custom Packages Available Upon Request



A vibrant outdoor scene at a festival. In the foreground, a group of young people are smiling and looking towards the right. A large, colorful rainbow streamer arches over the top of the image. The background is slightly blurred, showing more people and festival elements. Several people are wearing lanyards with festival badges. The overall atmosphere is festive and sunny.

Kiwanis of Little Havana

# colle8

*Music Festival*

V.I.P. PASSPORT

A Carnival Miami Experience



**SUNDAY MARCH 15, 2020**

**HEART OF LITTLE HAVANA | 12 AM - 7 PM**

Those who want to experience the largest Hispanic Festival in the nation as big shots choose the VIP Passport Tour.

VIP's receive access to exclusive lounges, backstage and cultural culinary experiences.

**V.I.P. PASSPORT**

A Carnival Miami Experience

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>TITLE / PRESENTING</b>	<b>MAJOR</b>
<b>NAMING RIGHTS</b>		
Title / Presenting Sponsor	■	
Exclusivity	■	
<b>LOGO PLACEMENT</b>		
Logo on Event Signage	■	■
Logo inclusion on step and repeat or banner	■	
Logo in Promotional material	■	■
Logo on digital billboard (1 month)	■	
Logo on Bus Shelters (1 month)	■	
Logo on Digital Banners	■	
Logo on Event Guide/flyers	■	
Logo on festival recap video	■	
<b>TRADITIONAL MEDIA</b>		
TV	■	
Radio	■	
Print	■	■
<b>DIGITAL</b>		
Promotional dedicated 250-word feature and (1) image in Carnival Miami's email blast	■	
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	
Company Banner on Carnival Miami website	■	
Logo on Carnival Miami website	■	■
<b>SOCIAL MEDIA</b>		
Dedicated social media post across all Carnival Miami outlets	■	
Organic post on Carnival Miami social media outlets	■	■
Paid Social media post on Carnival Miami social media outlets	■	
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■	
<b>ON-SITE OPPORTUNITIES</b>		
Hospitality VIP & Client Entertainment	■	
Onsite exposure with sampling rights at various locations	■	
Themed activations inside large footprints	■	
Sampling Opportunities	■	
Booth, table and 2 chairs	■	■
<b>OTHER ACTIVATION &amp; PROMOTION OPPORTUNITIES</b>		
Branded Photo Booth Stations		

Custom Packages Available Upon Request





Kiwanis of Little Havana

# El Croquetazo

A Carnival Miami Experience







**SUNDAY MARCH 15, 2020**

**HEART OF LITTLE HAVANA, SW 8 STREET  
AMATEUR, CELEBRITY & PROFESSIONAL CONTEST  
WITH MAJOR LEAGUE EATING**

**12,124,759** EVENT IMPRESSIONS

**76,307,970** PRESS CONFERENCE IMPRESSIONS

**\$2,905,847** MEDIA VALUE

How many croquetas can a human consume in eight minutes? El Croquetazo at Calle Ocho, the World Championship Croqueta Eating Contest, is the only of its kind. Competitors at each level will have eight minutes to devour as many of this Hispanic delicacy as possible for bragging rights and a chance to win cash prizes. Joey Chestnut, Major League Eating's most renowned champion holds the 2019 record

SPONSORSHIP OPPORTUNITIES	TITLE	MAJOR	PRODUCT SHOWCASE
<b>NAMING RIGHTS</b>			
Title Sponsor	■		
Exclusivity	■	■	
<b>LOGO PLACEMENT</b>			
Logo on Event Signage	■	■	
Logo inclusion on step and repeat or banner	■	■	
Logo in Promotional material	■	■	■
Logo on Event Guide/flyers	■	■	■
Logo on festival recap video	■	■	
<b>TRADITIONAL MEDIA</b>			
Radio	■		
Print	■	■	
<b>DIGITAL</b>			
Promotional dedicated 250-word feature and (1) image in Carnival Miami's email blast	■		
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	■	
Company Banner on Carnival Miami website	■		
Logo on Carnival Miami website	■	■	■
<b>SOCIAL MEDIA</b>			
Dedicated social media post across all Carnival Miami outlets	■		
Organic posts on Carnival Miami social media outlets	■	■	■
Paid Social media post on Carnival Miami social media outlets	■		
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■		
<b>ON-SITE OPPORTUNITIES</b>			
Onsite exposure with sampling rights	■	■	■
Sampling Opportunities	■	■	■
Booth, table and 2 chairs	■	■	■
Speaking Opportunities	■		
<b>OTHER ACTIVATION &amp; PROMOTION OPPORTUNITIES</b>			
Branded Photo Booth Stations			

Custom Packages Available Upon Request





# Cubano Wars

Kiwanis of Little Havana

A Carnaval Miami Experience





**SUNDAY MARCH 15, 2020**

**HEART OF LITTLE HAVANA, SW 8 STREET**

**1,036,539** EVENT IMPRESSIONS

**76,307,970** PRESS CONFERENCE IMPRESSIONS

**\$129,259** MEDIA VALUE

Best Cuban Sandwich competition at Calle Ocho! Who will win the bragging rights of being named the Best Cuban Sandwich? Restaurants from around the world compete for the valued title. Categories include traditional recipes and best innovative recipe and People's Choice. Local celebrities and event goers vote on which sandwich is the Best!

SPONSORSHIP OPPORTUNITIES	PRESENTING	MAJOR	PRODUCT SHOWCASE
<b>NAMING RIGHTS</b>			
Presenting Sponsor	■		
Exclusivity	■	■	
<b>LOGO PLACEMENT</b>			
Logo on Event Signage	■		
Logo inclusion on step and repeat or banner	■		
Logo in Promotional material	■	■	■
Logo in Digital Banners	■		
Logo on Event Guide/flyers	■	■	■
Logo on festival recap video	■	■	
<b>TRADITIONAL MEDIA</b>			
Print	■	■	■
<b>DIGITAL</b>			
Promotional dedicated 250-word feature and (1) image in Carnival Miami's email blast	■		
Mention or logo included in Email blasts & Pre & Post Event Press Releases	■	■	
Logo on Carnival Miami website	■	■	■
<b>SOCIAL MEDIA</b>			
Dedicated social media post across all Carnival Miami outlets	■		
Organic posts on Carnival Miami social media outlets	■	■	
Paid Social media post on Carnival Miami social media outlets	■		
Influencers Campaign: Brand Awareness / Web Traffic / Sales / Audience Growth	■		
<b>ON-SITE OPPORTUNITIES</b>			
Hospitality VIP & Client Entertainment	■		
Onsite exposure with sampling rights	■		
Sampling Opportunities	■	■	■
Booth, table and 2 chairs	■	■	■
Speaking Opportunities	■		
<b>OTHER ACTIVATION &amp; PROMOTION OPPORTUNITIES</b>			
Branded Photo Booth Stations			

Custom Packages Available Upon Request





## CARNAVAL MIAMI MAJOR YEAR-ROUND PARTNERSHIPS

- Category Exclusivity in all Carnaval Miami events
- Year-Round participation in Kiwanis of Little Havana's Foundation Youth Community Projects
- Exposure in all the Carnaval Miami events
- Access to year-round brand ambassador
- Opportunity to use Carnaval Miami trademark in event and community promotions
- Customized Social Media campaign for twelve months
- Brand inclusion in Carnaval Miami 2019 Official Poster and Mobile App
- Client Entertainment and hospitality opportunities

**OPPORTUNITIES ARE CUSTOMIZED INDIVIDUALLY TARGETING CLIENT'S OBJECTIVES AND GOALS**



# 2018 – 2019 IMPACT

CARNAVAL MIAMI PROCEEDS BENEFIT  
THE KIWANIS OF LITTLE HAVANA FOUNDATION'S

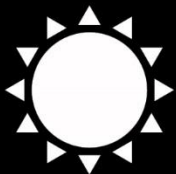
## YOUTH DEVELOPMENT PROGRAMS



**\$250,000** in back to school supplies given to the South Florida community students



**32** tuition scholarships for college freshmen



**220** full time summer camp scholarships



**6,000** Holidays gifts & bicycles



**60** families granted their holiday wishes



**400** children participated in sports leagues







# THANK YOU

## CARNAVAL MIAMI SPONSORS 2019



Heineken®



BACARDÍ



Publix®



AMERANT



aetna®



CATALINA



Go RVing®

SUBWAY®

WELLS FARGO



South Florida BMW Centers  
BMWsf.com



BE THE MATCH



Bigen



OLIVA



mirta de perales Beauty



Funds BRIGHT FUTURES SCHOLARSHIPS



HARMLESS HARVEST®







# Carnaval miami

KIWANIS OF LITTLE HAVANA



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