

Carnaval miami

KIWANIS OF LITTLE HAVANA

SPONSORSHIP OVERVIEW

2020





WANIS
LITTLE
HAVANA
NDATAMI



KIWANIS CLUB OF LITTLE HAVANA

WHO WE ARE

Founded in 1975, the Kiwanis Club of Little Havana is an affiliate of Kiwanis International, a worldwide non-profit organization of volunteers dedicated to serving children in their communities. It is dedicated to changing the world one child and one community at a time—concentrating its focus on the South Florida area. Service is at the heart of everything it does. The organization's reach and cross-cultural influence have brought communities together to support the various programs spearheaded by the dedicated and passionate volunteer membership group.

WHAT WE DO

Via the Kiwanis of Little Havana Foundation, the organization has impacted hundreds of thousands of families underserved children and families across South Florida through education, health, mentorship, and community goodwill initiatives.

HOW WE DO IT

Armed with a powerful vision and perseverance, the Kiwanis Club of Little Havana is recognized for using advanced fundraising approaches to organize what is the platform for all forms of music, art, cuisine, fashion, and sports—the cultural experience (and largest Hispanic festival in the nation) known as Carnival Miami. Today, the economic impact of Carnival Miami in South Florida extends to over \$50 million annually.



In Chronological Order

February 8th - **Miss Carnival Miami 2020**

March 7th - 8th - **Carnaval on the Mile**

March 7th - 8th - **Cork & Fork** (at Carnaval on the Mile)

March 9th - 11th - **Domino Tournament**

March 12- **Carnaval Miami Golf Classic**

March 15th - **Calle Ocho Music Festival**

April 11th - **Carnaval Miami Soccer 5v5**

2018 – 2019 Impact

CARNAVAL MIAMI PROCEEDS BENEFIT
THE KIWANIS OF LITTLE HAVANA FOUNDATION

YOUTH DEVELOPMENT PROGRAMS



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



45 tuition scholarships for college freshmen



220 full time summer camp scholarships



6,000+ Holidays gifts



60 families granted their holiday wishes



400+ children participated in free sports
leagues



SUNDAY March 15, 2020

Iconic LITTLE HAVANA, SW 8 Street | 10AM - 7 PM

Attendance: 500,000+

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



Foodies



Families



Music Fans



Cultural
Pride



Cultural
Experiences



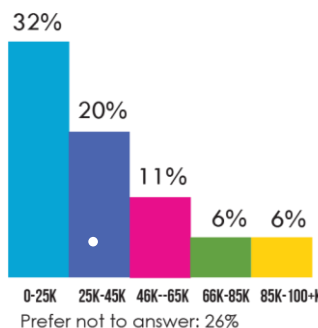
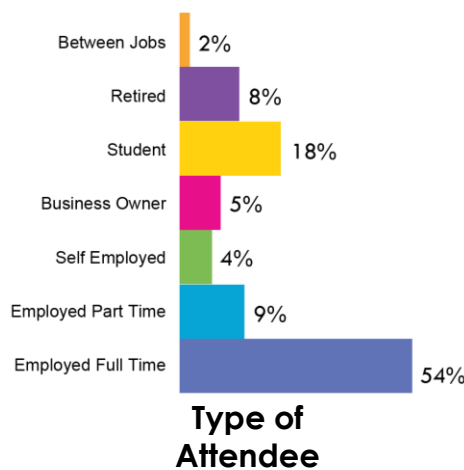
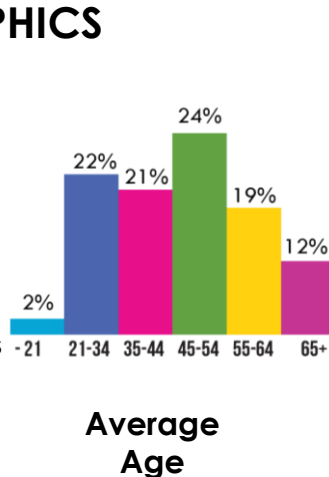
Love to
Celebrate



DEMOGRAPHICS



Hispanics 86%
Non-Hispanics 14%



Sponsorship Opportunities

TAKEN
 Title/Presenting

Available upon request

OFFICIAL

Available upon request

Supersite Stage

Starting at: \$50,000

Stage

Starting at: \$30,000

Corporate Pavilion

Starting at: \$25,000

Product Showcase

Starting at: \$10,000



SPECIAL ACTIVATIONS

Sponsorship opportunities



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.

TAKEN
 Title/Presenting

Available upon request

Product Showcase

Starting at \$10,000



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 in Amateur, Celebrity and Professional levels will have eight minutes to devour as many of this Hispanic delicacy as possible for bragging rights and a chance to win cash prizes. In 2019, Joey Chestnut, Major League Eating's most renowned champion smashed the world record by eating 185 Catalina croquetas in 8 minutes!

TAKEN
 Title/Presenting

Starting at \$30,000

Product Showcase

Starting at \$10,000



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!

TAKEN
 Title/Presenting

Starting at \$20,000

Product Showcase

Starting at \$10,000



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.

TAKEN
 Title/Presenting

Starting at \$20,000

Product Showcase

Starting at \$10,000



SATURDAY & SUNDAY, March 7th & 8th, 2020

Miracle Miles – Coral Gables | 10AM - 11 PM

Attendance: 150,000+

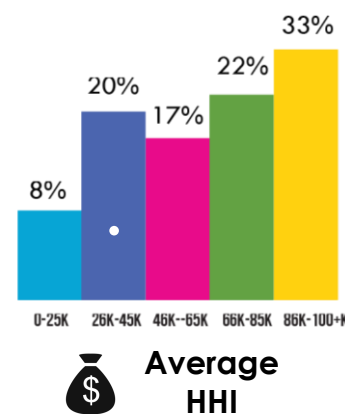
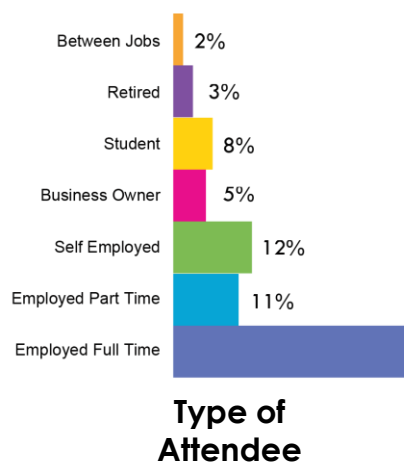
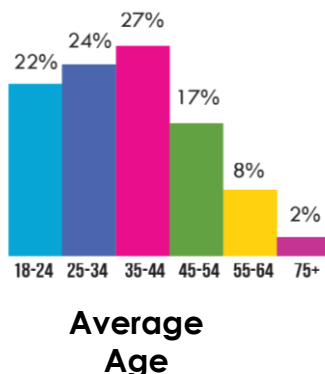
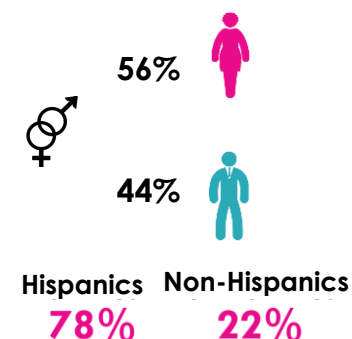
A weekend-long world music and arts celebration in the heart of Coral Gables featuring the best of regional art, live music, fine cuisine, and children's entertainment. On average, the event gathers 150 plastic artists on exhibit and 50 artisanal vendors. Over 150,000 attendees experience the "Artist Village" with showings of handicrafts, jewelry, paintings, sculptures, and photography.

Three large stages are fueled by world-renowned artists of jazz, funk, country, blues, rock, and pop in a cultural explosion with free admission for the community.



Foodies Families Music Fans Art Enthusiasts Pet Friendly Professionals Love to Celebrate

DEMOGRAPHICS



Sponsorship opportunities

Title/Presenting

Available upon request

OFFICIAL
 TAKEN

Starting at: \$60,000

Stage
 TAKEN

Starting at: \$40,000

Corporate Pavilion
 TAKEN

Starting at: \$25,000

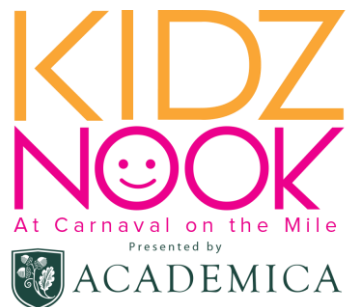
Exhibitor

Starting at: \$8,000



SPECIAL ACTIVATIONS

Sponsorship Opportunities



The Family Zone at Carnaval on the Mile offers families fun and educational entertainment including games, raffles, giveaways, face-painting, and interactive stage performances.

Title/Presenting

Starting at: \$25,000

Exhibitor

Starting at: \$5,000



Canine Cafe

If you love our furry counterparts, the Canine Cafe is the place to be. The Canine Cafe will have pets for adoption. Not looking to adopt, come meet up with fellow animal lovers in celebration of our wonderful pets.

Title/Presenting

Starting at: \$20,000

Exhibitor

Starting at: \$5,000



Give in to temptations at the third annual Cordials & Candy. Indulge in tasting experiences that will entice your senses. Sip on fine cordials, aromatic coffees or enjoy a fine cigar. Cordials & Candy is the ultimate nightcap experience. The official after-party of Carnaval Miami.

Title/Presenting

Starting at: \$20,000

Major

Starting at: \$10,000

Exhibitor

Starting at: \$5,000



SATURDAY & SUNDAY, March 7th & 8th, 2020

Miracle Miles – Coral Gables | Four Sessions

Attendance: 1,200

Foodies and wine connoisseurs unite at this two-day culinary tasting experience hosted by some of South Florida's most celebrated chefs.

Attendees experience intimate and exclusive cooking demonstrations from renowned chefs and enjoy delectable tastings from over 40 of the most elite South Florida restaurants and fine wine selections.



Foodies



Wine Connoisseurs



Exclusive

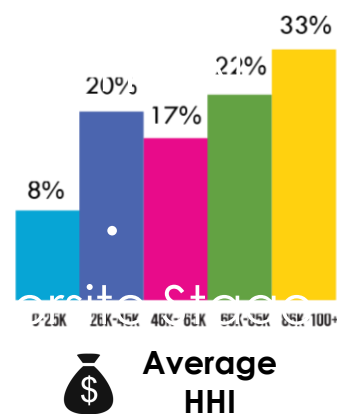
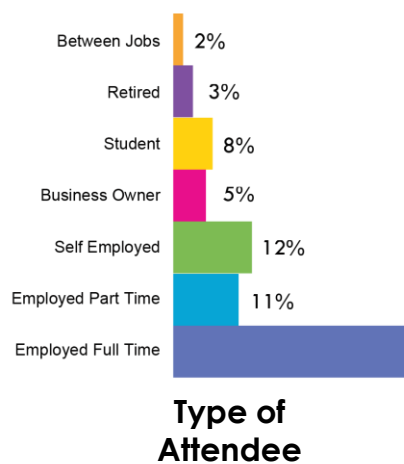
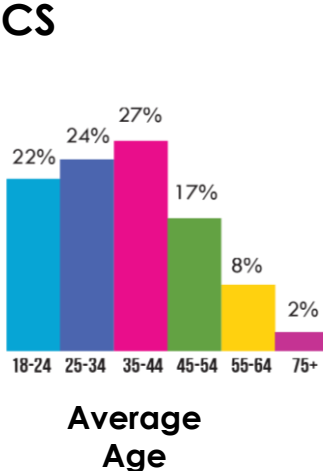
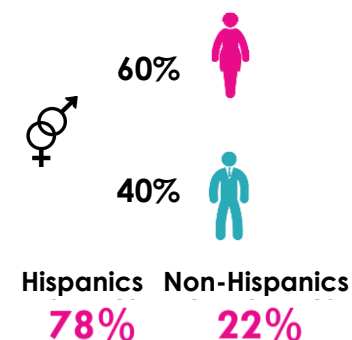


Professionals



Love to Celebrate

DEMOGRAPHICS



Sponsorship opportunities

Title/Presenting

Available upon request

Official

Starting at: \$30,000

Major

Starting at: \$20,000

Product Showcase

Starting at: \$10,000

SATURDAY, February 8th, 2020

Historic Manuel Artime Theater – 6:00 PM to 9:00 PM

Attendance: 800+

Young women of Hispanic heritage between the ages of 16-26 compete for educational scholarships, a yearlong adventure giving back to the South Florida community by participating in philanthropic affairs, and the opportunity to represent South Florida at the Miss Florida USA competition. Judges select the winners based on character, career objectives, and poise. Miss Carnaval Miami and her court embody the Carnaval Miami experiences by becoming the ambassadors of the festival and representatives of the participating sponsors' brands.

Miss Carnaval Miami flourishes to be the focus of the public eye, giving intangible exposure and benefit to the competition's sponsors. Miss Carnaval Miami has a thirty-eight-year history of introducing bright, vibrant, stylish, health-conscious, and articulate Hispanic women in the U.S.A.



Females



Education



Health & Fitness Conscious



Fashion Forward



Beauty Trendsetter



Philanthropy



Influencer

Sponsorship opportunities

Title/Presenting

Starting at: \$20,000

Major

Starting at: \$10,000

Product Showcase

Starting at: \$5,000



Monday – Wednesday, March 9 – 11, 2020

Historic Domino Park – Little Havana

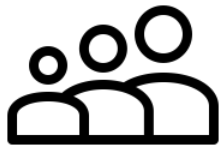
Attendance: 300+

“¡No este siempre bota gorda!”

Domino enthusiasts from around the country gather for a laid-back afternoon of laughter and fierce competition at historic Domino Park, in the heart of Little Havana to participate in a three-day tournament of this traditional cultural pastime.



Predominantly Male



Age: 55+



Cultural pride



Cultural Experiences

Sponsorship
opportunities

Title/Presenting

Starting at: \$15,000

Product Showcase

Starting at: \$10,000

Exhibitor

Starting at: \$5,000



Kiwanis of Little Havana

GOLF Classic

A Carnaval Miami Experience

Thursday, March 12th, 2020

Melreese International Links

Attendance: 220

"Putting for Education" – a corporate Carnaval - flavored tournament played at a renowned golf course in Miami. A project of the Kiwanis Foundation benefitting its College Scholarship Fund. A great opportunity for B2B and networking.



Predominantly Male



High HHI



Health & Fitness Conscious



Professionals



Philanthropy

Sponsorship
opportunities

Title/Presenting

Starting at: \$15,000

Awards Dinner

Starting at: \$10,000

Exhibitor

Starting at: \$3,000



Kiwanis of Little Havana



A Carnaval Miami Experience

SATURDAY, April 11th, 2020

Kendall Soccer Park

Attendance: 4,000+

A family-oriented sports event for thousands of children, who display their soccer skills on a full day of entertainment, barbeque, sponsor activations and a very exciting trophy ceremony. This 5v5 soccer tournament provides a huge community exposure in a family environment with the participation of more than 4,000 children between the ages of 7 to 18 years old and their families.



High HHI



Children



Families



Health & Fitness Conscious



Pet Lovers

Sponsorship Opportunities

Title/Presenting
TAKEN

Starting at: \$25,000

Major

Starting at: \$10,000

Exhibitor

Starting at: \$3,000







WHAT OUR PARTNERS SAY

“ “ 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

“ “ Not only is Calle Ocho Music Festival symbolic of cultural openness, it represents the many generations of Latino pride, success and evolution. ” ”

Gabriela Alcantara-Díaz, Founder and President, Semilla AD, Inc.

“ “ Cork & Fork is a great experience and has a wonderful atmosphere. One of the best things about it is that we get to help a lot of kids in the community. ” ”

Michael Dominguez, National Brand Manager, Shaw Ross International Importers.

Carnaval miami

KIWANIS OF LITTLE HAVANA



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