



**Kiwanis**  
CLUB OF LITTLE HAVANA



KIWANIS  
OF LITTLE  
HAVANA  
FOUNDATION  
MIAMI FLORIDA

# Carnaval miami

KIWANIS OF LITTLE HAVANA

**SPONSORSHIP DECK 2024**



# KICKSTART CHANGE WITH KIWANIS CLUB OF LITTLE HAVANA

The **Kiwanis Club of Little Havana** is a non-profit organization dedicated to improving the lives of children and families in South Florida. Since 1975, our volunteers have led impactful fundraising initiatives, celebrating the region's cultural heritage through Carnival Miami and its flagship events: **Calle Ocho Music Festival** and **Carnaval on the Mile**.

Through the **Kiwanis of Little Havana Foundation**, we support thousands of families with programs focused on youth and community development, including holiday giving, hunger relief, scholarships, summer camps, and more. Join us in creating a brighter future for our community. Together, we can make a lasting impact and bring joy to South Florida.





# UNLEASH THE POWER OF CARNAVAL MIAMI



**Engage a diverse audience,** showcasing your brand's inclusivity.



**Boost brand visibility** and leave a lasting impression on a wide audience.



**Stand out from competitors** by embracing cultural diversity and community involvement.



**Showcase corporate social responsibility** and empower the local community.



**Benefit from extensive media coverage** and maximize your brand's reach.



**Network with influencers and thought leaders** for strategic partnerships.



**Create memorable experiences** through interactive booths and activities.



**Tap into Miami's cultural heritage,** building meaningful relationships and loyalty.



**Support our mission** of empowering children and families.





Kiwanis of Little Havana

# Call Ocho

Music Festival

A Carnival Miami Experience

# Carnaval ON THE MILE

A Carnival Miami Experience

Kiwanis of Little Havana

# GOLF Classic

A Carnival Miami Experience

# Domino Tournament

A Carnival Miami Experience

# Soccer

A Carnival Miami Experience

# Miss Carnival Miami

A Carnival Miami Experience

# THIS IS WHAT WE DO





**Kiwanis**  
CLUB OF LITTLE HAVANA



## SCHOLARSHIP PROGRAM



## BACK TO SCHOOL PROJECT



## HEALTHY KIDS SUMMER CAMP



## TOYS DISTRIBUTION



## BASKETBALL LEAGUE



## COMMUNITY PROJECTS



# THIS IS WHY WE DO IT



# KIWANIS OF LITTLE HAVANA COMMUNITY PROGRAMS



Since 1975

**THE BASKETBALL LEAGUE** has trained over **9,000** players since 1975



Since 1977

**THE CHRISTMAS TOY DISTRIBUTION** touched the lives of more than **300,000** children with toys and bicycles



Since 1977

The “adoption” of families during the holiday season has fulfilled the needs and wishes of **400** families.



Since 1988

**THE FUTURE LEADERS THROUGH EDUCATION Scholarship** program has graduated **500** scholars At a cost that exceeds **\$3 million**.



Since 1990

The **BACK TO SCHOOL PROJECT** has distributed over **\$250,000** in supplies annually to more than **11,000** elementary school children



Since 1991

The 8-week **FREE SUMMER CAMP** has provided a summer of activities to over **6,000** children



The Club has funded and constructed **playgrounds** at **Douglas Park, A.D. Barnes, Curtis Park and Jose Marti**.



The Club is also the “**last resource**” to many organizations and individuals who need help.





**Kiwanis**  
CLUB OF LITTLE HAVANA



Kiwanis of Little Havana

# COACHE

*Music Festival*

A Carnaval Miami Experience

**Cultural Pride**



**Music Fans**



**Families**



**Foodies**







Music Festival  
A Carnival Miami Experience



**SUNDAY, March 10, 2024**

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

**Attendance: 500,000+**

**2023 Impressions: 730+ M**

# LARGEST HISPANIC STREET FESTIVAL

Experience the marquee event of Carnival Miami! The Calle Ocho Music Festival, held in the vibrant neighborhood of Little Havana, is the largest Hispanic music festival in the United States. Spanning 15 city blocks, this festival is a captivating blend of live music, dancing, international cuisine, product giveaways, and family-friendly activities.

Since its establishment in 1978, the Calle Ocho Music Festival has attracted renowned artists while propelling the careers of Latin music icons like Gloria Estefan, Pitbull, Daddy Yankee, and many more. It's a stage where legends are born and new talents shine.

## WHY CALLE OCHO MUSIC FESTIVAL?

- Increased brand visibility at one of Miami's largest music, dance, and food festivals.
- Access to a diverse and multicultural audience, allowing for the promotion of inclusivity and connection with different demographic groups.
- Opportunity to directly interact with attendees through interactive booths, experiential activations, and product sampling.
- Aligning your brand with the festival's vibrant and energetic atmosphere can create lasting positive associations and brand impressions.

**70%** WOMEN

**86%** HISPANICS

**43%** 25-44 YEARS OLD

**43%** 45-64 YEARS OLD

**52%** AVE. HHV 25K-45K

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

### Title/Presenting

Starting at \$150,000

### Official

Available upon request

### Major

Starting at \$60,000

### Supersite Stage

Starting at: \$50,000

### Stage

Starting at: \$30,000

### Corporate Pavilion

Starting at: \$25,000

### Product Showcase

Starting at: \$10,000



# SPECIAL ACTIVATION INSIDE CALLE OCHO MUSIC FESTIVAL EVENT

Get in on the VIP action! Experience the largest Hispanic Music Festival in the nation with exclusive access to celebrities and a front seat to the party action.

Our special VIPs receive:

- Access to exclusive lounges,
- Backstage and front stage access,
- Premier parking,
- Signature cocktails,
- Culinary and dance experiences
- And much more

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

### Title/Presenting

Starting at \$150,000

### Official

Available upon request





# Carnaval 25<sup>th</sup> ON THE MILE

Kiwanis of Little Havana

A Carnaval Miami Experience

ANNIVERSARY

**Art Enthusiasts**



**Music Fans**



**Families**



**Foodies**







**Saturday & Sunday, March 2-3, 2024**

**Miracle Mile — Coral Gables | 10AM - 11 PM**

**Attendance: 150,000+**

**2023 Impressions: 121+ M**

# MUSIC & ARTS CELEBRATION

Immerse yourself in a world-class music and arts celebration in Coral Gables. This weekend-long event showcases regional art, live music, fine cuisine, and children's entertainment. With over 150 artists on exhibit, 50 artisanal vendors, and a vibrant "Artist Village," attendees can explore a wide range of handicrafts, jewelry, paintings, sculptures, and photography.

Three large stages feature world-renowned artists of jazz, funk, country, blues, rock, and pop, creating a cultural explosion. Best of all, admission is free, welcoming over 150,000 attendees from the community. Join us for a captivating experience of art, music, and fun.

## WHY CARNAVAL ON THE MILE?

- Showcasing your brand at a renowned art and music festival that attracts artists, musicians, and art enthusiasts.
- Opportunity to engage with a sophisticated and creative audience that appreciates cultural expression and artistic endeavors.
- Enhanced brand exposure through signage, promotional materials, social media, and media coverage associated with the event.
- Chance to support local artists and contribute to the thriving art scene in Miami.

56% WOMEN

78% HISPANICS

46% 18-34 YEARS OLD

44% 35-54 YEARS OLD

55% AVE. HHl 66K+

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

### Title/Presenting

Starting at \$150,000

### Official

Starting at \$60,000

### Major

Starting at \$50,000

### Concert Stage

Starting at: \$40,000

### Corporate Pavilion

Starting at: \$25,000

### Exhibit Booth

Starting at: \$8,000

### Additional Opportunities

Art installations, branded merchandise,  
VIP lounges, interactive experiences, live streaming  
or virtual engagement options, etc



**Thursday, February 22nd, 2024**

**Where: Trump National Golf Resort**

**Attendance: 200+**

# SWING FOR VICTORY

"Putting for Education"—a corporate Carnival Miami tournament that brings key business leaders together in support of the Kiwanis of Little Havana Foundation's College Scholarship Fund. This B2B event provides access to key decision makers and opens the door to networking opportunities, all while playing a friendly round of golf for a great cause.

## WHY GOLF CLASSIC?

Associate with a prestigious golf tournament, networking with influencers and showcasing your brand's commitment to sportsmanship. Gain enhanced exposure through branding opportunities and offer branded prizes for a lasting positive impact.

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

**Title/Presenting**

Starting at \$15,000

**Product Showcase**

Starting at \$10,000

**Exhibitor**

Starting at \$5,000





**Monday – Wednesday, March 4-6, 2024**  
**Historic Domino Park— Little Havana**  
**Attendance: 400++**

# STRATEGIC TILE BATTLES

The Domino Tournament is a three-day event celebrating the cultural pastime of dominoes, a game deeply rooted in Hispanic culture. The tournament brings together domino enthusiasts and players from all walks of life.

## WHY DOMINO TOURNAMENT?

By aligning your brand with our Domino Tournament, you can captivate a passionate audience of domino players and spectators. Promote community involvement, foster friendly competition, and showcase your brand's dedication to cultural heritage through prize sponsorships, branded merchandise, and interactive experiences.

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

### Title/Presenting

Starting at \$15,000

### Product Showcase

Starting at \$10,000

### Exhibitor

Starting at \$5,000





**Saturday, April 6th, 2024**

**Amelia Earhart Soccer Park**

**Attendance: 4,000+**

# YOUTH SOCCER SHOWDOWN

As part of Carnival Miami, soccer enthusiasts look forward to the annual 5v5 soccer tournament, featuring thousands of children showcasing their soccer skills during a day of fun and competition. The family-oriented sports event welcomes more than 4,000 children ages 7 to 18 and their families for a lively day of soccer, plus live entertainment, sponsors activations, a trophy ceremony and more.

## WHY CARNAVAL ON THE MILE?

Showcase your brand's commitment to an active and healthy lifestyle. Engage participants, supporters, and spectators with branded merchandise and on-field activations. Enjoy increased brand exposure through event coverage, and social media buzz.

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

### Title/Presenting

Starting at \$25,000

### Major Sponsor

Starting at \$10,000

### Exhibitor

Starting at \$3,000





**Saturday, February 10th, 2024**  
**Historic Manuel Artime Theater — 7:30 PM — 10:00 PM**  
**Attendance: 600+**

# EMPOWERING YOUNG WOMEN

Miss Carnaval Miami has a 42-year history of celebrating bright, vibrant, passionate, community-minded, health-conscious, and articulate Hispanic women in the U.S.A. This event offers a unique opportunity for young women of Hispanic heritage between the ages of 16-26 to compete for educational scholarships and become ambassadors for the South Florida community.

## WHY MISS CARNAVAL MIAMI?

Associate your brand with a diverse beauty pageant and talent. Reach a captive audience. Empower women, inspire self-confidence. Benefit from multimedia promotions, red carpet events, and live performances.

## SPONSORSHIP OPPORTUNITIES

\*All Packages can be customized.

### Title/Presenting

Starting at \$20,000

### Major Sponsor

Starting at \$10,000

### Live Streaming

Starting at \$8,000

### Product Showcase

Starting at \$5,000

**Additional opportunities:** Backstage lounge sponsorship, styling or beauty stations, mentorship programs, custom-designed contestant costumes, interactive audience voting, online streaming or broadcasting partnerships.





# 2024 CELEBRATION TIMELINE

**FEBRUARY 10**

Miss  
Carnaval  
Miami  
A Carnaval Miami Experience



**FEBRUARY 22**

Kiwanis of Little Havana  
**GOLF**  
Classic  
A Carnaval Miami Experience



**MARCH 2-3**

Kiwanis of Little Havana  
**Carnaval**  
ON THE MILE  
A Carnaval Miami Experience



**MARCH 4-6**

Kiwanis of Little Havana  
**Domino**  
Tournament  
A Carnaval Miami Experience



**MARCH 10**

Kiwanis of Little Havana  
**COLOCHO**  
Music Festival  
A Carnaval Miami Experience



**APRIL 6**

Kiwanis of Little Havana  
**SOCCER**  
A Carnaval Miami Experience







# THANK YOU!

Join us in celebrating the rich heritage and cultural diversity of Miami at Carnival Miami and support our mission of empowering children and families.

For more information on sponsorship opportunities, please contact:

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Sponsorship Development & Relations Manager

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