



Carnaval miami

KIWANIS OF LITTLE HAVANA



Kiwanis
CLUB OF LITTLE HAVANA



Sponsorship Deck 2025



Kiwanis
CLUB OF LITTLE HAVANA



CELEBRATING 50 YEARS OF COMMUNITY SERVICE

The Kiwanis Club of Little Havana is proud to announce that in 2025, we will be celebrating 50 years of dedicated service to our community. This milestone marks half a century of making a positive impact on 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 Carnaval Miami and its flagship events: **Calle Ocho Music Festival and Carnaval on the Mile.**

The **Kiwanis of Little Havana Foundation** supports thousands of families with programs focused on youth and community development, including holiday giving, hunger relief, scholarships, summer camps, and more. Join us in celebrating this incredible achievement and continue to create a brighter future for our community. Together, we can make a lasting impact and bring joy to South Florida.



CARNAVAL MIAMI

where culture, community, and celebration converge to create unforgettable experiences.

Join us in celebrating the rich tapestry of Hispanic culture and tradition and discover the countless opportunities to showcase your brand's values, connect with consumers, and support our mission of empowerment and inclusion.



Engage a diverse audience, showcasing your brand's inclusivity within the vibrant Hispanic community.



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



Stand out from competitors by embracing the **rich cultural heritage of the Hispanic community**.



Showcase corporate social responsibility and empower the local community.



Benefit from extensive **media coverage within the Hispanic market**, amplifying your brand's presence and relevance.



Network with influential figures and thought leaders within the Hispanic community to forge authentic connections and partnerships.



Create memorable experiences that resonate with Hispanic attendees, celebrating their cultural traditions and values.



Tap into Miami's vibrant Hispanic culture, fostering meaningful connections and building trust and loyalty among Hispanic consumers.



Support our mission of empowering children and families, making a tangible difference in their lives.



2024 PROMO & EARNED MEDIA

PROMOTIONS IMPRESSIONS

194,027,586

+

EARNED MEDIA IMPRESSIONS

1,709,906,865

+1.9B TOTAL IMPRESSIONS

1982 Desi Arnaz
1983 Olga Guillot
1984 Celia Cruz
1985 Jose Feliciano
1986 Rodo Jurado
1987 Johnny Ventura
1988 Gloria Estefan
1989 Marla Conchita Alonso
1990 Emmanuel
1991 Chayanne

1992 Ricardo Montaner
1993 Willy Chirino
1994 Jon Secada
1995 Jerry Rivera
1996 Thalia
1997 Olga Tañón
1998 Jose Luis Rodriguez
1999 Carlos Ponce
2001 Elvis Crespo
2002 Giselle

2003 Oscar de Leon
2004 Victor Manuel
2005 Albita
2006 Arturo Sandoval
2007 Cachao
2008 La India
2009 Rey Ruiz
2010 Pitbull
2011 Hansel y Raul
2012 Jen Carlos Canela

2013 Ed Calle
2014 Daddy Yankee
2015 Chino y Nacho
2016 Andy Garcia
2017 CNCO
2018 Carlos Oliva
2019 Fonseca
2020 Mau y Ricky
2022 Yotuel
2023 Aymee Nuviola
2024 Gente de Zona



KINGS & QUEENS

1982 - 2024

Kiwanis of Little Havana

Call
Ocho

Music Festival
A Carnaval Miami Experience



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



Kiwanis of Little Havana
GOLF
Classic
A Carnaval Miami Experience



Kiwanis of Little Havana
Domino
Tournament
A Carnaval Miami Experience



Kiwanis of Little Havana
Soccer
A Carnaval Miami Experience



Kiwanis of Little Havana
Miss
Carnaval
Miami
A Carnaval Miami Experience



THIS IS WHAT WE DO

THE SCHOLARSHIP PROGRAM

has graduated 520 scholars
At a cost that exceeds
\$3 million.



THE BACK TO SCHOOL PROJECT

has distributed over
\$300,000 in
supplies annually to more
than **11,000** elementary
school children



THE FREE HEALTHY KIDS SUMMER CAMP

has provided a summer
of activities to over
6,500 children



THE TOYS DISTRIBUTION

touched the lives of more
than **300,000**
children with toys and
bicycles



THE BASKETBALL LEAGUE

has trained over
9,000 players
since 1975



COMMUNITY PROJECTS

The Club is also a
resource to many
organizations and
individuals who need
help.



THIS IS WHY WE DO IT



Kiwanis of Little Havana

COLE OCHO

Music Festival

A Carnaval Miami Experience

**Cultural Pride
Music Lovers
Foodies
Families**



60% WOMEN
86% HISPANICS
43% 25-44 YEARS OLD
43% 45-64 YEARS OLD
52% AVE. HHI 25K-45K

873,797,148 IMPRESSIONS

Kiwanis of Little Havana
CALLE OCHO
Music Festival
A Carnival Miami Experience

 **Kiwanis**
CLUB OF LITTLE HAVANA

 **KIWANIS**
OF LITTLE
HAVANA
FOUNDATION
MIAMI, FLORIDA

 **Kiwanis**
CLUB OF LITTLE HAVANA

 **KIWANIS**
OF LITTLE
HAVANA
FOUNDATION
MIAMI, FLORIDA

SUNDAY, March 9, 2025

SW 8 Street | 10AM - 7 PM

Attendance: 500,000+ - FREE ATTENDANCE

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Official

Starting at \$80,000

Major

Starting at \$50,000

Supersite Stage

Starting at: \$50,000

Stage

Starting at: \$30,000

Corporate Pavilion

Starting at: \$25,000

Product Showcase

Starting at: \$10,000

Exhibitor

Starting at: \$5,000

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.

[VIDEO CALLE OCHO MUSIC FESTIVAL 2024 VIDEO RECAP](#)



COLEGIOCHO V.I.P. PASSPORT



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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.

Official

Available upon request

Product Showcase

Available upon request





Kiwanis of Little Havana

Carnaval ON THE MILE

A Carnaval Miami Experience

**Art Enthusiasts
Music Fans
Foodies
Families**

56% WOMEN
78% HISPANICS
46% 18-34 YEARS OLD
44% 35-54 YEARS OLD
55% AVE. HHI 66K+

398,454,441 IMPRESSIONS



Saturday & Sunday, March 1-2, 2025
Miracle Mile – Coral Gables | 10AM - 11 PM
Attendance: 150,000+ - FREE ADMISSION

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. 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.
- 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.

VIDEO CARNAVAL ON THE MILE 2024 RECAP

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Official

Starting at \$60,000

Corporate Pavilion

Starting at: \$25,000

Major

Starting at \$50,000

Product Showcase

Starting at: \$15,000

Concert Stage

Starting at: \$50,000

Exhibit Booth

Starting at: \$8,000



Kiwanis of Little Havana

GOLF Classic

A Carnival Miami Experience



Kiwanis
CLUB OF LITTLE HAVANA



2,267,407 IMPRESSIONS

Thursday, February - TBD

Where: Trump National Golf Resort

Attendance: 200+

"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.

MISSION

To assist the underserved Hispanic minority youth of Miami Dade County with their educational needs awarding annual scholarships.

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting

Starting at \$15,000

Master's Degree Level

Starting at \$10,000

Bachelor's Degree

Starting at \$3,500

Highschool Level

Starting at \$3,500

Foursome

\$1,500

Tee Sign

\$300

Other

Individual Entry \$400
Company Banner: \$600

Package Deals

Foursome with Tee Sign:

\$ 1,700

Foursome with Company Banner:

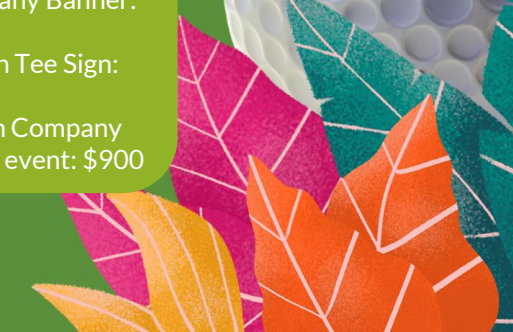
\$1,950

Individual Entry with Tee Sign:

\$625

Individual Entry with Company
Banner at entrance of event: \$900

VIDEO GOLF CLASSIC 2024





Kiwanis of Little Havana

Domino Tournament

A Carnaval Miami Experience



83,181,546 IMPRESSIONS

Monday - Wednesday, March 3-5, 2025
Historic Domino Park— Little Havana
Attendance: 400++

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.

VIDEO DOMINO TOURNAMENT 2024

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting

Starting at \$15,000

Product Showcase

Starting at \$10,000

Exhibitor

Starting at \$5,000





Kiwanis of Little Havana

SOCCER
5v5er

A Carnival Miami Experience



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83,222,334 IMPRESSIONS

Saturday, April – TBD

Amelia Earhart Soccer Park

Attendance: 4,000+

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.

VIDEO SOCCER TOURNAMENT 2024

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting

Starting at \$25,000

Major Sponsor

Starting at \$10,000

Exhibitor

Starting at \$5,000





Miss Carnival Miami

Kiwanis of Little Havana

A Carnival Miami Experience



9,626,886 IMPRESSIONS

Saturday, February – TBD

Place: TBD— 7:30 PM – 10:00 PM

Attendance: 600+

Miss Carnival 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.

VIDEO MISS CARNAVAL MIAMI 2024

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

Segment

Starting at \$3,000

Backstage Lounge

Starting at \$2,500

Mentorship

Starting at \$2,500

Additional Opportunities

Available Upon Request



Carnaval miami 2025

KIWANIS OF LITTLE HAVANA

Miss
Carnaval
Miami 
A Carnaval Miami Experience

FEB - TBD

Kiwanis of Little Havana
GOLF
Classic
A Carnaval Miami Experience

FEB - TBD
**TRUMP NATIONAL GOLF
RESORT**

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

MARCH 1-2
CORAL GABLES

Kiwanis of Little Havana
Domino
Tournament 
A Carnaval Miami Experience

MARCH 3-5
**DOMINO PARK
LITTLE HAVANA**

Kiwanis of Little Havana
COACHE
Music Festival
A Carnaval Miami Experience

MARCH 9
LITTLE HAVANA

Kiwanis of Little Havana
soccer 5v5
A Carnaval Miami Experience

APRIL - TBD

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:

Juliana Larrosa

Sponsorship Development & Relations Manager

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