



Carnaval miami

KIWANIS OF LITTLE HAVANA



Kiwanis
CLUB OF LITTLE HAVANA



Sponsorship Deck 2025



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 Carnival 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.

CARNAVAL MIAMI 2025 VIDEO

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 connections and building trust 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

1.9 BILLION
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 Tañon
1998 Jose Luis Rodriguez
1999 Carlos Ponce
2001 ElM's 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

Callé Ocho

Music Festival
A Carnival Miami Experience



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



THIS IS WHAT WE DO

Kiwanis of Little Havana
GOLF
Classic
A Carnival Miami Experience



Kiwanis of Little Havana
Domino
Tournament
A Carnival Miami Experience



Kiwanis of Little Havana
SOCCER
5V5er
A Carnival Miami Experience



Miss
Carnaval
Miami
A Carnival Miami Experience



THE SCHOLARSHIP PROGRAM

has helped over 500 scholars graduate, 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 HEALTHY KIDS SUMMER CAMP

an eight-week FREE summer program, has benefited **6,500** children



THE TOYS DISTRIBUTION

has provided more than **300,000** children with toys and bicycles



THE BASKETBALL LEAGUE

has trained over **9,000** players since 1975



COMMUNITY PROJECTS

like Adopt a Family and the Elderly Project bring joy and support to our community's most vulnerable



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



SUNDAY, March 9, 2025

SW 8 Street | 10AM - 7 PM

Attendance: 500,000+ - FREE ATTENDANCE

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](#)

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



Callegocho V.I.P. PASSPORT



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



2,267,407 IMPRESSIONS

Wednesday, February 19, 2025

Where: Trump National Doral

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

Our mission is to support pathways to success for youth of our community through scholarships, educational programs, athletics, as well as arts and culture. We also support families in times of need through our community outreach programs and projects.

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting

Starting at \$15,000

Golf Foursome

\$2,000

Master's Degree Level

Starting at \$10,000

Tee Sign

\$350

Bachelor's Degree

Starting at \$5,000

Other

Individual Entry \$600
Company Banner: \$650

High School Level

Starting at \$2,000

VIDEO GOLF CLASSIC 2024





Kiwanis of Little Havana

Domino Tournament

A Carnival 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



83,222,334 IMPRESSIONS

Saturday, April 19, 2025

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.

SOCCER TOURNAMENT VIDEO RECAP

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



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Calle
Ocho
Music Festival
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Kiwanis of Little Havana
SOCCER
A Carnaval Miami Experience

FEBRUARY 22
MIAMI SENIOR
HIGH SCHOOL

FEBRUARY 19
TRUMP NATIONAL GOLF
RESORT

MARCH 1-2
CORAL GABLES

MARCH 3-5
DOMINO PARK
LITTLE HAVANA

MARCH 9
LITTLE HAVANA

APRIL 19
AMELIA EARHART PARK

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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Kiwanis
CLUB OF LITTLE HAVANA



**KIWANIS
OF LITTLE
HAVANA
FOUNDATION**
MIAMI FLORIDA