



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 Carnival 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.

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





PROMO & EARNED MEDIA IN 2025

PROMOTIONS IMPRESSIONS

518,800,303

+

EARNED MEDIA IMPRESSIONS

10,066,871,957

10.5B+ TOTAL IMPRESSIONS

Our Press Conference alone generated **1.4B+** impressions — representing 13% of Carnival Miami's total 10.5B impressions in 2025.



Kiwanis
CLUB OF LITTLE HAVANA



Kiwanis of Little Havana

COLE OCHO

Music Festival

A Carnival Miami Experience

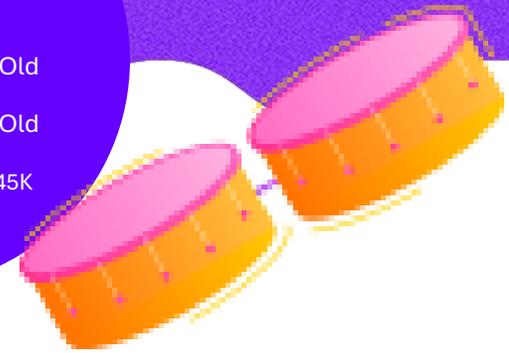




SUNDAY, March 15, 2026
 SW 8 Street | 10AM - 7 PM
 Attendance: 500,000+ | FREE ATTENDANCE



60% Women
 86% Hispanics
 43% 25-44 Years Old
 43% 45-64 Years Old
 52% AVE.HHI 25K-45K



CALLE OCHO MUSIC FESTIVAL PROMO VIDEO

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

8.3B+ TOTAL IMPRESSIONS IN 2025

EXPERIENCE THE HIGHLIGHT OF CARNAVAL MIAMI!
 The **Calle Ocho Music Festival**, in the heart of Little Havana, is the largest Hispanic music festival in the U.S. Spanning 15 blocks, it brings together live music, dancing, international cuisine, product giveaways, and family-friendly fun.

Since 1978, Calle Ocho has showcased world-renowned artists and launched the careers of Latin music icons.

WHY CALLE OCHO MUSIC FESTIVAL?

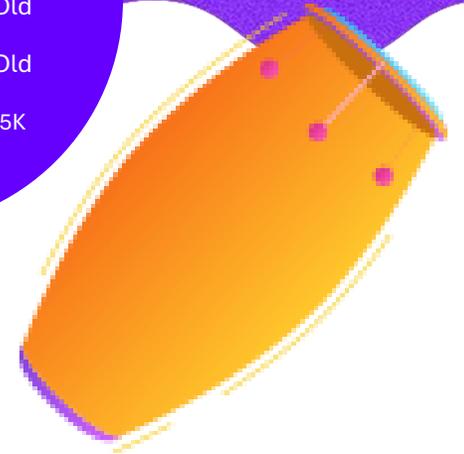
- Connect with a diverse, multicultural audience.
- Engage directly with attendees through booths, activations & sampling.
- Align with the festival’s vibrant energy to create lasting brand impact.
- Boost your brand visibility at Miami’s **largest Hispanic music festival in the U.S.**, attracting **over half a million attendees** and offering brands access to a **family-centered, multigenerational community**.



SUNDAY, March 15, 2026
SW 8 Street | 10AM - 7 PM
Attendance: 500,000+ - FREE ATTENDANCE



60% Women
86% Hispanics
43% 25-44 Years Old
43% 45-64 Years Old
52% AVE.HHI 25K-45K



CALLE OCHO VIP PASSPORT PROMO VIDEO

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Official

Available Upon Request

Product Showcase

Available Upon Request

Our special VIPs receive:

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

Get in on the VIP action at the **largest Hispanic Music Festival in the nation**. Enjoy exclusive access to celebrities, premium amenities, and the best seat in the house for all the action.

WHY CALLE OCHO VIP PASSPORT?

- Position your brand in front of Miami's most influential guests and community leaders.
- Gain premium visibility in exclusive spaces where decision-makers and tastemakers gather.
- Enhance brand prestige by aligning with a high-end, sought-after festival experience.
- Create lasting impressions with opportunities for direct engagement and hospitality.



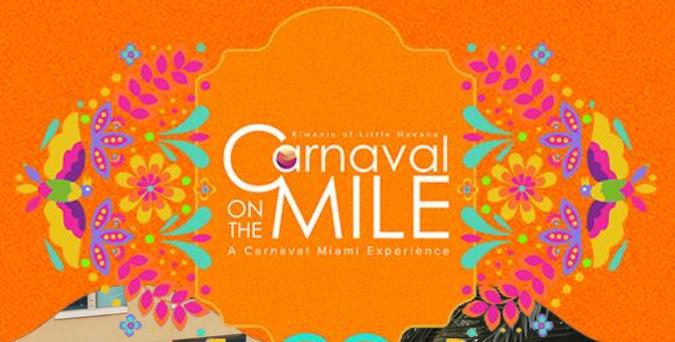


Kiwanis
CLUB OF LITTLE HAVANA



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

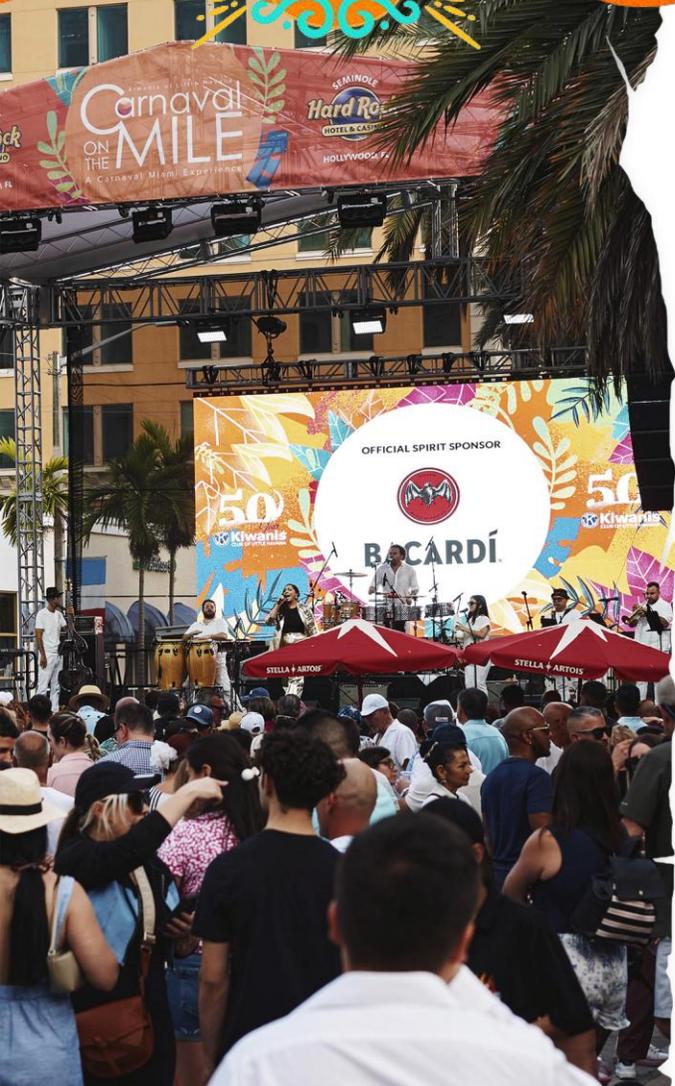




Sat. & Sun., March 7-8, 2026
 Miracle Mile | Coral Gables | 10AM - 11 PM
 Attendance: 150,000+ - FREE ADMISSION



56% Women
 78% Hispanics
 46% 18-34 Years Old
 44% 35+ Years Old
 55% AVE.HHI 66K+



CARNAVAL ON THE MILE PROMO VIDEO

SPONSORSHIP OPPORTUNITIES
 *All Packages can be customized.

Official Sponsor
 Starting at \$60,000

Major Sponsor
 Starting at \$50,000

Music Stage
 Starting at: \$50,000

Corporate Pavilion
 Starting at: \$25,000

Product Showcase
 Starting at: \$15,000

Exhibit Booth
 Starting at: \$8,000

486M+ TOTAL IMPRESSIONS IN 2025

EXPERIENCE CARNAVAL ON THE MILE!
 This weekend-long festival brings together regional art, live music, fine cuisine, and family fun. With over **150 artists**, **50 artisanal vendors**, and a lively **Artist Village**, attendees can enjoy unique handicrafts, jewelry, paintings, sculptures, and photography. Three stages feature world-class performances in jazz, funk, country, blues, rock, and pop — creating a true cultural celebration.

- WHY CARNAVAL ON THE MILE?**
- Showcase your brand at a premier art & music festival.
 - Connect with a sophisticated, creative audience that values culture and the arts.
 - Expand visibility through signage, promos, social media & media coverage.
 - Support local artists while contributing to Miami's thriving art scene.



Kiwaniis
CLUB OF LITTLE HAVANA

KIWANIS
OF LITTLE
HAVANA
FOUNDATION
MIAMI FLORIDA

Kiwaniis of Little Havana

GOLF

Classic

A Carnival Miami Experience





Monday, February 23, 2026

Where: Trump National Doral

Attendance: 200+



90% Men
 70% Hispanics
 35% 35-54 Years Old
 55% 45+ Years Old
 70% AVE.HHI 100K-200K

GOLF CLASSIC PROMO VIDEO

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting
Starting at \$15,000

Master's Degree
Starting at \$10,000

Bachelor's Degree
Starting at \$5,000

High School
Starting at \$2,000

Golf Foursome
\$2,000

Company Banner
\$650

Other
Individual Entry \$600
Tee Sign: \$350

111M+ TOTAL IMPRESSIONS IN 2025

The **Carnaval Miami Golf Classic** is a premier corporate tournament that unites Miami's business leaders in support of the **Kiwanis of Little Havana Foundation's College Scholarship Fund**.

This exclusive B2B event combines networking, relationship-building, and philanthropy — all on the green for a great cause.

WHY GOLF CLASSIC?

- Position your brand alongside a prestigious, high-profile tournament.
- Build connections with top decision-makers in a relaxed, social setting.
- Highlight your company's commitment to leadership and community impact.
- Increase visibility through premium branding opportunities and memorable player experiences.

OUR 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.





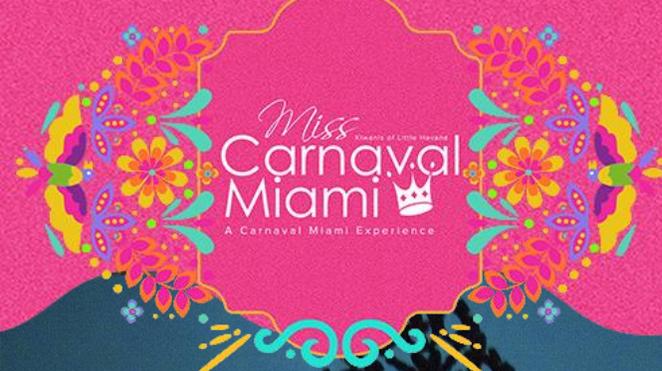
Kiwanis
CLUB OF LITTLE HAVANA



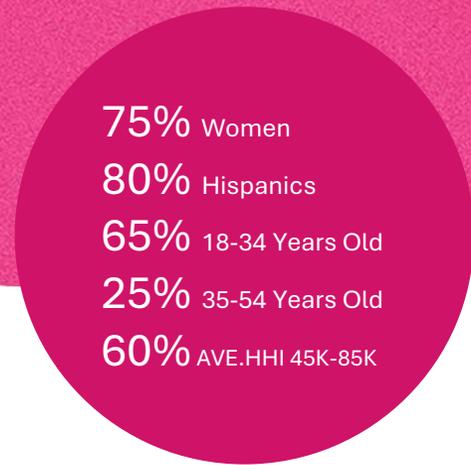
Miss Kiwanis of Little Havana
Carnaval
Miami 

A Carnaval Miami Experience





Sunday, February 22
 Place: Cuz Miami | 7:30 PM – 10:00 PM
 Attendance: 200+



MISS CARNAVAL MIAMI PROMO VIDEO

111M+ TOTAL IMPRESSIONS IN 2025

With a 43-year legacy, **Miss Carnival Miami** celebrates bright, passionate, and community-minded young Hispanic women. Open to women ages 16–26, this pageant offers the opportunity to earn educational scholarships and serve as cultural ambassadors for the South Florida community.

WHY MISS CARNAVAL MIAMI?

- Leverage the winner’s role as a brand ambassador for Carnival Miami, Kiwanis community projects, and sponsors, ensuring ongoing visibility and engagement throughout the year.
- Associate your brand with a prestigious and diverse pageant.
- Reach a dedicated audience while empowering women and inspiring self-confidence.
- Benefit from multimedia promotions, red carpet visibility, and live performances.

PLATINUM SPONSOR | Starting at \$8,000+

- Category Exclusivity
- Customizable Add-Ons
- Exhibit space with sampling opportunities
- Full-page ad in program
- Logo inclusion in all promotional materials, website, and press releases
- On-stage recognition
- Organic social media campaign + dedicated posts
- Product integration with contestants

DIAMOND SPONSOR | Starting at \$5,000+

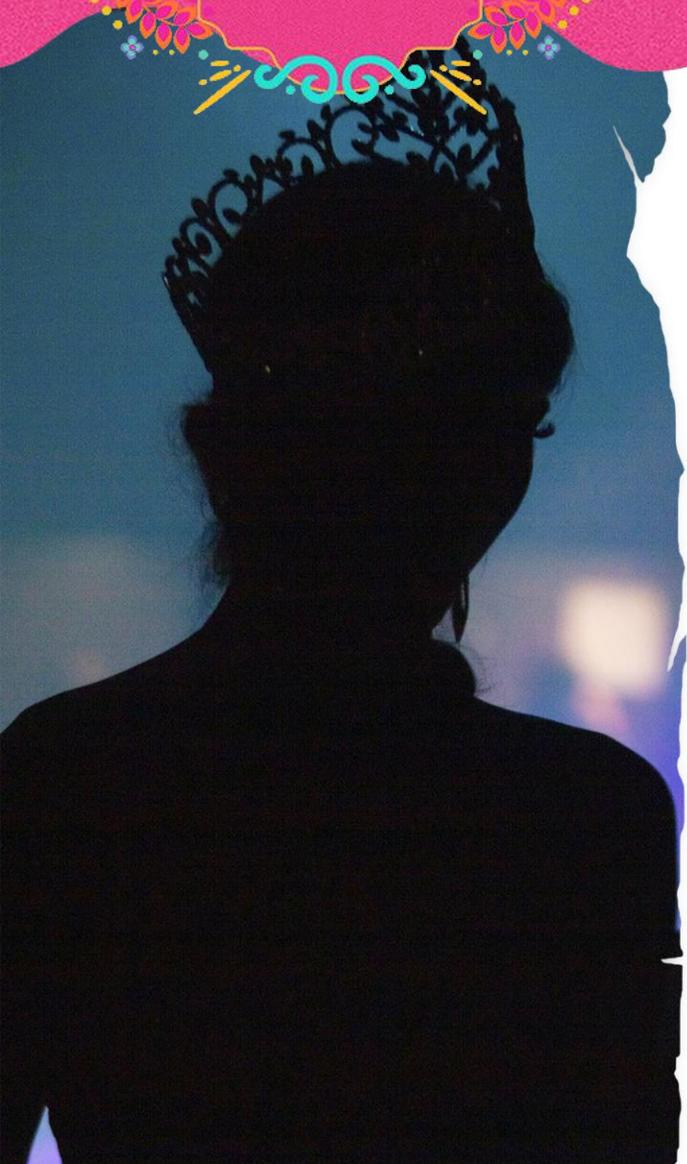
- Recognition as sponsor of a key feature (e.g., live streaming, coronation segment, or VIP lounge)
- Exhibit space at venue
- Half-page ad in program
- Logo on website & social media mentions

GOLD SPONSOR | Starting at \$2,500+

- Right to promote, sample, raffle, or showcase
- Logo inclusion in program and social media
- Opportunity to host mentoring, styling, or beauty workshops
- Quarter-Page Ad in Program

CUSTOM PARTNERSHIPS | Custom Pricing

- Broadcasting partnerships
- Commercial/vehicle integration
- Custom-designed activations
- Interactive audience voting
- Styling/wardrobe sponsorship
- And More!



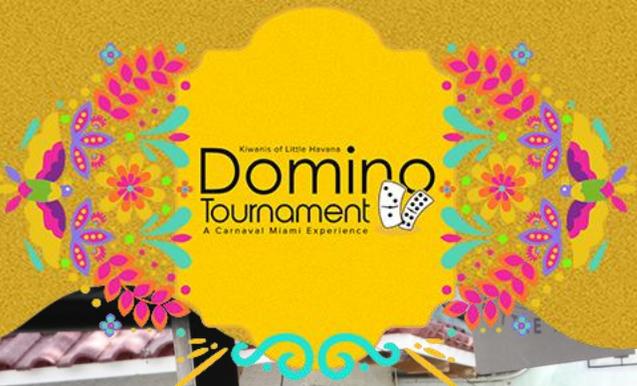


Kiwanis
CLUB OF LITTLE HAVANA



Kiwanis of Little Havana
Domino
Tournament
A Carnaval Miami Experience





Kiwanis of Little Havana
Domino
 Tournament
 A Carnival Miami Experience

Monday - Wednesday, March 9-11, 2026
 Historic Domino Park | Little Havana
 Attendance: 400+



65% Men
 95% Hispanics
 20% 25-44 Years Old
 60% 55+ Years Old
 70% AVE.HHI 35K-65K

DOMINO TOURNAMENT PROMO VIDEO

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting
 Starting at \$15,000

Product Showcase
 Starting at \$10,000

Exhibitor
 Starting at \$5,000

1M+ TOTAL IMPRESSIONS IN 2025

The **Carnaval Miami Domino Tournament** is a three-day celebration of one of the most beloved traditions in Hispanic culture. The event brings together domino enthusiasts and skilled players of all ages, creating a lively atmosphere of camaraderie and competition.

WHY DOMINO TOURNAMENT?

- Engage with a passionate audience of players and spectators.
- Promote community spirit through a cultural pastime deeply rooted in tradition.
- Showcase your brand with prize sponsorships, branded merchandise, and interactive activations.
- Align your company with an event that honors heritage and fosters connection.
- Reach a **senior-leaning, male-heavy, Hispanic audience** with deep cultural pride and loyalty — offering sponsors authentic engagement with a multigenerational community.





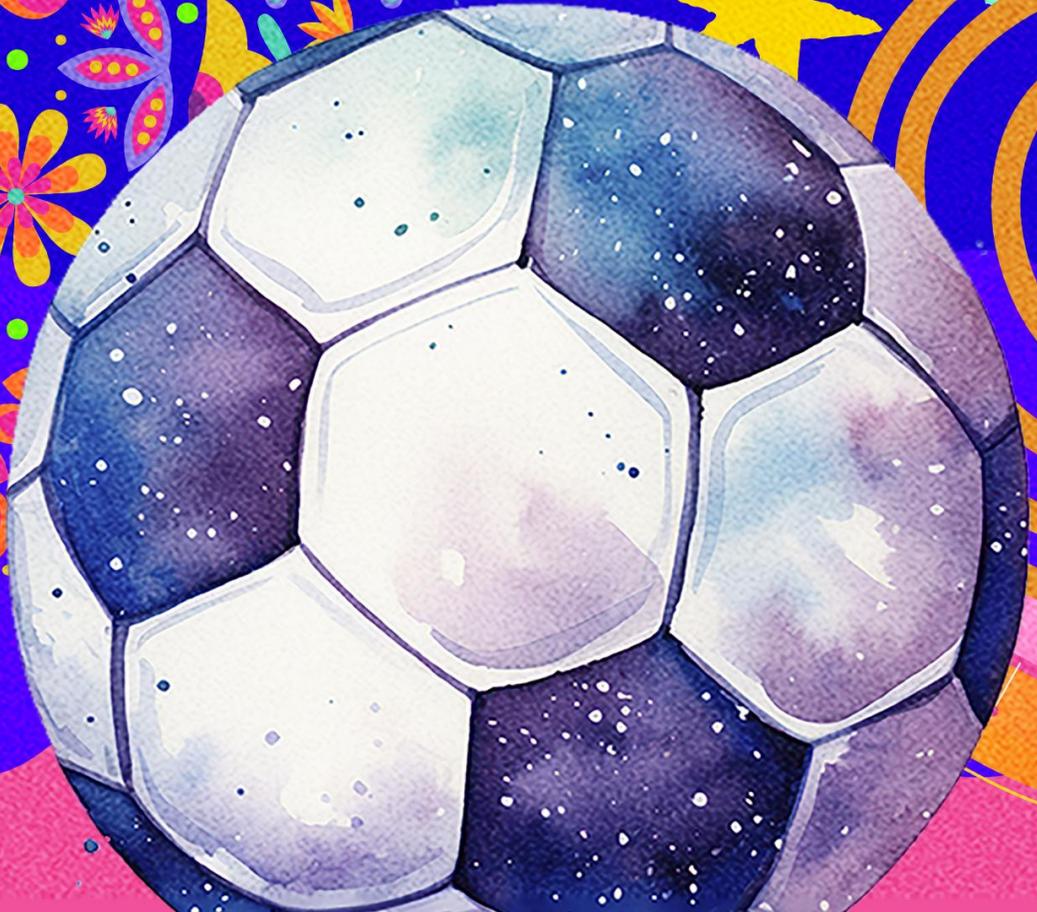
Kiwaniis
CLUB OF LITTLE HAVANA

KIWANIS
OF LITTLE
HAVANA
FOUNDATION
MIAMI FLORIDA

Kiwaniis of Little Havana

SOCCER 5V5er

A Carnival Miami Experience





Kiwanis of Little Havana
Soccer 5v5
A Carnival Miami Experience

Saturday, April 4
Amelia Earhart Soccer Park
Attendance: 4,000+



55% Male (players) / strong family attendance mix
85% Hispanics
70% Under 18 Years Old (Players & siblings)
45% 25-44 Years Old (parents and young adults)
15% 45+ Years Old (extended family, grandparents, coaches)
60% AVE.HHI 35K-65K

SOCCER 5V5 PROMO VIDEO

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

Title/Presenting
Starting at \$25,000

Major Sponsor
Starting at \$10,000

Exhibitor
Starting at \$5,000

83M+ TOTAL IMPRESSIONS IN 2025

As part of **Carnaval Miami**, the annual 5v5 Soccer Tournament brings together thousands of children to showcase their skills in a day filled with fun and competition. The family-oriented event welcomes more than **4,000 players ages 7-18 and their families**, featuring live entertainment, sponsor activations, a trophy ceremony, and more.

WHY SOCCER 5V5 TOURNAMENT?

- Highlight your brand's commitment to an active and healthy lifestyle.
- Engage participants, supporters, and spectators through branded merchandise and on-field activations.
- Benefit from strong visibility with event coverage and social media reach.



Kiwanis
CLUB OF LITTLE HAVANA



KIWANIS
OF LITTLE
HAVANA
FOUNDATION
MIAMI FLORIDA



Kiwanis
CLUB OF LITTLE HAVANA

Pickleball

SHOWDOWN





Saturday, April 18
Miami-Dade College Kendall Campus
Attendance: 900+



55% Men
75% Hispanics
40% 25-44 Years Old
40% 45-64 Years Old
65% AVE.HHI 60K-120K



PICKLEBALL PROMO VIDEO

SPONSORSHIP OPPORTUNITIES

*All Packages can be customized.

*Additional Opportunities Available Upon Request

Title/Presenting
Starting at \$5,000 – 1 Court

Gold Sponsor
Starting at \$3,000

Silver Sponsor
Starting at \$1,500

Food & Beverage Sponsor
Starting at \$1,500

Vendor Booth
Starting at \$500

Prize Sponsor
\$Varies (Product Donation or Cash Contribution)

650K+ TOTAL IMPRESSIONS IN 2025

The **Carnaval Miami Pickleball Tournament** brings together athletes and fans of one of the fastest-growing sports in the U.S. Featuring doubles and mixed doubles competition in a **round robin and single elimination playoff format**, this exciting event combines competition, community, and fun for all ages.

WHY SOCCER 5V5 TOURNAMENT?

- Tap into the nation's **fastest-growing sport** with broad appeal across generations.
- Engage a passionate and rapidly expanding player and fan base.
- Showcase your brand in a dynamic, energetic environment.
- Benefit from visibility through signage, activations, and branded experiences while aligning with health, wellness, and community engagement.
- Reach a **diverse, health-conscious, and family-friendly audience**, offering sponsors access to adults in their prime earning years as well as multigenerational households.

THIS IS WHY WE DO IT

*Community project sponsorship opportunities available starting at \$3,500

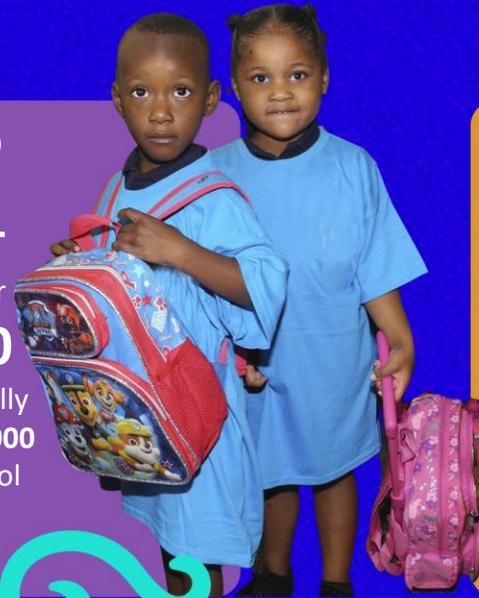


SCHOLARSHIP PROGRAM

Helped over 520 students graduate, at a cost that exceeds **\$3 million**

BACK TO SCHOOL PROJECT

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



SUMMER CAMP PROGRAM

Provided a summer of activities to over **6,500** children



BASKETBALL LEAGUE

Trained over **9,000** players since 1975



HOLIDAY TOY PROJECT

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



COMMUNITY OUTREACH

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



THANK YOU!

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

For more information on sponsorship opportunities, please contact:

Nicole R. Roig
Community & Development Manager

nrroig@kiwanislittlehavana.org

