
Carnaval Miami
KIWANIS OF LITTLE HAVANA
Kiwanis
CLUB OF LITTLE HAVANA
KIWANIS OF LITTLE HAVANA FOUNDATION
MIAMI FLORIDA
Partnership Opportunities
Culture. Community. Connection.

Carnaval miami
KIWANIS OF LITTLE HAVANA

Kiwanis
CLUB OF LITTLE HAVANA

KIWANIS OF LITTLE HAVANA FOUNDATION
MIAMI FLORIDA



Rooted in Culture. Made for Connection.

For more than 50 years, Carnaval Miami has brought people together through music, art, food, sports and traditions that reflect the spirit of Miami.

Across a season of signature experiences, generations gather to celebrate, discover and connect, creating meaningful opportunities for brands to become part of the moments people remember.

And every partnership helps extend that celebration beyond our events by supporting children and families across our community.

MUSIC • ART • FOOD • SPORT • TRADITION • COMMUNITY

CARNAVAL MIAMI

More Than Visibility. Become Part of the Experience.

Join one of the nation's largest Hispanic cultural event series and connect your brand with a passionate, diverse, and highly engaged audience through live experiences, media exposure, and meaningful community impact.



REACH

Connect with hundreds of thousands of consumers across live events, media and digital platforms.



EXPERIENCE

Bring your brand to life through music, food, hospitality, sampling and custom activations.



IMPACT

Turn brand investment into opportunities for children and families throughout South Florida.



CONNECT

Build authentic relationships with consumers, community leaders and Miami's business community.

Your brand doesn't just show up at Carnaval Miami. It becomes part of the celebration.

Supporting a Mission Beyond the Festival: Every sponsorship helps the Kiwanis of Little Havana Foundation continue programs that provide scholarships, summer camps, holiday giving initiatives, youth sports, educational resources, and community support for underserved children and families throughout South Florida.

A Miami Tradition With International Reach

Carnaval Miami 2026 Results

11.1 B+
IMPRESSIONS

$17.8 M+
MEDIA & PROMOTIONAL VALUE

60
MEDIA OUTLETS REACHED

2,741+
MEDIA PLACEMENTS

500,000+ EVENT ATTENDEES

Carnaval Miami 2026 Promo Recap Video Click Here

The Experience Travels Far Beyond the Festival

Promo & Earned Media in 2026

Carnaval Miami extends across broadcast, digital, social, print and earned media, giving partners opportunities to stay visible before, during and after the events.

PROMOTIONS IMPRESSIONS

96,454,573

+

EARNED MEDIA IMPRESSIONS

11,096,339,985

11.1B+ TOTAL IMPRESSIONS

The 2026 press conference alone generated 1.8B+ impressions across 334 placements and 19 media outlets.

Kiwanis CLUB OF LITTLE HAVANA

KIWANIS OF LITTLE HAVANA FOUNDATION MIAMI FLORIDA

Celebration With Purpose

Carnaval Miami creates unforgettable cultural experiences, and helps turn those experiences into opportunity.

Proceeds support the Kiwanis of Little Havana Foundation and its work helping children and families build stronger futures through education, enrichment, youth development and community support.



Every partnership has two returns:

Brand Impact

Meaningful consumer connection and visibility.

Community Impact

Investment in opportunities for children and families.


Kiwanis of Little Havana
Calle Ocho
Music Festival
A Carnaval Miami Experience
Kiwanis
CLUB OF LITTLE HAVANA
KIWANIS OF LITTLE HAVANA FOUNDATION
MIAMI FLORIDA
Miami's Streets. The World's Stage

Kiwanis of Little Havana

Calle Ocho Music Festival

A Carnaval Miami Experience

Where Miami Celebrates Together

Kiwanis Club of Little Havana

Kiwanis of Little Havana Foundation

SUNDAY, March 14, 2027

SW 8 Street | 10AM - 7 PM
Attendance: 500,000+
FREE ADMISSION

60% Women
86% Hispanics
43% 25-44 Years Old
43% 45-64 Years Old



Ways to Partner

Official Partner — From $80K
Premier festival presence with integrated visibility across Calle Ocho.

Major Partner — From $50K
High-impact visibility and customized brand engagement.

Music Stage — Available Upon Request
Own a Calle Ocho music stage with a customized partnership package.

Stage Sponsor — From $20K
Build your brand presence around a Calle Ocho stage and its audience.

Corporate Pavilion — From $25K
Create an immersive space for consumer engagement.

Product Showcase — From $10K
Drive sampling, trial and direct consumer interaction.

Custom Partnerships Available

For one unforgettable day, 15 blocks of Little Havana become a stage for music, food, dance, culture and connection. More than 500,000 people come together for one of Miami's most recognized cultural traditions.

For brands, Calle Ocho offers something increasingly valuable: the opportunity to create real-world experiences at the center of a community celebration.

Highlights:
500,000+ ATTENDEES
15 BLOCKS
8.8B+ 2026 IMPRESSIONS

CALLE OCHO MUSIC FESTIVAL 2026 RECAP VIDEO – CLICK HERE

Kiwanis of Little Havana

Calle Ocho Music Festival

A Carnaval Miami Experience

Put Your Brand Inside the VIP Experience

Kiwanis Club of Little Havana

Kiwanis of Little Havana Foundation

SUNDAY, March 14, 2027

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CALLE OCHO V.I.P. PASSPORT

VIP PASSPORT ADD-ON

Available to Calle Ocho sponsors.

Custom brand integrations and experiences available based on partnership level.

CALLE OCHO VIP PASSPORT 2026 RECAP VIDEO - CLICK HERE

Extend your Calle Ocho partnership into one of the festival's most premium environments.

VIP Passport brings together special guests, community leaders, partners and tastemakers for an elevated experience within the energy of Calle Ocho. Sponsors can integrate their brand through customized opportunities that feel natural to the VIP experience.

FEATURE your products in a premium setting
CREATE an interactive brand moment
SAMPLE food, beverage or products
INTEGRATE your brand into the VIP experience
CONNECT with an engaged, influential audience


Kiwanis of Little Havana
Carnaval
ON THE MILE
A Carnaval Miami Experience
Art. Music. Food. Miami.
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Kiwanis of Little Havana

Carnaval ON THE MILE

A Carnaval Miami Experience

Where Art, Music & Culture Connect

Saturday & Sunday, March 6-7, 2027

Miracle Mile | Coral Gables | 10AM - 11 PM

Attendance: 150,000+

FREE ADMISSION

Kiwanis CLUB OF LITTLE HAVANA

KIWANIS OF LITTLE HAVANA FOUNDATION MIAMI FLORIDA

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



Ways to Partner

Official Partner — From $60K
Premier festival presence with integrated visibility across Carnaval on the Mile.

Major Partner — From $50K
High-impact visibility and customized brand engagement.

Stage Sponsor — From $50K
Build your brand presence around live music and one of the festival's performance stages.

Brand Pavilion — From $25K
Create an immersive space for consumer engagement and brand experiences.

Product Discovery — From $15K
Drive sampling, product trial and direct consumer interaction.

Brand Experience — From $8K
Create a dedicated festival footprint to showcase your brand, products or services.

Carnaval on the Mile transforms the heart of Coral Gables into a vibrant weekend of art, live music, food and discovery. Guests come ready to explore, creating a natural environment for brands rooted in lifestyle, creativity, hospitality, design and experience

Highlights:
150,000+ attendees
147M+ 2026 impressions
Two days of consumer engagement

CARNAVAL ON THE MILE 2026 RECAP VIDEO - CLICK HERE


PUTTING FOR EDUCATION
Kiwanis of Little Havana
GOLF
Classic
A Carnaval Miami Experience
Business Connections. Greater Opportunity
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PUTTING FOR EDUCATION
Kiwanis of Little Havana
GOLF
Classic
A Carnaval Miami Experience

Where Business Relationships Create Opportunity

Monday, March 8, 2027

Where: Miami Lakes Golf Club
Attendance: 200+

Kiwanis CLUB OF LITTLE HAVANA
KIWANIS OF LITTLE HAVANA FOUNDATION

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



Ways to Partner

Presenting Partner — From $15K
Lead the Golf Classic with premier visibility and recognition throughout the tournament experience.

Executive Partner — From $10K
Build meaningful visibility and connections with an influential business audience.

Corporate Partner — From $5K
Position your company alongside a premier corporate tournament supporting education and opportunity.

Community Partner — From $2K
Support the mission while building brand visibility throughout the tournament.

Golf Foursome — $2K
Host clients, colleagues or partners for a day of golf and relationship-building.

Company Banner — $650
Feature your company with prominent on-course brand visibility.

Individual Player — $600

Tee Sign — $350

An intimate corporate experience bringing Miami business leaders together around golf, relationships and a shared investment in education.
Every partnership helps support scholarships that open doors for local students.

Highlights

200+ business and community leaders
High-touch networking
Client hospitality
Education impact

GOLF CLASSIC 2026 RECAP VIDEO - CLICK HERE

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.


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MIAMI FLORIDA
Miss
Kiwanis of Little Havana
Carnaval Miami
A Carnaval Miami Experience
Confidence. Culture. Leadership.

Miss Carnaval Miami
Kiwanis of Little Havana
A Carnaval Miami Experience

Celebrating the Next Generation of Women

Sunday, TBD
Place: TBD | 7:30 PM – 10:00 PM
Attendance: 200+

Kiwanis Club of Little Havana
Kiwanis of Little Havana Foundation

75% Women
80% Hispanics
65% 18-34 Years Old
25% 35-54 Years Old
60% AVE.HHI 45K-85K



Fabiana Petruzzi
Miss Carnaval Miami 2026

MISS CARNAVAL MIAMI 2026 RECAP VIDEO – CLICK HERE

Partnership Packages

PLATINUM PARTNER | YEAR ROUND - Starting at $10k

Become a premier partner of the ambassador experience.

- Category exclusivity
- Year-round ambassador content opportunities
- Contestant and ambassador product integration
- Mentorship or branded experience
- Dedicated social media content
- Premium event presence
- Full page program ad and on stage recognition

DIAMOND PARTNER | EXPERIENCE - Starting at $5k

Create a meaningful brand experience with contestants and ambassadors.

- Branded workshop, experience or event feature
- Product integration opportunities
- Ambassador and social content
- Event presence and engagement
- Half page program ad

GOLD PARTNER | COMMUNITY - Starting at $2,500

Connect your brand with mission and community.

- Product sampling or gifting
- Social media recognition
- Event visibility
- Quarter page program ad

CUSTOM PARTNERSHIPS

Custom Investment.

Build a partnership around your brand's goals.

Ambassador Campaigns • Branded Content • Mentorship • Scholarships • Fashion & Beauty • Financial Wellness • Automotive • Technology • Community Experiences

Miss Carnaval Miami gives brands the opportunity to connect with young women, families and the broader Carnaval Miami community through an experience centered on confidence, education, leadership and culture.

Partnerships can come to life through brand experiences, product integration, content, mentorship and year-round visibility.


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Kiwanis of Little Havana
Domino Tournament
A Carnaval Miami Experience
Tradition Lives Here.

Kiwanis of Little Havana

Domino Tournament

A Carnaval Miami Experience

A Tradition Passed From One Generation to the Next

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Saturday, March 13, 2027

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

Partnership Packages

TITLE / PRESENTING PARTNER

Starting at $15,000

Own the tournament's highest level of brand visibility with prominent recognition throughout the event, marketing and tournament experience.

FEATURED BRAND PARTNER

Starting at $10,000

Bring your brand into the experience through product integration, sampling, demonstrations or a customized consumer activation.

COMMUNITY PARTNER

Starting at $5,000

Connect directly with players, families and guests through an on site brand presence and event recognition.

In Little Havana, dominoes are more than a game. They're conversation, competition, memory and connection.

The Carnaval Miami Domino Tournament brings generations together in one of the neighborhood's most recognizable cultural traditions, giving brands an authentic way to participate in the community rather than simply advertise to it.

DOMINO TOURNAMENT 2026 RECAP VIDEO – CLICK HERE


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Kiwanis of Little Havana
SOCCER 5V5
A Carnaval Miami Experience
Play Together. Grow Together.

Kiwanis of Little Havana Soccer 5v5
A Carnaval Miami Experience

Where Families Come to Play

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

Kiwanis Club of Little Havana
Kiwanis of Little Havana Foundation



Partnership Packages

TITLE / PRESENTING PARTNER

Starting at $25k

Lead the Carnaval Miami 5v5 experience with premier brand visibility and integration throughout the tournament.

MAJOR PARTNER

Starting at $10k

Build a strong presence through prominent event branding, on site engagement and opportunities to connect with players and families.

EXHIBITOR PARTNER

Starting at $5k

Bring your brand directly into the action with a dedicated activation space designed for sampling, demonstrations and consumer engagement.

CUSTOM ACTIVATIONS AVAILABLE

Create an experience tailored to your brand goals, from player and family engagement to product integration, contests and interactive experiences.

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 brings families, teammates, coaches and communities together. Carnaval Miami 5v5 creates a high-energy environment where young athletes compete, families connect and brands can support active, healthy communities.

Highlights

4,000+ attendees
Youth + families
Health & wellness
Teamwork & community
Partnership Packages

SOCCER 5V5 2026 RECAP VIDEO – CLICK HERE


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Pickleball
SHOWDOWN
Play Together. Grow Together.

Tap Into the Energy of America's Fast-Growing Court Culture

Saturday, TBD

Place: TBD - Attendance: 900+

Kiwanis Club of Little Havana

Kiwanis of Little Havana Foundation

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



PICKLEBALL 2026 RECAP VIDEO – CLICK HERE

A social, active and highly engaging experience bringing players, families and spectators together around competition, wellness and community.

Partnership Packages

TITLE / COURT PARTNER

Starting at $5,000

Own the court and receive premier brand visibility throughout the Pickleball Showdown.

PLAYER EXPERIENCE PARTNER

Starting at $3,000

Bring your brand into the player experience through product integration, branded touchpoints and tournament engagement.

FEATURED PARTNER

Starting at $1,500

Build visibility through on site brand presence and opportunities to engage players and spectators.

FOOD & BEVERAGE PARTNER

Starting at $1,500

Enhance the event experience through food, beverage or hospitality integration.

BRAND ACTIVATION

Starting at $500

Engage attendees through a dedicated space for sampling, demonstrations and brand interaction.

PRIZE PARTNER

Product Donation or Cash Contribution

Put your brand directly into the competition through prizes, giveaways and player recognition.

All partnerships can be customized. Additional opportunities available upon request.

KIWANIS OF LITTLE HAVANA FOUNDATION
MIAMI FLORIDA

What Your Partnership MAKES THIS POSSIBLE



EDUCATION

Opening Doors Through College Scholarships

College scholarships help local students pursue higher education, stay on track toward graduation and build a stronger future.

520+ students supported toward graduation

SCHOOL READINESS

Helping Children Start Ready

Back-to-school support helps remove basic barriers so children can arrive at school equipped and prepared to learn.

11,000+ elementary students reached annually



SUMMER ENRICHMENT

Creating Safe, Meaningful Summers

Summer experiences give children opportunities to learn, play, build friendships and stay engaged when school is out.

6,500+ children reached





YOUTH DEVELOPMENT

Building Confidence Through Sport

Athletics create opportunities for young people to develop teamwork, discipline and confidence.

9,000+ young basketball players engaged since 1975

TRADITION

Creating Memories Across Generations

A beloved community tradition that brings families together and creates meaningful childhood memories year after year.

300,000+ children reached



FAMILY SUPPORT

Showing Up When Families Need It

Community programs help families and older adults experience greater support, connection and dignity during challenging moments.





Let's Create Something Meaningful Together.

The strongest Carnaval Miami partnerships are built around your brand's goals.

Whether you're looking to reach consumers, launch a product, create an unforgettable experience, host clients or invest in community impact, we'll build a partnership around what matters to your brand.

Let's Build Your Partnership

Ready to explore a partnership with Carnaval Miami? Connect with our team to discuss opportunities, availability and customized brand experiences.

PARTNERSHIPS
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