REACH 150 MILLION IMPRESSIONS
WHILE CHANGING THOUSANDS OF LIVES

2013 KIWANIS CLUB OF LITTLE HAVANA CARNAVAL MIAMI SPONSORSHIP OPPORTUNITIES
OUR HISTORY

Founded 37 years ago in 1975 by 25 friends who shared a common bond and interest and composed mostly of Cuban-Americans, the Little Havana chapter of Kiwanis International has been, from its beginning, committed to serving the local community by developing projects which benefit Miami's Hispanic population, among them:

Healthy Kids Summer Camp
Basketball League
Scholarships
Back to School
Christmas Toy & Family Project
Technology Center (New)
After School Enrichment

The Kiwanis Club of Little Havana has been selected numerous times as Miami-Dade County's Charity of the Year.

The name "Kiwanis" was coined from an expression in an American Indian language of the Detroit area, Nunc Kee-wanis, which means, "we build" or "we have a good time."
The Kiwanis Club of Little Havana and the Kiwanis of Little Havana Foundation have enlisted the support of the private sector to improve the lives of thousands of children in Miami-Dade County. The efforts range from education to mentoring to enhancing lives, one child at a time. Part of our work reaches more than 200 schools in Miami-Dade Public Schools, benefiting thousands of students year-round.

**SPONSORSHIP DOLLARS AT WORK**

**REAP THE BENEFITS OF BRAND EXPOSURE WHILE PLANTING THE SEEDS OF HOPE**

**HERE’S HOW THE KIWANIS CLUB OF LITTLE HAVANA AND THE KIWANIS OF LITTLE HAVANA FOUNDATION ARE MAKING A DIFFERENCE IN THE LIVES OF CHILDREN IN SOUTH FLORIDA:**

- Over 1,500 computers provided to students and parents
- 28,000 hours of one-on-one tutoring through our Literacy Program at Riverside Elementary
- In excess of 5,000 children trained at the club’s Basketball League
- 4,200 children have attended the 8-week Kiwanis of Little Havana Summer Camp since 1991
- 1,260 classroom projects funded by smaller donations
- 2,500 teacher visits to our free supplies distribution
- $1,500,000 awarded to Hispanic scholarship recipients since 1989
- $750,000 in free supplies for school children and over 100,000 students benefited from donated school supplies
- 150 students have graduated from public state universities since 1990
- Over 125,000 children have received toys and bicycles during the holiday season
- More than 300 families have fulfilled their needs and wishes from the club’s “adoption of families” program
- 4 playgrounds built at city and county parks
- $250,000 donated to other charities and community causes

**ALLOCATIONS OF CONTRIBUTIONS TO YOUTH COMMUNITY PROJECTS**

- **EDUCATION 31%**
  - Scholarships / Back to School
- **HEALTH 26%**
  - Summer Camp / Basketball League
- **TECHNOLOGY 12%**
  - After School / Technology Lab
- **COMMUNITY IMPROVEMENTS 8%**
- **GENERAL CONTRIBUTIONS 24%**
  - Individuals & Institutions
CARNIVAL MIAMI
SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP PACKAGES WILL BE PERSONALIZED ACCORDING TO SPONSOR'S NEEDS
37 YEARS OF ENTERTAINMENT, ART AND CULTURE!

EXPERIENCE  Carnaval Miami is the largest and most influential Hispanic entertainment and cultural event in the United States

BRAND  Advertising Age heralded Carnaval Miami’s Calle Ocho as one of the country’s “Top 10 Leading Brand Events”

CONTENT  Delivering over 100 hours of unique content, the Festival is an amazing intersection of entertainment, art and culture

CONSUMER  All Carnaval Miami events deliver high consumer engagement levels, including audience participation, product sampling and sales

INTEGRATION  Our long list of digital and broadcast partners offers a wide range of brand integration opportunities

REACH  Carnaval Miami has a reach of over 150M live, print, digital and broadcast impressions

IMPACT  This cultural fundraising effort allows us to provide much needed educational scholarships, sports facilities, summer sports camps, new technology center, disaster relief and other essential services to the community in Miami-Dade County
CARNIVAL MIAMI

For the past 37 years, the City of Miami has celebrated Carnaval Miami during the months of February and March, drawing over 1.5 million visitors to experience a rich Hispanic multicultural experience that features Latin American traditions in music, art & entertainment and culinary pleasures.

The Festival has grown to include ten high-exposure events, and is known around the world for its vibrant and engaged audience and fans. Carnaval Miami is Hispanic culture at its best.

CARNIVAL MIAMI PROPERTIES

- Carnaval Miami Official Poster
- Miss Carnaval Miami
- Carnaval Cooking Contest
- Carnaval Miami 10K 5K Run
- Carnaval Miami Gala at Vizcaya
- Carnaval on the Mile
- “Putting for Education” Golf Classic
- Noche de Carnaval at Marlins Park
- Soccer 5v5 Carnaval
- Calle Ocho
Each year Carnaval Miami commissions a Latin American artist to create the Official Poster for the Festival. The poster is featured in promotional materials and in flags that line the streets of Little Havana announcing the Festival.

Sponsor Benefits Include:
Extensive Social Media Campaign
Sponsor Inclusion in Print, Poster Distribution (5000)
Merchandise Licensing sharing rights

The Miss Carnaval Miami pageant marks the Official Kick-Off for Carnaval Miami. Elegance, beauty, and poise are on display as South Florida’s brightest, most beautiful and talented young Hispanic women compete for the coveted title.

Miss Carnaval Miami represents the Kiwanis Club of Little Havana for an entire year and serves as a role model and goodwill ambassador for its community youth programs. The winner receives a four-year university scholarship and a cash award.

Venue: Manuel Artime Theater
Audience: 1,000
Demographic: Hispanics 17-55, 85% women
CARNIVAL MIAMI COOKING CONTEST

MARCH 2-3, 2013

Started in 1982, Carnaval Miami Cooking Contest has evolved into one of the most popular Latin-style food competitions in South Florida. It is a celebration of Hispanic traditions focused on food, the most significant element of any culture. Entries are not just recipes, they are statements of identity.

Emceed by nationally acclaimed personality Chef Pepin, the cooking contest is judged by catering managers and local television personalities instructed to select the winning recipes based on the originality, presentation and flavor of the dish.

The contest presents cash awards to top three choices within the categories of General Public, High School and Vocational Education students.

Venue: Carnaval on the Mile in Coral Gables
Attendance: 100,000 +
Audience: Hispanic Women 18-55, HHI &75,000+
CARNIVAL MIAMI
10K & 5K RUN

FEBRUARY 24, 2013

An exhilarating, day-long family affair that promotes wellness and a healthy lifestyle for people of all ages, the 10K 5K Run is an extension of the Kiwanis Foundation’s Community Healthy Kids Sports Program. The event features a 5K and a 10K for adults, as well as a Kiddie Dash for Children.

The run starts at Virginia Key Beach Park on the causeway toward Key Biscayne Tennis Center in a loop back to the park, energized by the cheers of spectators lining the route. Race winners receive beautiful achievement trophies.

Venue: Virginia Beach Park, Key Biscayne
Attendance: 4,000
Audience: 25-54+  HHI $50,000+

“CARING IS THE KEY”
A portion of the proceeds will benefit the Children’s Cancer Caring Center, an organization that provides treatment for childhood cancers and assists patients and families dealing with this devastating disease.
CARNIVAL MIAMI GALA
MARCH 8, 2013
Carnaval Miami Gala at Vizcaya is an exclusive, by-invitation-only black tie event organized by the Kiwanis Club of Little Havana as a way of saying “thank you” to the numerous sponsors that support the Festival every year. With an attendance of 1,000 invited guests, the Gala at Vizcaya is held at the prestigious Vizcaya Museum and Gardens, a United States National Historic Landmark.

VIZCAYA MUSEUM & GARDENS
Vizcaya is a diplomatic seat of Miami-Dade County. It has hosted some of the world’s most renowned dignitaries, including Queen Elizabeth II, Pope John Paul II, President Ronald Reagan, King Juan Carlos I and Queen Sofia of Spain; as well as major international events, such as the Summit of the Americas, the signing of the Free Trade Agreement and Art Basel-related events.
CARNAVAL ON THE MILE

MARCH 2-3, 2013
Cool jazz combined with over 150 Latin American artists on display in Coral Gables Miracle Mile make for one of the best events Carnaval Miami has to offer, with over 100,000 in attendance.

Carnaval on the Mile is a cultural experience appealing to all of the senses – it features two miles of ART in all its forms, three entertainment stages presenting the very best in jazz, latin jazz and funk, along with delectable cuisine and children’s activities.

There is something for everyone at Carnaval on the Mile!

Carnaval on the Mile also host a premier juried art fair, recognized nationwide for the quality of the artists it attracts and the collectors it draws. The Fine Arts Village lines the streetway with art displays of paintings, sculptures, photography, crafts and jewelry of the highest caliber.

Venue: Miracle Mile, Coral Gables
Audience: Hispanics 25-49, HHI $100K
Attendance: 125,000

CORAL GABLES
Coral Gables is known as City Beautiful for its distinctive architecture, lush vegetation, fabulous restaurants, boutiques and galleries. It is home to hundreds of international companies and the prestigious University of Miami.
CARNAVAL MIAMI
“PUTTING FOR EDUCATION” GOLF CLASSIC
SHAPING FUTURE LEADERS AND PRODUCTIVE CITIZENS THROUGH EDUCATION

MARCH 7, 2013
Mission: To assist the educational needs of the underserved Hispanic minority youth of Miami Dade County

The Kiwanis of Little Havana Foundation is the host of the Annual “Putting for Education” Golf Classic at Melreese Golf Course. All proceeds fund four-year college scholarships awarded every year to students that otherwise would not have the opportunity of a higher education and brighter tomorrow.

The tournament is well established and recognized by local high-caliber business executives who network on the green. Putting for Education is limited to 144 players and sells out every year, including returning foursomes who have played since it began in 1982.

Venue: Melreese Golf Course, Miami
Audience: 82% Hispanic, males, HHI $80k+, ages 30-55
Attendance: 350
Since 1982, past Kings and Queens performing at Noche de Carnaval include Desi Arnaz, Olga Guillot, Celia Cruz, Jose Feliciano, Rocio Jurado, Johnny Ventura, Gloria Estefan, Maria Conchita Alonso, Emmanuel, Chayanne, Ricardo Montaner, Willy Chirino, Jon Secada, Jerry Rivera, Thalia, Olga Tañon, Jose Luis Rodriguez, Carlos Ponce, Elvis Crespo, Giselle, Oscar de Leon, Victor Manuelle, Albita, Arturo Sandoval, Cachao, La India, Rey Ruiz, Pitbull, Hansel y Raul and Jen Carlos Canela.
Best known as the biggest street party in the world, Calle Ocho is the grand finale for Carnaval Miami. Found in the Guinness Book of World Records for the world’s longest conga line, Calle Ocho attracts more than 1 million people from around the world, who make the trip to Miami to be part of all the fun and joy that surrounds this single-day extravaganza of dancing and partying to the very best of Latin American entertainment on 12 different stages.

**Venue:** SW 8th Street, Little Havana

**Audience:** 500,000+

Guinness World Book of Records: Longest Conga, Largest Piñata, Longest Cigar, Largest Flags
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