BE PART OF A BETTER PLACE FOR GENERATIONS TO COME

2012-2013 KIWANIS CLUB OF LITTLE HAVANA SPONSORSHIP OPPORTUNITIES
Let us not be satisfied with just giving money. Money is not enough, money can be got, but they need your hearts to love them. So, spread your love everywhere you go.

– MOTHER TERESA
Once you finish taking a look at this document, you’ll realize that our aim is to make a difference in the lives of thousands of people throughout our community. Since its beginnings in 1975, the Kiwanis Club of Little Havana has created all sorts of initiatives that are community-oriented first and, therefore, business efficient in the delivery of value to companies like yours, eager to share in our spirit of giving back.

As a community partner, you will contribute to serving the underprivileged youth of our area through your association in three entities: Kiwanis Club of Little Havana, Kiwanis of Little Havana Foundation and the Kiwanis of Little Havana Arts & Music Foundation. The impact of your contribution will vary according to your level of philanthropy, benefiting year-round outreach projects, youth programs, music events, and Carnaval Miami, all the while touching the lives of thousands of under-privileged families and youth.

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."
KIWANIS INTERNATIONAL
IS A GLOBAL ORGANIZATION
OF MEMBERS DEDICATED TO
SERVING THE CHILDREN OF
THE WORLD. ITS NEARLY 600,000
MEMBERS ANNUALLY RAISE
MORE THAN $107 MILLION
AND DEDICATE MORE THAN
18 MILLION VOLUNTEER HOURS
TO SERVE CHILDREN AND
STRENGTHEN THEIR LOCAL
COMMUNITIES.

KIWANIS CLUB OF LITTLE HAVANA
Formed 37 years ago by 25 friends who shared a
common bond and interest and composed mostly of
Cuban-Americans, The Little Havana Chapter of Kiwanis
has been, from its beginning, committed to serving
the local community by developing projects which benefit
Miami’s Hispanic population.

KIWANIS OF LITTLE HAVANA FOUNDATION
Established in 1987 with a mission to assist the financially
underserved Hispanic children and youth of Miami-Dade County,
the Kiwanis of Little Havana Foundation helps thousands with
their recreational and educational needs thanks to generous
contributions from corporations and individuals, facilitating the
expansion of our programs while fulfilling the needs of our community.

OUR CURRENT PROGRAMS INCLUDE:

Scholarships:
Assists Hispanic students with
scholarships to Florida public
universities or colleges

Back to school:
Distributes thousands of
back packs and school supplies
to elementary students

Playgrounds:
Builds playgrounds in Miami Dade County
neighborhoods
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 390 schools and over 22,000 teachers in Miami-Dade Public Schools, benefiting thousands of students year-round.

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
- Over 5,000 children trained at the club’s Basketball League
- 2,000 children have attended the 8-week Kiwanis of Little Havana Summer Camp
- 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
- Over 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
SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP PACKAGES WILL BE PERSONALIZED ACCORDING TO SPONSOR’S NEEDS
Through annual youth programs, the organization becomes a mentor to inner-city children with financial burden. Through corporate donations, it becomes possible to underwrite the costs of the increasing number of new participants for future programs and continues with the tireless effort of impacting the lives of Hispanic and African American kids in the Miami community in the areas of HEALTH, EDUCATION and TECHNOLOGY.
HEALTH INITIATIVES

HEALTHY KIDS SPORTS PROGRAM

SUMMER CAMP (June to August)
Camp for boys and girls, ages 7-13 at Lummus Park. Close to 225 kids are taken on field trips, receive free baseball instruction and participate in basketball and football games. Supervision, uniforms and lunch are included.

BASKETBALL LEAGUE (September to October)
The first project, started in 1975, has trained and mentored thousands of children who have credited the league for their successful careers.

SPONSORSHIP BENEFITS:
• Corporate Partners’ logo included in all promotional material
• Logo on court-site banner
• Donation of product/merchandise to participating kids and/or families
• Opportunity for sponsor to include a special message to the 200 kids and their families
• Logo inclusion in Kiwanis web site
• Press coverage in local newspapers
• Partners can interact at league as desired
• Brand interaction with a social media campaign on Facebook and Twitter
EDUCATIONAL INITIATIVES

SCHOLARSHIP PROGRAM (MAY)
This program helps promising Hispanic students obtain a Bachelor’s degree from any State of Florida University, covering the costs of tuition and books.

TECHNOLOGY CENTER
To enrich the lives of less fortunate children in Little Havana and its surrounding neighborhoods, the technology center will provide inner-city children aged seven to thirteen with a meaningful and fun learning experience during the critical after-school hours and during the summer break. This program also offers parents an opportunity to see their children experience an educational enrichment that provides state-of-the-art computers, on-line technology, computer software, and internet access.

BACK TO SCHOOL PROJECT (AUGUST)
The Kiwanis Club of Little Havana distributes book bags full of school supplies to students in low-income area elementary schools.

AFTER SCHOOL CARE
In keeping with STEM (Science, Technology, Education, Math) and as a complement to our technology center, a new, year-round after school care enrichment program will kick off this summer at Lummus Park. Serving the Hispanic community, the program will bring children from neighboring elementary schools on a daily basis to receive free after school care. Certified instructors and teachers will be part of the program which will see 100 children participate in its first year.

ALL INITIATIVES PROVIDE AMPLE OPPORTUNITIES FOR SIGNAGE, GIVEAWAYS, INTERACTION WITH PARENTS, AS WELL AS LOGO ON ALL FLYERS AND PROMOTIONAL MATERIAL

BRIDGING THE DIGITAL DIVIDE
The Organization’s newest effort to bridge the digital divide in South Florida provides much needed internet access to underserved areas.
GOODWILL INITIATIVES

ANNUAL CHRISTMAS FUNDRAISING GALA
December 1, 2012 at Miami Seaquarium

This annual black tie fundraising gala for over 3,000 guests is held on the grounds of the Miami Seaquarium on the first Saturday of December. Funds raised from the Gala are directed toward the purchase of over 6,000 toys as part of our A Toy for Every Child drive.

Corporate Villages showcase sponsors’ products, services and serve as the ideal place to hold their office Holiday Parties, providing unparalleled value and holiday cheer to their employees and families. Great performing talent abounds in this event, catered by sponsor brands and featuring a variety of latin style dishes from renowned local restaurants.

SPONSORSHIP BENEFITS:
• Corporate tables for ten guests each
• Logo inclusion on stage and entrance plasma screens
• Name recognition in all press releases
• On-stage appreciation award
• Brand interaction with a social media campaign on Facebook and Twitter

A TOY FOR EVERY CHILD
Since 1978, the Kiwanis Club of Little Havana has distributed toys during the Holiday Season through its A Toy for Every Child toy drive. 6,000 less fortunate children, in age groups ranging from infants to teenagers, receive new toys each year through a network of local day care centers, hospitals and elementary schools over a seven day period.

In addition to the toy project, the Club adopts 30 impoverished families every year and fulfills their needs and wishes during the holidays.
CULTURAL INITIATIVES

ART IN THE PARK CONCERT SERIES
SIX CONCERTS – SIX MONTHS OF EXPOSURE
(From October 2012 to March 2013)

The annual Art in the Park Concert Series starts on Friday, October 5th at the Ponce Circle Park in Coral Gables and runs through March 3, 2013. This series attracts the best of latin jazz, funk and Caribbean sounds performing live every first Friday of the month, in conjunction with Art Gallery Night in Coral Gables, all in support of the Art and Music Foundation.

H2P HALLOWEEN FUNDRAISING PARTY
October 27, 2012 – at Miami’s Design District

A seasonal destination event, the Halloween Fundraising Party is one of the organization’s major fundraising events, benefiting bridging the digital divide efforts in South Florida’s under-served neighborhoods. It caters to Miami’s influential, high disposable income hip club-goers ages 21-34, one of the most sought-after demographic group in the country.

SPONSORSHIP BENEFITS:

- Category Exclusivity
- On site branding and display rights
- Sample and on-site merchandise distribution rights
- Logo on all print materials, radio and TV
- Mentions from sound stage
- Logo included in e-vites blasted to all Chambers of Commerce
- Logo on www.artintheparkconcerts.com website
- Brand interaction with a social media campaign on Facebook and Twitter
What started in 1978 by the Kiwanis Club of Little Havana as an event to share in the Cuban culture in Miami has become the virtual Pan-American showcase it is today. **Carnaval Miami** is a two-week festival that draws close to one million residents and tourists to the Miami area. It is celebrated every March with events that include concerts, footraces, culinary competitions, galas, a weekend of art & jazz, and the nation's largest and world-famous street festival.

Carnaval Miami is also a marketer's dream for all the participating product and service companies to promote their brands and sample new products to the public.

Considered as the Gateway to the Americas and recognized worldwide as an international hub where people work, live and play, Miami also serves as the host of **Carnaval Miami**. Known for its diverse culture and ethnic groups, Miami is the perfect place for the Kiwanis Club of Little Havana to welcome residents and tourists alike to a celebration the likes of which the US and most of the world have never seen.

**Carnaval 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
- Noche de Carnaval at Marlins Park
- Calle Ocho
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SOME CONTRIBUTIONS ARE PRICELESS