CARNAVAL MIAMI GENERAL ASSETS & BENEFITS

The following are some of the assets associated with ALL levels of Sponsorship for Carnaval Miami – ten different events, ten different demographics, ten venues within the City of Miami, City of Coral Gables, Key Biscayne, and Miami-Dade County.

I. RIGHTS, MARKS & EXCLUSIVITY
   a. Rights to the Carnaval Miami, Calle Ocho and related event property marks and logos in pre-approved advertising, marketing and packaging material
   b. Right to distribute a dedicated press release announcing the partnership with prior written approval from The Kiwanis Club of Little Havana
   c. Client Category Exclusivity at Calle Ocho
   d. Designation as the “Title [COMPANY] of Calle Ocho”
   e. Designation as the “Title of Presenting of Carnaval on the Mile”

II. ONSITE ENTITLEMENTS – CALLE OCHO
   a. Ownership of the [COMPANY] Supersite Stage (Optional)
      - Stage Manager
      - 40’W x 32’D music stage
      - Turnkey Lighting, Sound and Production
      - Talent to be provided by KCLH/Events
      - Talent to be determined based on client targeted audience
      - Two Exclusive (2) Scaffolding Towers with Signage
      - Minimum of Thirty (30) Exclusive Live Stage Mentions
      - (20) branded barricades rope off “VIP FRONT ROW” area for consumers who have purchased [COMPANY] products at the event and received a special wristband
   b. [COMPANY] Backstage VIP Hospitality Area at Supersite (Optional)
      - Sponsor-catered VIP area behind [COMPANY] Supersite Stage for (100) VIPs
      - Exclusive Sponsorship of VIP Hospitality Area
      - One Hundred (100) Passes for [COMPANY]’s Use
      - Opportunity to merchandise village
      - Official [COMPANY] /Carnaval Miami Step & Repeat Backstage
      - Meet & greet opportunity with [COMPANY] Supersite talent
   c. Corporate Pavilions and On-Site Sampling
      - Various locations (tents) to be placed throughout the SW 8th Street (quantity to be determined and agreed to)

III. MEDIA ENTITLEMENTS – CALLE OCHO
   a. PRINT MEDIA
      - [COMPANY] logos in two full page ads in El Nuevo Herald
      - [COMPANY] logos on the Calle Ocho Guide distribution of 50,000
      - [COMPANY] logo on the Carnaval Miami Magazine, distributed through El Nuevo Herald, circulation 120,000
   b. RADIO and TELEVISION MEDIA
      - Sponsor tag ID on a minimum of fifty (50) shared promos to air on a designated Hispanic radio station
      - Sponsor tag ID on a minimum of fifty (50) shared promos to air on a designated Spanish language television station
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   ▪ 40’W x 32’D music stage
   ▪ Turnkey Lighting, Sound and Production
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   ▪ Talent to be determined based on client targeted audience
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b. Radio and Television Media
• Sponsor tag ID on a minimum of fifty (50) shared promos to air on a designated Hispanic radio station

• Sponsor tag ID on a minimum of fifty (50) shared promos to air on a designated Spanish language television station

1400 SW First Street, Miami, FL 33135 Tel: 305-644-8888 Fax: 305-644-8693
c. Grassroots Marketing & Promotion (Pre-Calle Ocho)

▪ Logo ID on minimum of 100,000 postcards to be distributed by Carnaval Miami street teams throughout South Florida

▪ Postcards will feature a dedicated side for [COMPANY] creative

▪ Logo ID on minimum of 5,000 posters to be distributed by Carnaval Miami street teams throughout South Florida

IV. ONSITE ENTITLEMENTS – CARNAVAL ON THE MILE

♦ Sponsor’s logo becomes incorporated into event title and is used in all promotional material related to the event

♦ Category exclusivity

♦ Logo integration on the backdrop of stage on Friday Kick Off Concert

♦ Mentions on stage by two renowned jazz performers

♦ One 10’x10’ tent located inside the Ponce Circle Park on Friday Kick Off Concert

♦ Signage at strategic locations throughout the event

♦ Logo on Artist Village banners (4) mounted on scaffolds and highly visible from all areas

♦ Four (4) exhibit areas consisting of branded pop up tents located a key strategic locations

♦ Logo integration on the a Concert Stage (TBD)

♦ Electricity may be provided, if necessary, but not telephone line connections

♦ A pre-event retailtainment event held at a retailer of choice with entertainment, etc.

♦ Integration of ingredient retailer for the Cooking Shows featuring celebrity chefs cooking their specialties on both Saturday and Sunday at a gated tent on Galiano.

♦ Sponsor's logo shall appear in:

- Two (2) 14’ x 48’ billboard promoting Carnaval on the Mile situated in prominent locations adjacent to Coral Gables

- Eighty (80) event light pole banners placed at main intersections, major shopping centers, highways and State Roads

- One thousand (1,000) posters displayed at storefronts throughout Miracle Mile.

V. MEDIA ENTITLEMENTS – CARNAVAL ON THE MILE

▪ Sponsors’ logo(s) appears on the Entertainment Guide (deadline will apply)

▪ As a sponsor, promotional benefits received are as follows: Inclusion of name in event promotion:

  Carnaval Miami Magazine, distributed by El Nuevo Herald Special Section, 120,000

  Sponsors Recognition Party invitations, distribution 3,000

  Inclusion of logo in newspaper advertising as follows:

  Two (2) half-page full color event ads in The Miami Herald Neighbors Section

  Two (2) Full page full color event ads in the Weekend Section of The Miami Herald

  Five (5) quarter-page event ads in the main section of The Miami Herald

  Six (6) quarter-page event ads in Galeria, El Nuevo Herald

  Inclusion of sponsor’s name in radio promotion as follows: Fifty (50) :30 second spots on Spanish language radio station

  Fifty (50) :60 second spots on a WDNA 88.9 jazz station

  Inclusion of sponsor’s logo in television promotion as follows: -Twenty five (25) :15 second “exclusive” event promotional television spots on WSVN-7

  -Thirty (30) :15/:30 second “exclusive” event promo on Univision-23

  -Thirty (30) :15/:30 second “exclusive” event promo on Telemundo-51

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VI. SOCIAL MEDIA MARKETING CAMPAIGN

a. Exposure on the Community Page of website with link to www.kiwanislittlehavana.com/ and www.carnavalmiami.com  
b. Sponsor content and success stories on the Kiwanis Blog  
c. Facebook Social Campaign (customized details)  
d. Product integration on posts on Facebook and Twitter Pages to encourage fans to “share with friends”  
e. Presence in the Kiwanis Club of Little Havana Blog  
f. Relevant content for special sponsor promotions (discounts, free samples, sweepstakes and contests)  
g. Email Marketing: an excellent vehicle for sponsorship promotions with banners, articles and stand alone emails as part of an overall program.  
h. Mobile Marketing: include sponsor pages with promotions and other content such as sweepstakes, discounts, etc.), plus email sign up and social media signup sweepstakes  
i. Sweepstakes Promotions that would include some or all of the following:
   a. Web Banner  
   b. Web page button ad  
   c. Custom Facebook Cover  
   d. Facebook Posts  
   e. Twitter posts  
   f. Custom Banner Ad Landing Page (on Facebook)  
   g. Twitter hashtag  
   h. Tweets  
   i. Stand Alone Emails  
   j. Mobile App  
   k. Post Promotion Tracking Report  
   l. Mention in monthly newsletter  

VII. PUBLIC RELATIONS/HOSPITALITY

a. Meet & Greet opportunity with talent performing at [COMPANY] Supersite  
   • Artist visit to local community center supported by KCLH  
   • Check presentation from [COMPANY] to KCLH  
   b. Recognition in all Carnaval Miami regional and national press releases  
   c. Logo ID Inclusion in all press releases  
   d. Text messaging campaign included in all print ads and social media efforts  
   e. Logo inclusion on website www.carnavalmiami.com  
   f. [COMPANY] will be included in all promotional social media efforts through the following:
      • Facebook and Twitter  
      • Chamber South, 1,000 small business owners and executives  
      • Greater Miami Chamber of Commerce  
      • SocialMiami.com, 30,000 visitors go the site each month, resulting in over a million and a half page views annually  
   g. Complimentary invitations (quantity to be determined) to the Carnaval Miami Gala at Vizcaya  
      on Friday, March 8, 2013, valued at $1,000 each.  

V. ADDED VALUE (Varies)

a) Carnaval Miami Gala at Vizcaya – a major presence with display area/booth showcasing to the 1,000 affluent exclusive by-invitation-only guests that attend the black tie affair.

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