



MIAMI CARNIVAL

SPONSORSHIP OPPORTUNITIES
OCTOBER 5 – OCTOBER 13, 2024





ABOUT **MIAMI CARNIVAL**

A family oriented cultural extravaganza known as Miami Carnival, produced by Miami Broward One Carnival Host Committee, Inc., provides a unique sponsorship and marketing opportunity for businesses and organizations to reach the fast-growing Caribbean-American population in the USA.

Miami Carnival represents two non-profit organizations which have produced Caribbean style Carnivals in Miami and Fort Lauderdale region since 1984. In 2024, join us as we celebrate 40 years of

Miami Carnival.

PATRON PROFILE AT A GLANCE

MIAMI CARNIVAL

ATTENDANCE

98,700+

Patrons from across 35+ US states and 23+ countries
Covered by over 190 local and Int'l media outlets

AUDIENCE OVERVIEW

22% MALE

76% FEMALE

- 68% Managers/ Professionals
- 37% Visitors
- 24-45 Average Age Range
- 4 Room Nights Average Length of Stay

ECONOMIC IMPACT

\$122,000,000

AUDIENCE REACH

291

MILLION MEDIA IMPRESSIONS

426K Coverage Views including Forbes.com, Billboard, Vibe.com, Essence Magazine, Ebony, NBC, ABC, USA Today, CBS, iHeart Media, Cox Media

TOP VISITOR ORIGIN

USA

New York, Orlando, Atlanta, Tampa, WPalm Beach, Boston, Washington D.C., San Francisco, Philadelphia, New Orleans, Jacksonville, FL

INTL

France, Germany, Canada, Jamaica, Trinidad & Tobago, Antigua & Barbuda, Guyana, U.K. and US Virgin Islands

MIAMI CARNIVAL

SIGNATURE EVENTS

LAUNCH
June 2024



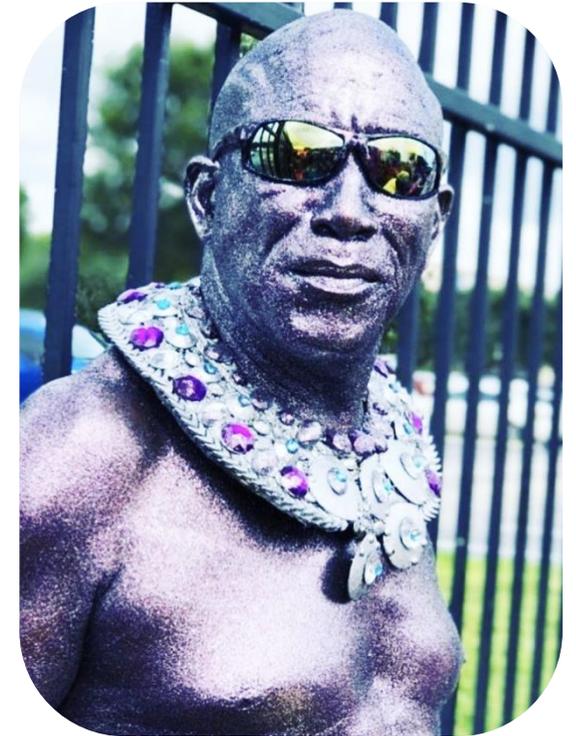
JUNIOR CARNIVAL
October 5, 2024



PANORAMA
October 11, 2024



J'OUVERT
October 12, 2024



MIAMI CARNIVAL

CARNIVAL SUNDAY – OCTOBER 13 2024

MIAMI CARNIVAL PARADE OF THE MAS BANDS HOSTED BY:

The Greater Miami Convention & Visitors Bureau and with the Support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.





SPONSORSHIP BENEFITS

TITLE SPONSOR

\$500K

EXCLUSIVITY, MARKETING RIGHTS

- Rights to the MBOC property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the MBOC logo (subject to approval and at the sponsor's expense)
- Logo on all Official Miami Carnival Step & Repeat signage and LED screens

ON-SITE ACTIVATION

- One (1) corporate (20 x 20) booth in prime location at each event venue, for sampling and/or information dissemination
- Six (6) sponsor-supplied 20' banners to be displayed at each event venue
- Up to 5 minutes on main stage to address the audience

HOSPITALITY

- Twenty-five (25) VIP passes for **10.13.24** including sponsor hospitality garden
- Twenty-five (25) General Admission tickets for all other official carnival event

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- One (1) Full Page premium placement ad in Miami Carnival Zine
- Name inclusion in press release, radio ad buys, and any :15 second TV ad buys
- Featured in 10 Carnival social media integration on Instagram and Facebook
- Three (3) Exclusive promotional e-blast to 39K+ e-mail subscribers
- 15/30-second TV commercials with each break on streaming or live platforms



SPONSORSHIP BENEFITS

PRESENTING SPONSOR

\$250K



EXCLUSIVITY, MARKETING RIGHTS

- Right to activate a co-branded promotion utilizing the MBC logo (subject to approval and at the sponsor's expense)
- Logo on all Official Miami Carnival Step & Repeat signage and LED screens

ON-SITE ACTIVATION

- One (1) corporate (10 x 10) booth in prime location at venue for sampling and/or information dissemination
- Three (3) sponsor-supplied 20' banners to be displayed at all event venues
- Up to 2 minutes of stage time for presentation and acknowledgment

HOSPITALITY

- Fifteen (15) VIP passes for **10.13.24** including sponsor hospitality garden
- Fifteen (15) General Admission tickets for all other official carnival events

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- One (1) Full Page ad in Miami Carnival Zine
- Name inclusion in press release and radio ad buys (:30 second commercials)
- Featured in 5 Carnival social media integration on Instagram and Facebook
- Two (2) Exclusive promotional e-blast to 39K+ e-mail subscribers
- 15/30-second TV commercials with each break on streaming or live platforms



SPONSORSHIP BENEFITS

HOST SPONSOR

\$100K

EXCLUSIVITY, MARKETING RIGHTS

- Logo on all Official Miami Carnival Step & Repeat signage and LED screens

ON-SITE ACTIVATION

- One (1) corporate (10 x 10) booth on location at venue for sampling and/or information dissemination
- Two (2) sponsor-supplied 20' banners to be displayed at all events venue
- Periodic stage announcements by event emcee (up to 8 on an ad lib basis)

HOSPITALITY

- Ten (10) VIP passes for **10.13.24** including sponsor hospitality garden
- Ten (10) General Admission tickets for all other official carnival event

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- One (1) Half-Page ad in Miami Carnival Zine
- Name inclusion in press release and all radio commercials
- Featured in 2 Carnival social media integration on Instagram and Facebook
- One (1) Exclusive promotional e-blast to 30K+ e-mail subscribers
- Limited 15-second TV commercials with each break on streaming or live platform



SPONSORSHIP BENEFITS

BACCHANAL-GOLD SPONSOR

\$50K

EXCLUSIVITY, MARKETING RIGHTS

- Logo on all Official Miami Carnival Step & Repeat signage and LED screens

ON-SITE ACTIVATION

- One (1) corporate (10 x 10) booth on location at venue for sampling and/or information dissemination
- Two (2) sponsor-supplied 20' banners to be displayed at all events venue
- Periodic stage announcements by event emcee (up to 8 on an ad lib basis)

HOSPITALITY

- Ten (10) VIP passes for **10.13.24** including sponsor hospitality garden
- Ten (10) General Admission tickets for all other official carnival events

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- One (1) Half-Page ad in Miami Carnival Zine
- Name inclusion in press release and radio commercials
- Featured in 2 Carnival social media integration on Instagram and Facebook
- One (1) Exclusive promotional e-blast to 39K+ e-mail subscribers
- Logo appears in rotation once on the hour during streaming or live platforms





SPONSORSHIP BENEFITS

WE JAMMIN-SILVER SPONSOR

\$25K

EXCLUSIVITY, MARKETING RIGHTS

- Logo on all Official Miami Carnival Step & Repeat signage and LED screens

ON-SITE ACTIVATION

- One (1) corporate (10 x 10) booth on location at venue for sampling and/or information dissemination
- One (1) sponsor-supplied 10' banner to be displayed at Event Venue
- Periodic stage announcements by event emcee (up to 6 on an ad lib basis)

HOSPITALITY

- Six (6) VIP passes for **10.13.24** including sponsor hospitality garden
- Six (6) General Admission tickets for all other official carnival events

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- One (1) Half-Page ad in Miami Carnival Zine
- Name inclusion in press release and select radio commercials
- Featured in 1 Carnival social media integration on Instagram and Facebook
- One (1) shared promotional e-blast to 39K+ e-mail subscribers
- Logo appears at the start and end of the streaming or live platform broadcast



SPONSORSHIP BENEFITS

SAVANNAH-BRONZE SPONSOR

\$15K

EXCLUSIVITY, MARKETING RIGHTS

- Logo on all Official Miami Carnival Step & Repeat signage (1-2 ratio)

ON-SITE ACTIVATION

- One (1) corporate (10 x 10) booths on location at venue for sampling and/or information dissemination
- One (1) sponsor-supplied 8' banner to be displayed at event venue
- Periodic stage announcements by event emcee (up to 4 on an ad lib basis)

HOSPITALITY

- Four (4) VIP passes for **10.13.24** including sponsor hospitality garden
- Four (4) General Admission tickets for each official carnival event

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- One (1) Half-Page ad in Miami Carnival Zine
- Name inclusion in press release
- Featured in 1 Carnival social media integration on Instagram and Facebook
- One (1) shared promotional e-blast to 39K+ e-mail subscribers
- Logo appears at the start and end of the streaming or live platform broadcast





SPONSORSHIP BENEFITS

UNDERWRITING

\$10K



Underwriting opportunities available for:

- Branding Food Court (Per Event)
- Carnival Village Branding (Per Event)
- Carnival Welcome Stage (Carnival Day – Sunday)
- Junior Carnival "Powered By"
- Panorama "Powered By"

Opportunity exists for tailored sponsorship or underwriting. Please consult with your sponsorship liaison or agent to the Miami Carnival committee.

ON-SITE ACTIVATION

- (1) sponsor-supplied 8' banner to be displayed at Event Venue
- Periodic stage announcements by event emcee (max 3 on an ad lib basis)

HOSPITALITY

- Two (2) VIP passes for **10.13.24** including sponsor hospitality garden
- Two (2) General Admission tickets for all other official carnival events

MEDIA & PR

- Logo inclusion on print and online advertising in the USA and the Caribbean
- Featured in select social media integration (one-time only)
- Featured in select promotional e-blasts (one-time only)
- Logo appears at the start and end of the streaming or live platform broadcast

SPONSORSHIP BENEFITS

IN-KIND OPPORTUNITIES



BAR PACKAGE

We are looking for a cash bar package sponsor for the event to cover beverage expenses, including drinks, bartender fees and branded items. Your company's branding (e.g., branded glassware, cocktail napkins, bartender attire) are all acceptable at your hosted bar.

SWAG BAG GOODIES

Get your product right in front of our guests. Your Swag Bags will be provided to our 600 VIP patrons (Paying Patrons) and/or the 800 VIP Hospitality Guests (COMP Guests.) If you are interested in this option, please include multiple items in the swag bags. Items can also be given away to our general admission guests on a first come first serve basis with a minimum of 5,000 items (such as fans, t-shirt, plastic branded cups, etc.) up to 25,000.

VIP HOSPITALITY GUESTS & NETWORKING MIXER HORS D'OEUVRES

Along with the hors d'oeuvres served these will include your company's branded napkins to be served along with the food.

MEDIA LOUNGE

We are looking for a sponsor to cover the food and beverages expenses for the media lounge. Miami Carnival is an event to remember, and we credential over 290 media requests to cover all 4 signature events.

**Don't see a package that fits your budget? Reach out to us today for a customized sponsorship package.
Please email john@tbgreteam.com or call 954.494.4483 (WhatsApp ready)**

MIAMI CARNIVAL

CONTACT INFORMATION



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