



# 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

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

# 76%

FEMALE

### 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](mailto:john@tbgreteam.com) or call 954.494.4483 (WhatsApp ready)**

# MIAMI CARNIVAL

## CONTACT INFORMATION

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