



California

Miami

Mexico

Central America

# CELEBRATING 30 YEARS

Cicamex is proud to announce that , **we will be celebrating 30 years** of dedicated service to our community. This milestone marks half a century of making a positive impact on the lives of children and families our Latino communities. Since 1995, our community volunteers have led impactful fundraising initiatives, celebrating the region's cultural heritage through Carnival Miami and Central American Festival. In events such as the **Calle Ocho Music Festival** ,**Central American Music Festival, Caravana San Francisco** .

**Cicamex USA** supports thousands of families with programs focused on youth and community development, including holiday giving, hunger relief, scholarships, summer camps, and more. Join us in celebrating this incredible achievement and continue to create a brighter future for our community. Together, we can make a lasting impact and bring joy to our communities.



# Latin Music Festivals

where culture, community, and celebration converge to create unforgettable experiences.

Join us in celebrating the rich tapestry of Hispanic culture and tradition and discover the countless opportunities to showcase your brand's values, connect with consumers, and support our mission of empowerment and inclusion.



**Engage a diverse audience**, showcasing your brand's inclusivity within the vibrant Hispanic community.



**Boost brand visibility** and leave a lasting impression on a wide audience.



Stand out from competitors by embracing the **rich cultural heritage of the Hispanic community**.



**Showcase corporate social responsibility** and empower the local community.



Benefit from extensive **media coverage within the Hispanic market**, amplifying your brand's presence and relevance.



**Network with influential figures and thought leaders within the Hispanic community** to forge authentic connections and partnerships.



**Create memorable experiences** that resonate with Hispanic attendees, celebrating their cultural traditions and connections and building trust and values.



**Tap into Miami's vibrant Hispanic culture**, fostering meaningful connections and building trust and loyalty among Hispanic consumers.



**Support our mission** of empowering children and families, making a tangible difference in their lives.





PROMO & EARNED MEDIA

PROMOTIONS IMPRESSIONS

694,027,586

+

EARNED MEDIA IMPRESSIONS

6,709,906,865

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+7 B TOTAL IMPRESSIONS



1982 Desi Arnaz  
1983 Olga Guillot  
1984 Celia Cruz  
1985 Jose Feliciano  
1986 Rocio Jurado  
1987 Johnny Ventura  
1988 Gloria Estefan  
1989 Maria Conchita Alonso  
1990 Emmanuel  
1991 Chayanne

1992 Ricardo Montaner  
1993 Willy Chirino  
1994 Jon Secada  
1995 Jerry Rivera  
1996 Thalia  
1997 Olga Tañón  
1998 Jose Luis Rodríguez  
1999 Carlos Ponce  
2001 Elvis Crespo  
2002 Giselle

2003 Oscar de Leon  
2004 Victor Manuel  
2005 Albita  
2006 Arturo Sandoval  
2007 Cachao  
2008 La India  
2009 Rey Ruiz  
2010 Pitbull  
2011 Hansel y Raul  
2012 Jen Carlos Canela

2013 Ed Calle  
2014 Daddy Yankee  
2015 Chino y Nacho  
2016 Andy Garcia  
2017 CNCO  
2018 Carlos Oliva  
2019 Fonseca  
2020 Mau y Ricky  
2022 Yotuel  
2023 Aymee Nuviola  
2024 Gente de Zona





March

Cicamex Stage  
SW 24 Avenue

10 am – 7 pm

Kiwanis of Little Havana

# COACHE

*Music Festival*

A Carnaval Miami Experience

Presented by



HOLLYWOOD, FL



Can be seen on

April or July

SW 15<sup>th</sup> Avenue

SW 17<sup>th</sup> Avenue

Miami , Florida

10 am – 7 pm



Can be seen on

May during Memorial

Musical  
Performances  
and  
Parade of Carriages  
San Francisco,  
California

10 am – 7 pm



Can be seen on



**DJ Chino**



**EL ZoL Afternoon Show  
in Connecticut  
500,000 daily listeners**



**9 million Instagram Followers  
6 billion Spotify Streams  
International Superstar**



**DJ Chino Nicoya  
Calder Racecourse  
100,000 daily listeners**

**CHARLY SOSA**



*Agachadita*

**1 mil Social Media Followers  
100 million music streams  
International Superstar**



**1 million Social Media Followers  
130 million video streams  
International Superstar**



**398k Social Media Followers  
1.1 billion views and streams  
International Artist**



**500k Social Media Followers**  
**Radio and Tv Personality**  
**Sports illustrated Swim Search**  
**Model**



**500k Social Media Followers**  
**1 million music streams**  
**International Superstar**



**200k Social Media Followers**  
**Winner of Yo Canto**  
**International Artist**



**Marimba Miami**  
**Nicaraguan Folklore**  
**Music**



**300k Social Media Followers**  
**1 million music streams**  
**International Performer**



**300k Social Media Followers**  
**Award Winning Performer**  
**Crossover Artists**



## THE SCHOLARSHIP PROGRAM

has graduated 2000 scholars At a cost that exceeds

**\$12 million.**



## THE BACK TO SCHOOL PROJECT

has distributed over  
**1,200,000** in  
supplies annually to more  
than **44,000** elementary  
school children



# THIS IS WHY WE DO IT

## THE FREE HEALTHY KIDS SUMMER CAMP

has provided a summer  
of activities to over  
**25,000** children



## THE TOYS DISTRIBUTION

touched the lives of more  
than **1,20,000**  
children with toys and  
bicycles



## THE BASKETBALL LEAGUE

has trained over  
**36,000** players  
since 1998



## COMMUNITY PROJECTS

We are also a  
resource to many  
organizations and  
individuals who need  
help.





60% WOMEN  
86% HISPANICS  
43% 25-44 YEARS OLD  
43% 45-64 YEARS OLD  
52% AVE. HHI 25K-45K

873,797,148 IMPRESSIONS

Kiwanis of Little Havana

**calle  
ocho**  
Music Festival  
A Carnaval Miami Experience



## SPONSORSHIP OPPORTUNITIES

Experience our marquee events of our Music Festivals, held in the vibrant neighborhoods such as of Little Havana, is

the largest Hispanic music festivals in the United States. Spanning city blocks, these festival are a captivating blend of live music, dancing, international cuisine, product giveaways, and family-friendly activities.

Since its establishment our Music Festivals have attracted renowned artists while propelling the careers of Latin music icons like Gloria Estefan, Pitbull, Daddy Yankee, and many more. It's a stage where legends are born and new talents shine.

Increased brand visibility at the largest Latin music, dance, and food festivals. Access to a diverse and multicultural audience, allowing for the promotion of inclusivity and connection with different demographic groups. Opportunity to directly interact with attendees through interactive booths, experiential activations, and product sampling. Aligning your brand with the festival's vibrant and energetic atmosphere can create lasting positive associations and brand impressions.

### Official

Starting at: \$5,000

### Supersite Stage

Starting at \$5,000

### Stage

Starting at: \$5,000

### Corporate Pavilion

Starting at: \$5,000

### Exhibitor

Starting at: \$5,000

### Major

Starting at \$5,000

### Major

Starting at: \$5,000

### Official

\$5,000.00

### Product Showcase

\$5,000.00



873,797,148 IMPRESSIONS

Kiwanis of Little Havana



## Bronze 2k

Advertising on social media pages of the talent and radio, digital partner platforms, posters, flyers, and live streaming. Logo LED appearance on stage, announcements by MC on stage, parking.

## Silver 3k

Advertising on social media pages of the talent and radio, digital partner platforms, posters, flyers, and live streaming. Logo LED appearance on stage, announcements by MC on stage, parking. VIP Area Access for Gift Suite. Interact with talent, Bottom of Stage Banner.

## Gold 4k

Advertising on social media pages of the talent and radio, digital partner platforms, posters, flyers, and live streaming. Logo LED appearance on stage, announcements by MC on stage, parking. Interviews on radio, tv, and all social media. Raffles & promotions on stage. Certificate of recognition on the pre party. VIP Area Access for Gift Suite. Interact with talent, Side of Stage Banner.

## Platinum 5k

Advertising on social media pages of the talent and radio, digital partner platforms, posters, flyers, and live streaming. Logo LED appearance on stage, announcements by MC on stage, parking. Interviews on radio, tv, and all social media. Raffles & promotions on stage. Certificate of recognition on the pre party. VIP Area Access for Gift Suite. Interact with talent, Top of Stage Banner.





**Sample  
Handouts  
Available  
at  
\$500.00**

## **SPONSORSHIP OPPORTUNITIES**

**Segment  
Sponsor  
Available  
at  
\$500.00**

**Tent  
Sponsor  
Available  
at  
\$500.00**

**Table  
Sponsor  
Available  
at  
\$500.00**

**Artist  
Sponsor  
Available  
at  
\$500.00**

**Flyer  
Handouts  
Available  
at  
\$500.00**

**Ticket  
Giveaway  
Available  
at  
\$500.00**

**LED  
Display  
Available  
at  
\$500.00**

**Food  
Truck  
Space  
at  
\$500.00**

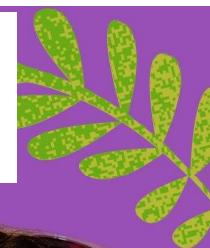
**10 x 10  
Kiosks  
Available  
at  
\$500.00**







COI EXOCHO  
V.I.P. PASSPORT



Get in on the VIP action! Experience the largest Hispanic Music Festival in the nation with exclusive access to celebrities and a front seat to the party action.

Carnival Miami Stage only

Festival Centro Americano (1) Stage Only

Carnival San Francisco (1) Stage Only

Each pass has a cost of \$ 135.00

VIP Pass for all the stages per event \$270.00

Front row experience to music, food and drinks

Red Carpet Photo Opportunities

Entry to the VIP Area

And much more



# Our Sponsors









# THANK YOU!

Join us in celebrating the rich heritage and cultural diversity of Miami at Carnaval Miami and Festival Centro Americano and support our mission of empowering children and families.

For more information on sponsorship opportunities, please contact:  
our team members

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