

# MIAMI CIGAR FESTIVAL

MARCH 20-21, 2026

**Pullman Miami Airport Hotel**

**Miami, FL**



# EXPERIENCE THE LEGACY, LUXURY & LIFESTYLE OF CIGARS IN THE MAGIC CITY.

Welcome to the Miami Cigar Festival , March 20-21, 2026 at the beautiful Pullman Miami Airport Hotel.

The Miami Cigar Festival is South Florida's premier celebration of cigar culture, a vibrant, two day experience uniting cigar enthusiasts, premium brands, and lifestyle connoisseurs in one of the most iconic cities in the world.

Now entering its second year, the festival returns bigger and better, offering a curated blend of luxury, culture, and community. From our exclusive media reception under the stars to the high energy main festival day and our featured cigar lounge meet up, every moment is crafted to create unforgettable experiences for attendees and exceptional visibility for our partners.

This is more than a festival, it's a movement celebrating tradition, craftsmanship, and the lifestyle that surrounds premium cigars.

Partnering with the Miami Cigar Festival gives your brand direct access to a passionate and growing audience, premium on site activation opportunities, and a strong presence across digital and media platforms.

**Lets build something legendary together.**



# 2025 HIGHLIGHTS

## **A Breakout Year!**

The inaugural 2025 Miami Cigar Festival set the foundation for something truly special. What began as a passion project quickly grew into a standout event in Miami's cultural scene, drawing cigar lovers, collectors, and premium lifestyle enthusiasts from across the country.

### **KEY HIGHLIGHTS**

- Over 500 attendees
- Sold out VIP
- 10+ vendors including premium cigar lounges in Miami
- 6+ sponsors including cigar brands
- Extensive media coverage and influencer presence across Instagram, Youtube, and TikTok
- Positive vendor feedback with multiple brands confirming return participation for 2026
- Smooth operations, strong logistics, and exceptional guest experience

# 2025 AUDIENCE DEMOGRAPHICS

The Miami Cigar Festival attracts a diverse and influential crowd of cigar enthusiast, professionals, and lifestyle seekers who appreciate quality, culture, and elevated experiences.

## AGE

- 21-65
- 35-44 29%
- 45-54 28%
- 25-34 19%

## GENDER

- Male 72%
- Female 28%

## GEOGRAPHY

- South Florida 65% (Miami, FTL, WPB)
- Domestic U.S 25% (NY, TX, GA, CAL)
- International 10% (Latin America, Carribean)

## INTERESTS

- Premium Cigars
- Luxury Spirits & Brands
- Exotic Cars
- Travel
- Networking & lifestyle events



# 2025 MIAMI CIGAR FESTIVAL





# 2026 VISION & GROWTH

## **Elevating the Experience. Expanding the Brand!**

Building on the momentum of our inaugural year, the 2026 Miami Cigar Festival is poised to deliver a more expansive, premium, and unforgettable experience for both attendees and partners. Our vision is to become one of the nation's premier cigar and lifestyle events, where culture, craftsmanship, and community converge in the heart of Miami.

## **2026 EXPANSION GOALS**

- **3 Full days of programming**, each day with its own identity.
- **Live Stream** through all social media platforms
- **25+ Vendor Booths & Activations**
- **1,200+ Expected Attendance**
- **Adding VIP Suites** and tiered ticket options.
- **Full-scale Media Campaign** targeting cigar lovers, collectors, lifestyle influencers, and affluent professionals.
- **New Sponsor Integration Options** including lounge and suite naming rights, branded content, product placement, and on site experiences.



# OUR VENUE

## PULLMAN MIAMI AIRPORT

**Where luxury meets convenience the heart of Miami.**

The Miami Cigar Festival will be hosted at the Pullman Miami Airport Hotel, a sophisticated, tropical oasis located just minutes from Miami International Airport. Known for its sleek Art Deco-inspired design and stunning poolside ambiance, the Pullman provides the perfect backdrop for our multi-day celebration of cigar culture, luxury, and lifestyle.

- **Premier Location:** Just 5 minutes from M.I.A with easy access to major highways and downtown Miami.
- **Versatile Event Space:** Indoor grand ballroom, outdoor tropical pool lounge, terrace areas, and private VIP suites.
- **Onsite Dining & Amenities:** Full service bar, restaurant, and elegant guest accommodations for traveling attendees.
- **Stylish Atmosphere:** Modern, upscale vibes with views of the lake, skyline, and low flying planes, capturing unmistakable “Miami” feel.





# WHY SPONSOR MCF 2026?

**High Impact. Targeted Exposure. Premium Brand Alignment.**

Sponsoring the 2026 Miami Cigar Festival is more than just placing your logo, its becoming a part of an experience that connects your brand directly with an influential, lifestyle driven audience in a setting built for visibility, engagement, and memorability.



- **Exclusive Access to a Premium Audience:** Engage with cigar connoisseur, professionals, and high-income consumers who value luxury, craftsmanship, and authenticity.
- **Customizable Activation Opportunities:** From VIP lounge naming rights to branded bars, product placements, and custom experiences. Your brand is part of the event, not just the backdrop.
- **Association with Culture & Class:** Cigar culture is rooted in quality, storytelling, and connection., making it a perfect space for luxury brands, premium services, and lifestyle products to thrive.
- **Multi-Day Brand Exposure:** 3 signature events over 3 days mean repeated touchpoints with attendees in various settings.
- **Strategic Digital & Social Reach:** Get featured in targeted campaigns, influencer content, recap videos, reels, and branded posts seen by thousands online.
- **Proven ROI & Partner Satisfaction:** 2025 sponsors reported high engagement, strong lead generation, and exceptional on site brand visibility, with many returning for 2026



# LA LEYENDA SPONSORSHIP: \$5000

The premier sponsorship opportunity offering maximum brand visibility and exclusive naming rights across all event materials, main stage banners, and digital promotions. Title Sponsors receive the VIP treatment, top tier logo placement, and the most prominent presence throughout the festival.

## Title Sponsorship: Availability (1)

- **Festival Naming Rights:** Miami Cigar Festival Sponsored by
- **Logo Placement:** Event Caps, T-Shirts, Swag Bags, Banners, Step & Repeat, Website, & Poster
- **Event Signage:** Sponsor branding throughout the festival, activations, VIP lounge, and bar
- **10x VIP Tickets (\$2500 Value)**
- **2 Private Tables: (\$400 Value)** Up to 6 per table.
- **Exhibit Booth:** 2x 6FT Tables, 4 chairs, black table covers.
- **Social Media Mentions:** One Sponsor Highlight post, Sponsor mentions on posts, one event recap mention, one event interview.





# FUEGO SPONSORSHIP: \$3000

High-level sponsorship with strong brand exposure through premium logo placement on-site and online, exclusive activation space, social media promotion, and access to VIP perks. Ideal for brands looking to make a strong impact and connect with a premium audience.

## High-Level Sponsorship: Availability (3)

- **Activation Branding & Signage: CHOOSE ONE:** (Golf Simulator, VIP Lounge, or Registration Table)
- **Merch Branding: CHOOSE ONE** (Event Cap, Swag Bag, or Event T-shirt)
- **Additional Logo Placement:** Banners, Step & Repeat, Website, & Poster
- **6x VIP Tickets (\$1500 Value)**
- **1 Private Table:** Up to 6 per table.
- **Exhibit Booth:** 1x 6FT Table, 2 chairs, black table cover.
- **Social Media Mentions:** One Sponsor Highlight post, Sponsor mentions on posts, one event recap mention, one event interview.





# HUMO SPONSORSHIP: \$1800

Mid-level sponsorship providing targeted exposure through logo placement, on-site signage, social mentions, and participation in key activations. A great option for growing brands seeking meaningful engagement at the event.

## Mid-Level Sponsorship: Availability (10)

- **One Activation or Merch Branding: CHOOSE ONE:** (Golf Simulator, VIP Lounge, Registration Table, Event Cap, Swag Bag, or Event T-shirt)
- **Additional Logo Placement:** Banners, Step & Repeat, Website, & Event Poster
- **4x VIP Tickets (\$1000 Value)**
- **Exhibit Booth:** 1x 6FT Table, 2 chairs, black table cover.
- **Social Media Mentions:** One Sponsor Highlight post, Sponsor mentions on posts, one event recap mention, one event interview.



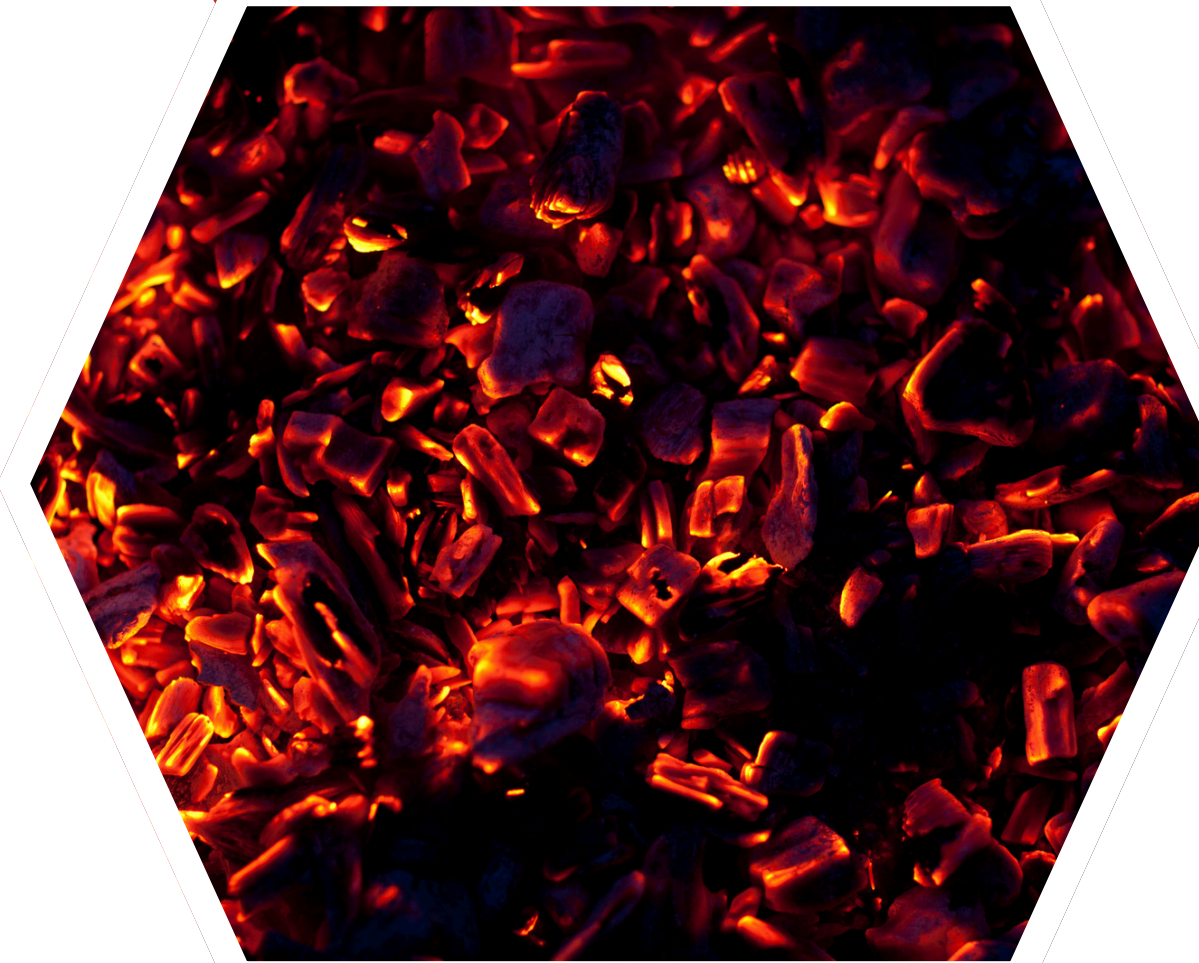


# LA BRASA SPONSORSHIP: \$1000

An entry-level sponsorship for brands seeking visibility and participation without the full commitment of a higher tier package. Includes general brand exposure through signage, website placement, and event collateral.

## Entry-Level Sponsorship: (Limited to 25 available)

- **Logo Placement:** Banners, Step & Repeat, Website, & Event Poster
- **2x VIP Tickets (\$500 Value)**
- **Exhibit Booth:** 1x 6FT Table, 2 chairs, black table cover.
- **Social Media Mentions:** One Sponsor Highlight post, Sponsor mentions on posts, one event recap mention, one event interview.





# THANK YOU

We sincerely appreciate your time, interest, and consideration in being part of the Miami Cigar Festival 2026.

Your partnership not only helps bring this celebration of culture, craft, and community to life, It makes you part of something truly special.

We look forward to creating an unforgettable experience together and showcasing your brand to a passionate and premium audience.

**Let's light it up in Miami!**





# LET'S LIGHT IT UP TOGETHER!

Reserve your sponsorship today. Custom Packages available.



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## SOCIAL MEDIA

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