



FotoNoggin

CultureFest 305

November 9, 2024

HistoryMiami Museum

www.historymiami.org     



About the Festival

CultureFest 305 is a vibrant, street fair-like festival hosted by HistoryMiami Museum every November. This engaging free event showcases more than 40 tradition-bearers, folk groups, cultural organizations, and local businesses that represent the rich diversity of Miami and celebrates the area’s various cultures, focusing attention on the city’s identity to inspire feelings of communal unity and belonging.

HistoryMiami promotes CultureFest 305 through traditional media outlets and cultivated community partnerships. Sponsorship of the festival will support our efforts in community building and provide a unique opportunity to promote your brand.



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100,000 followers
across HM social media

31,000 email subscribers

2.5 million digital
impressions overall in 2023

1,500+ guests
expected on-site

Past Marketing Partners

- Adrienne Arsht Center for the Performing Arts
- Art of Black Miami
- Greater Miami Convention & Visitors Bureau
- Miami Book Fair
- Miami Marlins



Sponsorship Opportunities



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Presenting Sponsor \$30,000

- Presenting Sponsor recognition across all materials with logo and name integration with branding of festival
- Presenting Sponsor recognition on festival webpage
- Presenting Sponsor recognition on select museum e-blasts and all dedicated festival e-blasts (31,000 recipients)
- Logo and tagging on all festival-related social media posts to a combined 100,000 followers
- Presenting Sponsor recognition placement on all festival digital advertisements
- Presenting Sponsor recognition on all festival out-of-home advertisements
- Presenting Sponsor recognition on physical quarterly calendar (mailed to 12,000 Florida residents)
- Presenting Sponsor recognition on event sponsor boards
- Premium brand activation space at festival
- Speaking opportunity during event program
- Quote and company boilerplate included in festival press release
- 25 guest passes to museum
- One (1) private museum tour for 20 attendees



Sponsorship Opportunities

Gold Sponsor \$15,000

- Premium logo/name placement on festival webpage
- Premium mention in press release for festival
- Premium logo/name placement on select museum e-blasts and all dedicated festival e-blasts (31,000 recipients)
- Premium logo/name placement on digital quarterly calendar
- Recognition and tagging on select social media posts to a combined 100,000 followers
- Premium logo/name placement on event sponsor boards
- Brand activation space at festival
- Recognition during event program
- 20 guest passes to museum

Silver Sponsor \$5,000

- Prominent logo/name placement on festival webpage
- Mention in press release for festival
- Prominent logo/name placement on select museum e-blasts and all dedicated festival e-blasts (31,000 email subscribers)
- Prominent logo/name placement on digital quarterly calendar
- Prominent logo/name placement on event sponsor boards
- Brand activation space at festival
- Recognition during event program
- 15 guest passes to museum

Bronze Sponsor \$2,500

- Logo/name placement on festival webpage
- Mention in press release for festival
- Logo/name placement on select museum e-blasts and all dedicated festival e-blasts (31,000 recipients)
- Logo/name placement on digital quarterly calendar
- Logo/name placement on event sponsor boards
- Brand activation space at festival
- 10 guest passes to museum