



CM EVENTS

C O R P O R A T I O N

WOW MIAMI FEST



2026



Commercial & Investment Dossier
Miami, Florida | Aug 1-2, 2026



ABOUT THE EVENT

Executive Summary

Wow Miami Fest 2026 is conceived as a cultural, social, and community-driven initiative that responds to the need for meaningful gathering spaces for Latino families in Miami-Dade County, one of the most culturally diverse regions in the United States.

This festival is designed as a comprehensive experience that celebrates identity, coexistence, and talent by combining entertainment, education, and culture within a single environment.

Inspired by the value of public spaces as points of integration — as demonstrated by cultural initiatives across the county that promote art, music, and multicultural coexistence — Wow Miami Fest aims to establish itself as an annual platform that strengthens community ties and promotes Latino cultural pride from an inclusive and contemporary perspective.

The festival will feature a large vendor marketplace offering a wide variety of national and international products, allowing attendees to enjoy a rich commercial and cultural experience. These spaces are designed to promote local businesses, emerging brands, and gastronomic and artisanal offerings representing different countries, fostering cultural exchange, conscious consumption, and support for the local economy.



VISION & MISSION

VISION

To establish Wow Miami Fest as one of the most impactful family and cultural festivals in South Florida, recognized for its ability to integrate generations, cultures, and artistic disciplines, while contributing to the social, educational, and creative development of the Latino community.

MISSION

To create a safe, inclusive, and dynamic environment where families, youth, and children can share cultural, recreational, and educational experiences that strengthen Latino identity, promote coexistence, and highlight local, national, and international talent.



CULTURAL, SOCIAL, AND EDUCATIONAL VALUE

Wow Miami Fest is structured as a multidimensional impact event:



01 Cultural Value

Miami-Dade represents one of the largest Latino markets in the United States with strong demand for family-oriented cultural experiences.

The event captures attention at scale in a high-consumption environment.

02 . Social Value

It encourages intergenerational interaction by providing a safe environment where children, youth, and adults can actively participate, strengthening family and community bonds.

03 Educational Value

Through the Wow Peques Fest program, the event integrates learning and development experiences:

- Sensory and educational activities for early childhood
- Participation from local art and sports academies
- Encouragement of creativity, artistic expression, and social skills
- Learning experiences through play and entertainment

FESTIVAL STRUCTURE

A Multi-Generational Experience

The design of Wow Latin Fest follows a strategic programming approach:

Daytime – Wow Peques Fest



A space dedicated to children and families, including:

- Youth performances
- Musical, theatrical, and circus shows
- Sensory stimulation areas
- Recreational activities and rides
- Interactive educational spaces

Nighttime – Youth & Adult Experience

The festival evolves into a vibrant environment for young adults:

- Concert on Aug 1 & 2 featuring local and international urban artists
- Contemporary musical experiences

Social and entertainment areas

This structure allows the event to function as a complete cultural ecosystem, tailored to different audiences without losing coherence or identity.



STRATEGIC TIMING

Beginning of Summer

The selected dates, August 1–2, align with a symbolic and strategic moment: the beginning of summer.

This period represents:

- The end of the school cycle
- The start of family recreational activities
- An ideal moment for local tourism and community participation

Wow Latin Fest positions itself as a summer kickoff event, becoming an annual tradition that marks the beginning of a season of enjoyment, connection, and celebration.



Expected Impact

The festival is projected to generate significant impact across multiple dimensions:



Community Cohesion

Strengthening the social fabric through interaction among families from diverse cultures.



Local Talent Visibility

A platform for academies, emerging artists, and local talent to gain exposure and growth opportunities.



Youth Engagement

Active participation of young people in cultural and recreational spaces that foster identity, creativity, and belonging.



Child Development

Educational and recreational experiences that contribute to children's emotional, social, and cognitive growth.

Economic and Commercial Impact

Activation of local businesses, brands, and sponsors, generating visibility and growth opportunities.

Estimated attendance: 10,000 to 15,000 people per day, bringing together participants from diverse cultural backgrounds. This reflects strong community interest in initiatives that promote integration, entertainment, and multicultural celebration.



CULTURAL & GENERATIONAL INTEGRATION PLATFORM

Wow Miami Fest 2026 becomes a meeting point where:

- Children discover and learn
- Youth express and connect
- Adults enjoy and identify
- Brands and organizations integrate into an active community

This approach transforms the festival into more than an event — into a transformative experience capable of leaving a lasting positive impact on the community.

A portion of the funds raised during the event will be allocated to the Blessed Mantle Foundation, supporting initiatives for children with critical illnesses, reinforcing the festival's commitment to social impact and community support.

ATTRACTIONS

- Local, national, and international artists and performers
- Award ceremony: entrepreneurs, artists, sponsors, institutions, influencers, and entertainment figures
- Carnival parade featuring iconic children's characters and "Hora Loca"
- Circus shows
- Fireworks
- Multicultural Latin food vendors
- Sensory and creative areas for children
- School performances and academy showcases (arts and sports)
- Youth sports exhibitions
- Mechanical rides for all ages
- Inflatable play zones (bounce houses)
- Interactive petting zoo area

All family attractions will take place in a secure, enclosed, and properly conditioned environment for maximum safety and enjoyment.

DAY EXPERIENCE

10AM - 6PM

**LIVE SHOWS • CHARACTERS
INFLATABLES • ART ZONES
WORKSHOPS • GAMES
AND MUCH MORE!**

LIVE CONCERT



Night Experience Concert

As the sun sets, Wow Miami Fest transforms into an electrifying nighttime concert experience filled with music, lights, energy, and unforgettable Miami vibes. The Night Experience is designed for young adults, families, music lovers, and visitors looking to enjoy a large-scale live entertainment atmosphere under the stars.

Guests will experience live performances by top Latin artists, DJs, dancers, and surprise guests on a fully produced main stage featuring professional lighting, LED screens, immersive sound systems, and special effects. The nighttime environment combines the excitement of a major concert with the tropical energy and cultural diversity that defines Miami.

WHY SPONSOR WOW MIAMI FEST 2026?

Participating as a sponsor represents a unique opportunity to position your brand within a dynamic, multicultural, high-impact environment in South Florida.

Key Benefits for Your Brand:

- High-visibility exposure
- Your brand will be present throughout the event, reaching thousands of attendees.
- Multi-channel presence
- Exposure through billboards, LED screens, sound systems, social media, and the official website.
- Extended advertising impact
- Promotion before, during, and after the event ensures long-term brand recall.
- Corporate social responsibility positioning
- Support initiatives benefiting children with critical illnesses through the Blessed Mantle Foundation.
- Potential tax benefits
- Depending on sponsorship structure and contribution.
- Direct access to the Latino family market
- A high-value audience segment with strong purchasing power.
- Strategic digital promotion
- Exposure across Instagram, Facebook, TikTok, and YouTube.
- Media coverage and PR exposure
- Inclusion in press, publications, and event-related media content.
- Institutional recognition

Presence in key sponsor areas such as on-site branding installations.



Extended brand exposure: in addition to visibility during the festival, sponsors will continue to be promoted for up to 6 months after the event through advertising campaigns, digital content, social media, and media coverage, increasing reach and brand recall within the community.

SPONSORSHIP PACKAGES

\$50,000 Platinum Sponsor:

Brand Exposure & Presence

- Opportunity to deliver welcome remarks on stage
- Premium logo placement on stage backdrops and main banners
- Two - 10×20 ft activation booth (premium location)
- Co-branded content in social media campaigns and email newsletters
- Logo included on event website and printed materials
- Opportunity to sponsor activity zones (Art, Play, or Food Court)
- On-site signage and mentions throughout the event
- Inclusion in press releases and media coverage
- Recognition during stage announcements
- Post-event exposure in highlight videos and thank-you campaigns

Sales & Engagement

- Product display, sales, and sampling rights

Access

- 50 VIP access passes



Extended brand exposure: in addition to visibility during the festival, sponsors will continue to be promoted for up to 6 months after the event through advertising campaigns, digital content, social media, and media coverage, increasing reach and brand recall within the community.

SPONSORSHIP PACKAGES

\$25,000 Gold Sponsor:

Brand Exposure & Presence

- Premium logo placement on stage backdrops and main banners
- 10×20 ft activation booth
- Logo-only mentions in social media campaigns and email newsletters
- Logo included on event website and printed materials
- Opportunity to sponsor activity zones
- On-site signage and mentions throughout the event
- Inclusion in press releases and media coverage
- Recognition during stage announcements
- Post-event exposure in highlight videos and thank-you campaigns

Sales & Engagement

- Product display, sales, and sampling rights

Access

- 25 VIP access passes



Extended brand exposure: in addition to visibility during the festival, sponsors will continue to be promoted for up to 6 months after the event through advertising campaigns, digital content, social media, and media coverage, increasing reach and brand recall within the community.

SPONSORSHIP PACKAGES

\$10,000 Silver Sponsor:

Brand Exposure & Presence

- Standard logo placement on stage backdrops and banners
- Two 10×10 ft activation booth
- Logo included on event website and printed materials
- Opportunity to sponsor activity zones
- On-site signage and mentions throughout the event
- Recognition during stage announcements
- Post-event exposure in highlight videos and thank-you campaigns

Sales & Engagement

- Product display, sales, and sampling rights

Access

- 10 VIP access passes



Extended brand exposure: in addition to visibility during the festival, sponsors will continue to be promoted for up to 6 months after the event through advertising campaigns, digital content, social media, and media coverage, increasing reach and brand recall within the community.

SPONSORSHIP PACKAGES

\$5,000 Community Partner:

Brand Exposure & Presence

- Mini logo placement
- One 10x10 ft activation booth
- Logo included on event website and printed materials
- Opportunity to sponsor activity zones
- On-site signage and mentions throughout the event

Sales & Engagement

- Product display, sales, and sampling rights

Access

- 5 VIP access passes



Extended brand exposure: in addition to visibility during the festival, sponsors will continue to be promoted for up to 6 months after the event through advertising campaigns, digital content, social media, and media coverage, increasing reach and brand recall within the community.

THANK YOU FOR YOUR TIME



Let's Build Something That Matters

Join us in creating one of the most impactful cultural experiences in South Florida.

Limited sponsorship and investment opportunities available.

Contact us today to secure your position.



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