



305
Day[®]

The image features a central logo for "305 Day". The logo consists of the number "305" in a large, bold, rounded font, with the word "Day" written in a cursive script below it. A registered trademark symbol (®) is located to the right of the word "Day". The logo is framed by two stylized palm trees on either side, all rendered in a bright cyan color. The background is a dark, atmospheric scene with a grid of lines on the ground that recedes into the distance. The sky is a mix of purple and blue, with faint silhouettes of palm trees and small white specks scattered throughout, suggesting a night sky or a digital environment.



A *cultural*
CELEBRATION
OF ALL THINGS

305



ABOUT US

WE ARE 305 DAY

The 11th ANNUAL **305 DAY®** invites you to celebrate our community with a free, all-ages, community event for the masses! **305 DAY® is a celebration of all things 305.** We are the founders of #305DAY, an original concept that has gone viral in South Florida

Saturday, March 2, 2024

3:05PM to 10PM

The Wynwood Marketplace

AS SEEN ON

Forbes

Miami Herald

MIAMI
New Times

UNIVISION

TELEMUNDO

TRAVEL+
LEISURE

OCEAN DRIVE
MAGAZINE

THRILLIST

SunSentinel

Miami
.com

MODERN LUXURY
MIAMI NBC NEWS

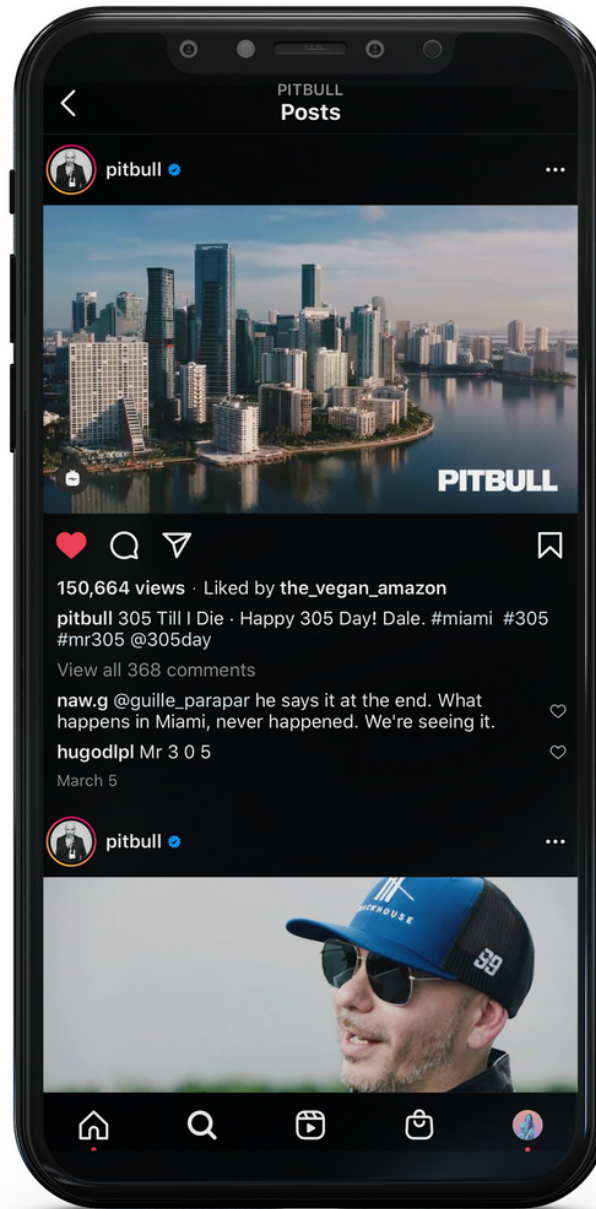
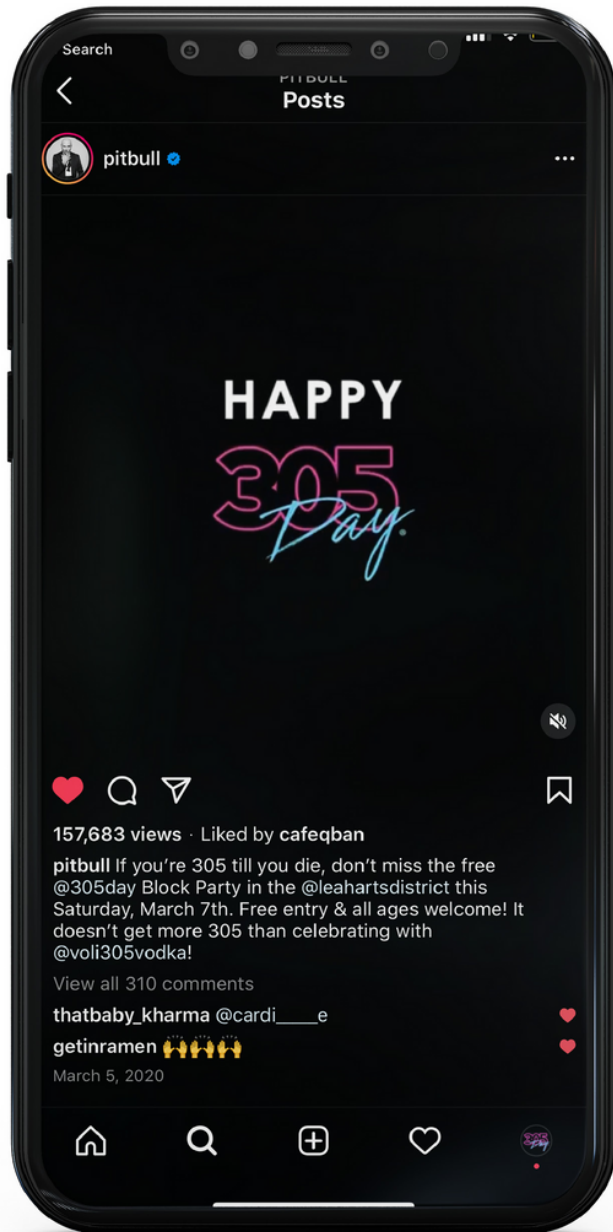
TimeOut

WSVN 7



305 DAY X MR. WORLDWIDE

PITBULL'S SUPPORT



From a small “ventanita” event in Little Havana to a large-scale, viral event with **over 10,000 attendees** in the up-and-coming Leah Arts District neighborhood in Hialeah to Wynwood, **305 DAY®** continues to attract new audiences and most recently, a **new partnership with Mr. Worldwide himself.**

In 2020, **Pitbull** became an owner in **305 DAY®** catapulting the event to a whole new level.

VENUE

WYNWOOD ART DISTRICT

The Wynwood Marketplace

2250 NW 2nd Avenue
Miami, 33127

Non-stop energy and in-the-moment style are the hallmarks of **Wynwood**, Miami's creative and cultural hub. North of Downtown Miami and west of Miami Beach, a Greater Miami neighborhood that was once a collection of warehouses has been transformed in recent years into one of the world's hippest hangouts.

Full of eclectic restaurants, bars and shops, Wynwood also offers visitors countless opportunities to enjoy the best of international contemporary art, whether in galleries or simply on the street, where colorful murals make it a go-to place.



DEMOGRAPHICS & REACH

WHO'S ATTENDING

305 Day boasts a multi-cultural & inclusive platform, bringing event-goers from a variety of ethnic & national backgrounds: Latin American, Caribbean, African-American & more. The family-friendly event caters to an audience of all ages.

With 70% of Miami's population identifying as Hispanic, this is an unprecedented opportunity for brands to connect with the fastest-growing demographic in the United States.



Our Social Media Reach

@305DAY
Instagram: 14k followers
Facebook: 2149 Followers (New Page)

@305cafecito (Partner)
Instagram: 19.3k followers
Facebook: 5.5k followers

@MR305INC (Partner)
Instagram: 18.6k followers
Facebook: 25K followers

@SWARM (Production Partner)
Instagram: 34.6k followers
Facebook: 4.6k followers

@wynwoodmiami (Wynwood BID)
Instagram: 197k followers
Facebook: 22k followers

@JLPR (305 DAY PR Agency)
Instagram: 21k followers
Facebook: 4k followers

3.7m+
reach on social
media accounts

160k+ event
database
reach



PREVIOUSLY BOOKED TALENT - 2024 LINEUP TO BE ANNOUNCED



DJ LAZ



TRICK DADDY



DJ EPPS



OSCAR G



SPAM ALLSTARS



OTTO VON SCHIRACH

EVENT *features*

LIVE MUSIC



By Local Bands, DJs, and Headlining Talent

FOOD COURT



Featuring Diverse Cultural Flavors Loved in the 305

LOCAL VENDORS



Local Vendors & Hand-Made Goods

LIVE PAINTING



Live Painting By Local Artists

VIP LOUNGE



BEER GARDEN



KID'S ZONE



BRAND SAMPLING



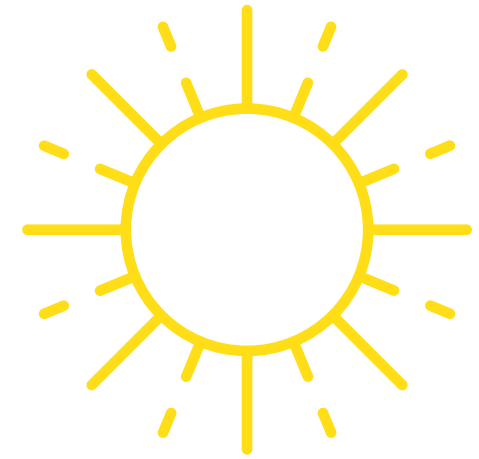
SPONSOR OPPORTUNITIES



PRESENTING SPONSOR

PACKAGE RIGHTS, MARKS, & EXCLUSIVITY

- Official sponsor and category exclusivity for the 305 DAY®
- Name/logo integrated into the official 305 DAY® logo: Presented by YOUR COMPANY
- Sponsor has Event logo rights for promotional purposes
- Sponsor locations serve as points for Official 305 DAY® info/swag/posters
- Logo recognition on media (TV, radio, print, digital, outdoor, social media)
- Logo recognition on event printed materials (tickets, flyers, posters)
- Logo included on email newsletters communications
- Logo on included on Step & Repeat signage/media room/backstage
- Logo recognition on Event's official website, 305Day.com
- Name/logo recognition on stage LED screens, entrance banners and signage
- Database access for three (3) exclusive emails (60K /final approval by Event)
- Logo on free 1,000 co-branded 305 DAY® official giveaway items (shirts, bags etc.)
- Inclusion in all Event public relations outreach, and press releases
- Sponsor receives four (4) dedicated social media posts: three (3) in advance and one (1) post festival, content related to the event.
- Real-time stories posted event day on Instagram and Facebook channels
- Product or promo item inclusion in media + influencer Sponsor Co-Branded VIP 305 DAY Bags - delivered with press release to SFL TV & Radio personalities and social media influencers
- Option for co-branded radio remote and/or media buy with 305 DAY® media partner
- One :30 second 305 DAY® promo video recap



ON-SITE ENTITLEMENTS

- Customized consumer experience at 305 DAY® executed in collaboration with Event team including up to 40x40 footprint, opportunity for demonstrations, and product integration
- On-site promotional opportunities developed between Sponsor and 305 DAY®, including: giveaway announcements, contests, in-store bounce backs
- Entrance and Exit promotions opportunity

INVESTMENT
\$55,000



ZONE SPONSOR

SELECT ONE:

305 DAY® VIP ZONE | 305 DAY® FAMILIA ZONE | 305 DAY® MARKET | 305 DAY® DJ STAGE

PACKAGE RIGHTS, MARKS, & EXCLUSIVITY

- Official sponsor and category exclusivity for 305 DAY®
- Sponsor has Event logo rights for promotional purposes
- Sponsor locations serve points for Official 305 DAY® info/swag/posters
- Name/logo recognition on selected media (TV, radio, print, digital, social media)
- Name/logo recognition on selected event printed materials (tickets, flyers, posters) • Name/logo included on email newsletters communications
- Name/logo recognition on Event's official website, 305Day.com
- Name/logo recognition on stage LED screens, entrance banners and signage
- Database access for one (1) exclusive email (60K /final approval by Event)
- Inclusion in Event public relations outreach, and press releases
- Sponsor receives two (2) dedicated social media posts: one (1) in advance and one
- (1) post event social media content collaboration related to event footprint
- Real-time stories posted on event day on Instagram and Facebook channels
- Product or promo item inclusion in media + influencer VIP 305 DAY® Bags delivered with press release to SFL TV & Radio personalities and social media influencers

ON-SITE ENTITLEMENTS

- Customized consumer experience at 305 DAY® executed in collaboration with Event team including up to 20x20 footprint, opportunity for demonstrations, and product integration
- On-site promotional opportunities as developed between Sponsor and 305 DAY®, including: giveaway announcements, contests, in-store bounce backs

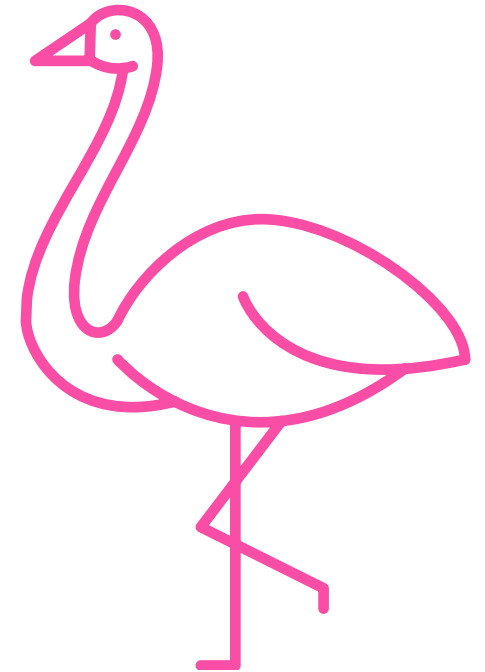
INVESTMENT
\$25,000



FLAMINGO SPONSOR

PACKAGERIGHTS, MARKS, & EXCLUSIVITY

- Official sponsor and category exclusivity for 305 DAY®
- Sponsor has Event logo rights for promotional purposes
- Sponsor locations serve as points for Official 305 DAY® Block Party Info/Swag/Posters
- Name/logo recognition on selected media (print, digital, social media)
- Name/logo recognition on selected event printed materials (tickets, flyers, posters)
- Name/logo included on email newsletters communications
- Name/logo recognition on Event's official website, 305Day.com
- Name/logo recognition on stage LED screens, selected banners and signage
- Inclusion in Event public relations outreach, and press releases
- Sponsor receives one (1) dedicated social media posts with content related to the event
- Real-time stories posted on event day on Instagram and Facebook channels



ON-SITE ENTITLEMENTS

- Customized consumer experience at 305 DAY® executed in collaboration with event team
- including up to 10x20 footprint, opportunity for demonstrations, and product integration
- On-site promotional opportunities as developed between Sponsor and 305 DAY®, including: giveaway announcements, contests, in-store bounce backs

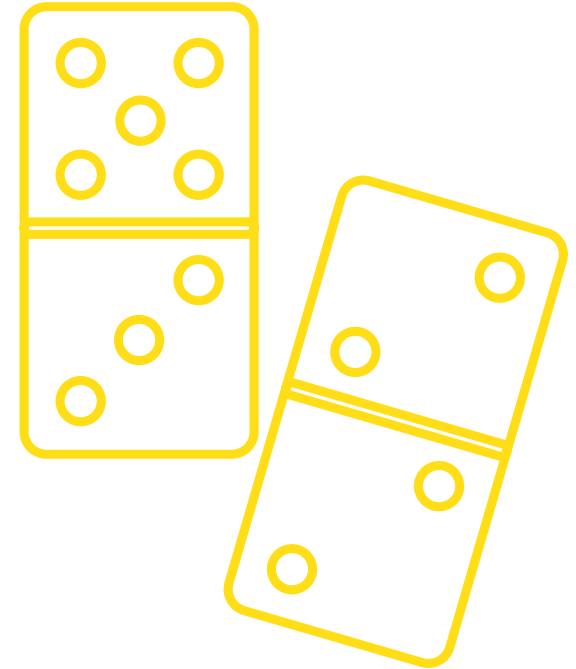
INVESTMENT
\$15,000



DOMINO SPONSOR

PACKAGE RIGHTS, MARKS, & EXCLUSIVITY

- Official sponsor and category exclusivity for the 305 DAY®
- Sponsor has Event logo rights for promotional purposes
- Sponsor locations serve as points for Official 305 DAY® Block Party Info/Swag/Posters
- Name/logo recognition on digital flyers
- Name/logo recognition on Event's official website, 305Day.com
- Name/logo included on email newsletters communications
- Name/logo recognition on stage LED screens, selected banners and signage
- Inclusion in Event public relations outreach, and press releases
- Sponsor receives one (1) dedicated social media post with content related to
 - the event
 - Real-time stories posted on event day on Instagram and Facebook channels



ON-SITE ENTITLEMENTS

- Customized consumer experience at 305 DAY® executed in collaboration with Event team including up to 10x10 footprint, opportunity for demonstrations, and product integration / sampling

INVESTMENT
\$10,000



CAFECITO SPONSOR

PACKAGE RIGHTS, MARKS, & EXCLUSIVITY

- Official sponsor and category exclusivity for the 305 DAY®
- Sponsor locations serve as points for Official 305 DAY® Block Party Info/Swag/Posters
- Name/logo recognition on digital flyers
- Name/logo recognition on Event's official website, 305Day.com
- Name/logo included on email newsletters communications
- Name/logo recognition on stage LED screens, selected banners and signage
- Sponsor receives one (1) dedicated social media post with content related to the event

ON-SITE ENTITLEMENTS

- Customized consumer experience at 305 DAY® executed in collaboration with Event team including up to 10x10 footprint for product sampling



INVESTMENT
\$5,000

**// WE WELCOME *everyone*
TO CELEBRATE THE
UNIQUE CULTURE & HERITAGE
THAT IS MIAMI & THE 305 //**

We customize our partnership deliverables based on your marketing objectives.

Beyond a sponsorship, we believe in delivering a partnership that connects consumers authentically and drives your brand message - before, during and after 305 DAY®. We believe in collaboration and providing true value which is our commitment in appreciation for your support in making 305 DAY® possible.

**Let's work together and celebrate the 305!
Thank you for your time and consideration.**

dale!

For sponsorship inquiries:
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