Greater Miami Convention & Visitors Bureau
Sponsorship Opportunities
Global Brands

To name a few of our partners:

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STELLA ARTOIS

TERRAZAS de los Andes

AMERICAN EXPRESS

mastercard

Royal Caribbean International

FIJI WATER

Pernod Ricard

DIAGEO

lyft

Moët Hennessy

Why Partner:

- A powerful positioning platform to expose your brand through local and global marketing initiatives
- Maximum interaction driving brand awareness
- Excellent value
- Unrivaled presence
- Global reach
- Alignment with millions of annual impressions
- Driven results
Who is the GMCVB?

The Greater Miami Convention & Visitors Bureau (GMCVB) is the official accredited destination sales and marketing organization for Greater Miami and the Beaches.

Our Mission

- To attract, encourage and entice all persons and organizations to visit Greater Miami and its Beaches for conventions, business and pleasure.

Partner Outreach

- The GMCVB’s global representation network allows us to make connections worldwide by actively participating in high-profile industry events, fostering relationships and expanding business opportunities for partners.

- The GMCVB partners with local and national businesses areas such as Accommodations, Dining, Entertainment, Spa, Arts, Culture, Attractions, Medical, Shopping, Transportation, Visitors Services and Corporate.
GMCVB Sponsorship & Advertising Opportunities — at-a-glance

**Miami Temptations Sponsorships**
- Miami Arts & Heritage Months (December-January)
- Miami Health & Wellness Months (February-March)
- Miami Attraction & Museum Months (April-May)
- Miami Hotel Months (June-September)
- Miami Spa Months (July-August)
- Miami Spice Restaurant Months (August-September)
- Miami Entertainment Months (October-November)

**Corporate Events**
- State of the Tourism Industry (May)
- Marketing Workshop (July)
- Partner Expo (August)
- Annual Meeting (October)

**Consumer Events**
- Miami Sports, Health & Wellness Expo (March)
- Miami Romance Wedding Showcase (May)
- Art of Black (November)

**E-mail Marketing**
- President/CEO “What’s Happening” e-Newsletter (Weekly)
- Miami Insider Consumers e-Newsletter (Monthly)
- Multicultural e-Newsletter (Monthly)
- Partnership e-Newsletter (Monthly)

**Advertising Opportunities**
- City Sites & Map (English, Spanish, Portuguese, French, Italian, German, Chinese, Japanese, Russian)
- LGBTQ Guide
- Arts & Culture Guide
- Multicultural Guide
- GMCVB Marketing Plan
- GMCVB Year in Review
- GMCVB Visitor Profile
Corporate Events

The GMCVB hosts 5 annual industry events. Professionals can engage while staying informed.

- State of the Tourism Industry (May)
  - 400+ Industry Professionals
- Marketing Workshop (July)
  - 350+ Industry Professionals
- Partner Expo (August)
  - 75+ Local Businesses, 400+ Industry Professionals
- Annual Meeting (October)
  - 600+ Industry Professionals
- Holiday Event (December)
  - 400+ Industry Professionals

- Sponsorship Opportunities Available:
  - Presenting Speaker
  - Promotional Tables
  - Social Lounge Sponsor
  - Promotional Gift Bag
Consumer Events

The GMCVB produces 3 annual community events. Locals and visitors celebrate their interests.

- Miami Sports, Health & Wellness Expo (March)
  - 45+ local businesses, 400+ local patrons

- Miami Romance Wedding Showcase (May)
  - 75+ local businesses, 500+ local patrons

- Art of Black (November)
  - 20+ local businesses, 200+ local patrons

Sponsorship Opportunities Available:
- Presenting Speaker
- Promotional Tables
- Social Lounge Host
- Attendee Gift Bags
- Coffee Break/Bar
Greater Miami has long been known as a popular and open destination for LGBTQ visitors and locals looking to unwind, meet people, chow down at the best restaurants, join in some of the country’s biggest dance and party events or catch up on the latest trends.

Sponsorship opportunities include representation in website, advertising, e-newsletters, print and digital collaterals, public relations and social media.

The **Pink Palm** is a quarterly fold-out brochure targeted to LGBTQ travelers. The **Pink Palm** features hot spots, trends and must-see adventures in Miami.

**Quantity Printed Quarterly:** 5,000

**Distribution:** LGBTQ travel and tourism tradeshows, Familiarization “FAM” trips throughout Greater Miami and the Beaches and mailed upon request.

With more than 800 arts and culture organizations producing an economic impact of more than $1.4 Billion, Greater Miami attracts millions of arts patrons a year to its world-class museums, performing arts centers and cultural performances.

Sponsorship opportunities include representation in website, advertising, e-newsletters, print and digital collaterals, public relations and social media.

The **Arts & Culture Guide** is a brochure targeted at culture-seeking travelers. This fold-out brochure features information for visitors including arts activities, influencer recommendations, cultural organizations and more.

**Quantity Printed Bi-Annually:** 5,000

**Distribution:** Travel and tourism tradeshows and educational workshops worldwide, and at familiarization (FAM) trips throughout Greater Miami and the Beaches.

A mosaic of cultures manifested through art, music, food and unique experience is what anyone will find represented throughout Miami. This program creates a platform to showcase the diversity of Miami from a multicultural perspective.

Sponsorship opportunities include representation in website, advertising, e-newsletters, print and digital collaterals, public relations and social media.

The **GMCVB Multicultural Guide** to Miami is a special GMCVB publication which strives to elevate the awareness of Miami’s diverse attractions, events, meeting venues, businesses and multicultural neighborhoods for cultural seekers and visitors in general.

**Quantity Printed Annually:** 75,000

**Distribution:** Miami International Airport, 175+ visitors centers and hotels. Also distributed globally at tradeshows and included in welcome kits for meeting attendees and convention delegates.
Miami Spice and other ‘Temptation’ Programs

The Miami Temptations Programs promote a different facet of Miami — a “temptation” to entice our locals and visitors throughout the year

- Miami Arts & Heritage Months (December - January)
- Miami Health & Wellness Months (February - March)
- Miami Attraction & Museum Months (April - May)
- Miami Hotel Months (June - September)
- Miami Spa Months (July - August)
- Miami Spice Restaurant Months (August - September)
- Miami Entertainment Months (October - November)

200 million impressions
6 million web pageviews
$3.3 million in value

Sponsor Benefits
- Rights to individual Miami Temptations logos
- Exclusivity within category
- Name and logo integration
- Advertising exposure
- Publicity and PR
- Potential Sponsor Integration – customize advertising, public relations, and social media
- Website Integration
Thank you for your interest and time.
For more information, please contact us:

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