



# SPONSORSHIP PACKAGE

September 1-4, 2023





# About The Miami Takeover



**The Miami Takeover** was created to become the intersection for the rich and vibrant culture of the Washington, DC music scene and the weather, culture and people of Miami. Due to our tremendous success, we've decided to bring this event to a greater group of guests from across the country. So, why not move to one of the biggest weekend in Miami?

In our 15th installation, **The Miami Takeover** has now moved to Labor Day Weekend. We've gone from 3-days to 4-days to ensure that our guests have the most fun and excitement in their breaks from work, school and home. And, we've also leave a significant cultural and community mark on Miami Beach while we are visiting.





**We are looking for strategic  
partners to help us deliver an  
unforgettable experience and  
radical change in the community.**

**Our sponsors gain instant exposure with 25K+ potential new customers.**





# Our Guests Come From Across the US

Travel packages includes options for air, hotel and events. These packages consist of 3-, 4- and 5-night options to allow for flexibility in guest vacation schedules.

All Package At:  
[themiamitakeover.com](http://themiamitakeover.com)



HOST: HOTEL MARSEILLES BEACHFRONT HOTEL

[WWW.THEMIAMITAKEOVER.COM](http://WWW.THEMIAMITAKEOVER.COM)

ART OF GO-GO | POOL PARTIES | YACHT WARS | COMMUNITY SERVICE





# WEEKEND LINEUP

## **FRIDAY 9.1**

15th Annual Welcome To Miami All White Party 10pm-3am, Secret Location

## **SATURDAY 9.2**

HBCU ALUMNI SCHOOL WAVES Pool Party 1pm-7pm, Marseilles Hotel

## **SATURDAY 9.2**

Art of Go-Go Festival 6pm-11pm Bandshell, South Beach

## **SUNDAY 9.3**

6th Annual MTO Community Beach Sweep 10am-12noon, Marseilles Hotel Beach

## **SUNDAY 9.3**

POP UP Pool Party 1pm-7pm, Marseilles Hotel

## **MONDAY 9.4**

3rd Annual Yacht Wars 11am-3pm "Not A Part Of Party Packages"

[themiamitakeover.com](https://themiamitakeover.com)

MIAMI  
BEACH VISITOR AND  
CONVENTION  
AUTHORITY

# We Feature 6 Events Over 4 Days

We have a variety of events to meet the desires of our guests. Whether it is nightlife, day parties or community service activities, The Miami Takeover is here to serve the entertainment needs of our guests.

Events Coming Soon:  
[themiamitakeover.com](https://themiamitakeover.com)





# The Art of Go-Go: Cultural Exchange Festival

**The Art of Go-Go Cultural Exchange Festival** was created to fuse the rich and vibrant culture of the Washington, DC creative scene with the amazing culture and people of Miami. Located at the exclusive Miami Beach Bandshell, this headlining event celebrates the 3 key pillars of Go-Go: **ART, MUSIC** and **CULTURE**. Think Go-Go Live at Coachella with an Art Basel Twist. This is a one-of-a-kind cultural and entertainment experience that will leave a lasting impression on all participants.

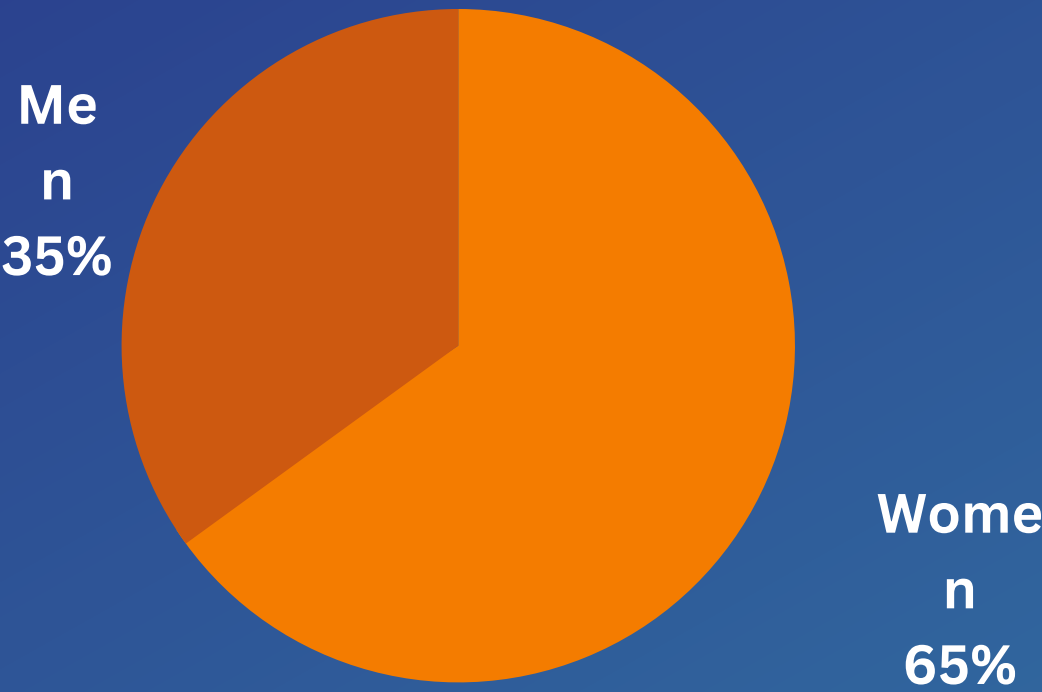




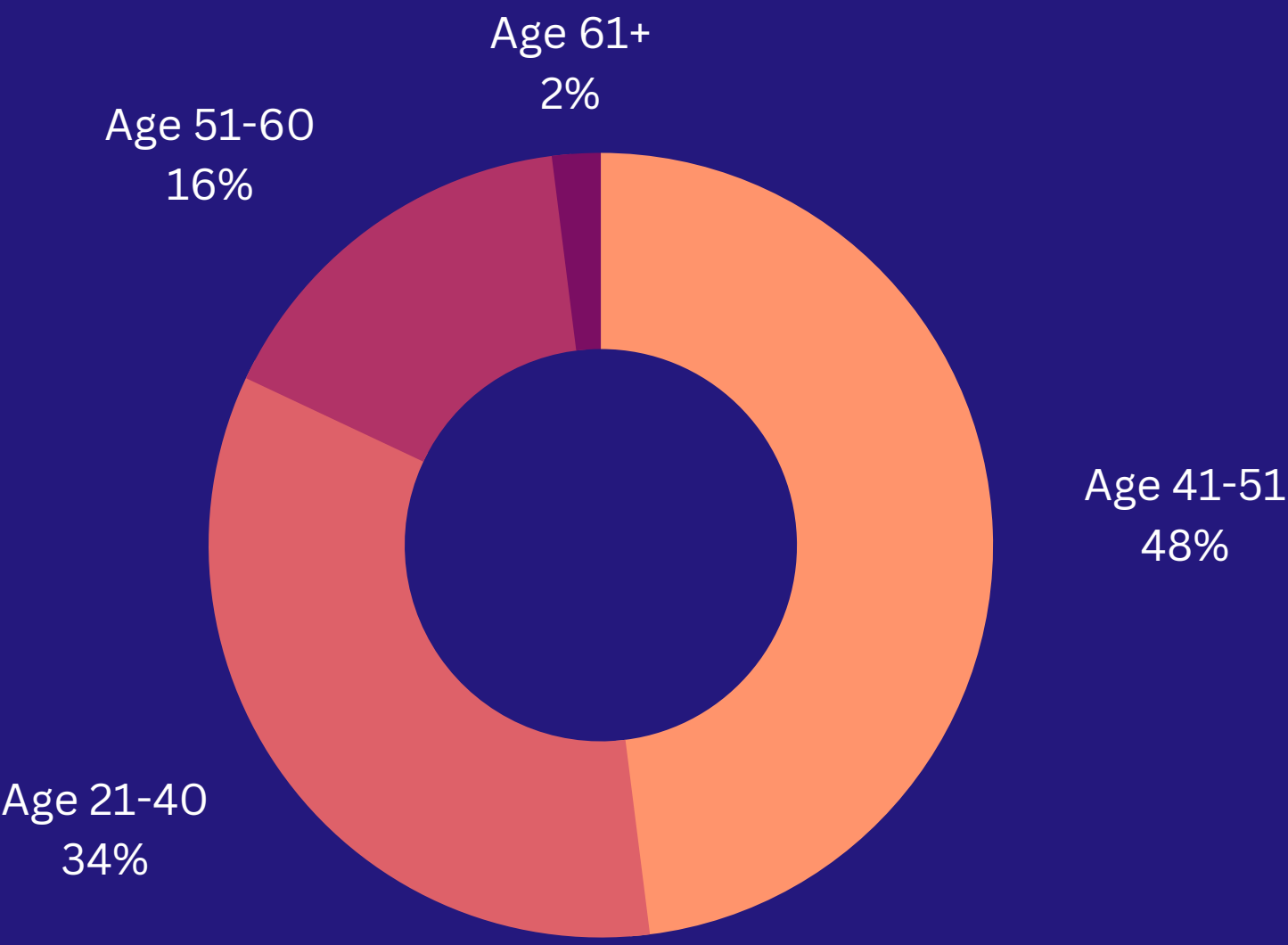
# Meet Our Target Audience

The consistent growth of the Miami Takeover has come via word-of-mouth, social media, digital, and PR campaigns. There are 22K+ followers across all social channels.

ATTENDEES BY GENDER



ATTENDEES BY AGE



**\*2,000+ ATTENDEES | 1,800+ TRAVELERS**  
**98% AFRICAN-AMERICAN**  
**ESTIMATED IMPRRESIONS: 3M+**



# SPONSORSHIP PACKAGES

Summary Page | Full details are on the following pages



PLAN OPTIONS	TAKEOVER - \$20K	SOUTH BEACH - \$10K	OCEAN - \$5K
TITLE SPONSOR	✓		
EVENT SPEAKING MOMENT	✓	✓	
DIGITAL BRANDING	✓	✓	✓
ENTRY PASSES	10	5	2
COMPLIMENTARY ROOM(S)	4	2	1

**CUSTOM PACKAGES:** AVAILABLE UPON REQUEST FOR \$2,500 and \$1,000 INVESTMENT LEVELS.



# Takeover Package

## \$20,000 Investment

### Investment Details

- Your company presents the Miami Takeover 2023 Event
- Your company's logo will be joined to the The Miami Takeover logo
- Your company's logo prominently displayed on the video monitor at the Bandshell Amphitheater during the Art of Go-Go event, at the top of [tthemiamitakeover.com](http://tthemiamitakeover.com), in the event press release, on the event flyers, on MTO flyers
- (10k copies), on all tickets and printed materials, on all social media profile images, in recap video, on all newspaper ads, displayed at all official venues (signage at entrance)
- Your company's name will be mentioned on all radio ads
- Opportunity to say a few words during event
- 10 all-access weekend passes
- 10 additional complimentary tickets for the VIP lounge at the Art of Go-Go Culture Fest on Saturday Night for your guests
- 4 complimentary rooms for three nights at the host hotel, the Marseilles Hotel South Beach
- Shout-out on social media (to 10k+ engaged followers) upon confirmation of partnership, during the lineup launch, during the week of MTO, and after MTO is complete
- Shout-out from the Main Stage at the Bandshell on Saturday night before the event headliner takes the stage

**TAKEOVER PACKAGE IS EXCLUSIVE TO THE TITLE SPONSOR.**





# South Beach Package

**\$10,000 Investment**

## Investment Details

- Your company's logo will be joined to the The Miami Takeover logo
- Your company's logo prominently displayed on the video monitor at the Bandshell Amphitheater during the Art of Go-Go event, at the top of [tthemiamitakeover.com](https://tthemiamitakeover.com), in the event press release, on the event flyers, on MTO flyers
- (10k copies), on all tickets and printed materials, on all social media profile images, in recap video, on all newspaper ads, displayed at all official venues (signage at entrance)
- Opportunity to say a few words during event
- 5 all-access weekend passes
- 5 additional complimentary tickets for the VIP lounge at the Art of Go-Go Culture Fest on Saturday Night for your guests
- 2 complimentary rooms for three nights at the host hotel, the Marseilles Hotel South Beach
- Shout-out on social media (to 10k+ engaged followers) upon confirmation of partnership, during the lineup launch, during the week of MTO, and after MTO is complete
- Shout-out from the Main Stage at the Bandshell on Saturday night before the event headliner takes the stage

**SOUTH BEACH PACKAGE AVAILABLE WITH CATEGORY EXCLUSIVITY.**



# Ocean Package

## \$5,000 Investment

### Investment Details

- Your company's logo will be joined to the The Miami Takeover logo
- Your company's logo prominently displayed on the video monitor at the Bandshell Amphitheater during the Art of Go-Go event, at the top of [tthemiamitakeover.com](http://tthemiamitakeover.com), in the event press release, on the event flyers, on MTO flyers (10k copies), on all tickets and printed materials, on all social media profile images, in recap video, on all newspaper ads, displayed at all official venues (signage at entrance)
- 2 all-access weekend passes
- 2 additional complimentary tickets for the VIP lounge at the Art of Go-Go Culture Fest on Saturday Night for your guests
- 1 complimentary room for three nights at the host hotel, the Marseilles Hotel South Beach
- Shout-out on social media (to 10k+ engaged followers) upon confirmation of partnership, during the lineup launch, during the week of MTO, and after MTO is complete
- Shout-out from the Main Stage at the Bandshell on Saturday night before the event headliner takes the stage



**OCEAN PACKAGE AVAILABLE WITH CATEGORY EXCLUSIVITY.**



# The Miami Takeover Photos





# Let's connect!

For any questions related to our sponsorship packages, please contact us today!

Phone: 202-350-1270

Email: [info@themiamitakeover.com](mailto:info@themiamitakeover.com)

