

17th Annual

# MIAMI TAKEOVER™ 2025

**MIAMI TAKEOVER**  
WEEKEND 2025

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# COMPANY OVERVIEW

The Miami Takeover LLC is a full-service event promotion company for young professionals based in Washington, DC. Comprised of seasoned travel professionals with more than 30 years of experience in helping customers to fulfill their domestic and international travel needs, our global network of premier travel partners, operations experts, and hospitality pros share one goal in mind – **an exceptional travel experience no matter the destination.**

Since its inception in 2008, the organization has hosted various exclusive events throughout the Washington DC Metropolitan area, Dallas, and Miami. Several themed events were also held in conjunction with NBA All-Star weekend, NFL Super Bowl, and CIAA weekend.

The signature event weekend, Miami Takeover Weekend, is now in its 17<sup>th</sup> year. Many travelers having recognized it as a premier annual travel event and destination during Labor Day Weekend, as it allows participants to experience Miami Beach through the eyes of a local, rather than through the blurred lens of a first-time visitor.

As a result, several third-party partners have continued to support this initiative, including: Colgate, Palmolive, Barefoot Wine and Bubbly, SportsZone, SkyZone, DTLR, Courvoisier, Effen Vodka, and Vitamin Water.



*The Miami Takeover Experience  
For The New Generation of Urban Professional Travelers!*





# MISSION

**At Miami Takeover, our mission is to create a vibrant community where unity and connection thrive.**

We believe in the power of shared experiences to transcend boundaries and inspire collaboration. **By embodying the spirit of unity in everything we do**, we aim to leave a lasting impact on our community, fostering a sense of belonging and togetherness for all who engage with Miami Takeover

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# VISION

**Our vision is to create events that bring people together,** develop products that inspire a sense of community, and provide services that foster relationships.

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# GOALS

**Our goal is to cultivate an environment where individuals from all walks of life can come together, celebrate diversity, and build lasting connections.**

Through our commitment to inclusivity and togetherness, we aim to be a beacon of positivity and belonging in the Miami community and beyond.

Bridging the gap between the people of Miami and the vibrant culture of Washington, D.C.



# ONE CITY. ONE SOUND. ONE WEEKEND.





# THE EXPERIENCE

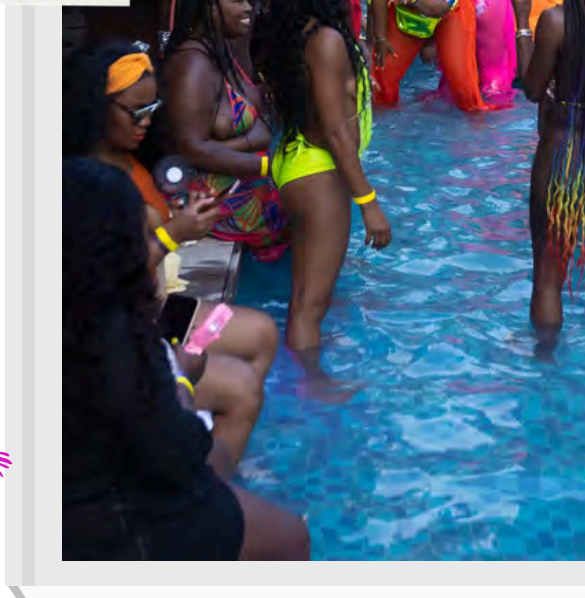
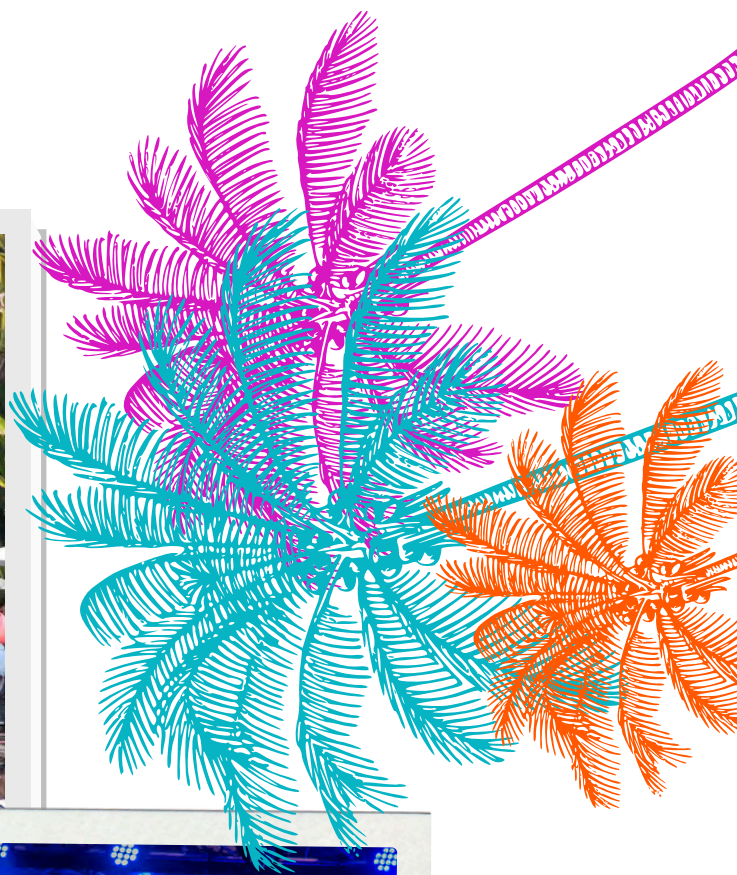
The Miami Takeover was created to become the intersection for the rich and vibrant culture of the Washington, D.C. music scene and the weather, culture, and people of Miami. MTO is a 4-day excursion for travelers seeking a unique and fulfilling travel experience. From live Go-Go bands on the beach, to Ocean Drive parties featuring the hottest DMV DJ's, **this weekend experience brings the essence of Washington, D.C. culture to the sand, sun, and streets of Miami Beach, Florida.**

The itinerary provides opportunities to enjoy upscale nightlife experiences, culturally immersive activities, networking, local community service initiatives, and more. We also include free time for participants to relax, stroll through heritage neighborhoods in Miami or linger at an inviting South Beach sidewalk café at their leisure.

The Miami Takeover is an award-winning event promoting peace, a good time, and giving back.

Recognized by a Mayoral proclamation from the City of Miami, since its inception in 2007, the Miami Takeover Weekend has attracted over 2,000 travelers and visionaries from all across the country who have converged on South Beach during this high-energy weekend of events.

Urban professionals gather to network, enjoy the shores of South Beach, and give back to the thriving city through community service efforts and engagement.





# EVENT HIGHLIGHTS

Miami Takeover Weekend is a vibrant and exciting event that showcases a variety of featured activities and experiences for attendees to enjoy.

From beach parties to yacht cruises, the weekend is filled with **high-energy events that celebrate the dynamic culture of Miami.**

## WEEKEND PARTY PASS

Grants access to the event for the entire day

**\$149+**

## INDIVIDUAL EVENT TICKET

Allows entry for specific events during the weekend

**\$35+**

## VIP TICKET

Provides exclusive perks and privileges

**\$95+**

JULY 25TH



# MTO COMMUNITY SERVICE EVENT

COLGATE BRIGHT SMILES  
BRIGHT FUTURES PEDIATRIC  
DENTAL CLEANING

**Miami Beach PAL**  
999 11<sup>th</sup> Street, Miami Beach

**Friday, July 25, 2025**

**9:00 am - 11:00 am**

Spread smiles and make an impact by volunteering at the Colgate Bright Smiles, Bright Futures event.

Help **provide free dental screenings and health education to local families**, supporting wellness and community in a meaningful, hands-on way.





# WELCOME

## TO MIAMI SPLASH PARTY MEET & GREET

### Z Ocean Hotel

1437 Collins Ave, Miami Beach

### Friday, July 25, 2025

2:00 pm - 7:00 pm

The official kickoff of Miami Takeover Weekend, offering attendees an exclusive opportunity to mingle and connect with fellow urban professionals from across the country.

With music, refreshments, and a lively atmosphere, **the Meet & Greet sets the stage for an exciting lineup of events to follow throughout the weekend.**





# MIAMI NIGHTS IN WHITE

@ THE URBAN

**The Urban**

**1000 NW 2nd Ave, Miami**

**Friday, July 25, 2025**

**9:00 pm - 2:00 am**

Spend the first night of the getaway by stepping into the energy of Miami nightlife with music, food, and culture at Urban.

Mix, mingle, and vibe with fellow attendees as **we take over one of Miami's hottest local destinations for a true Magic City experience.**





# ART OF GO-GO

## CULTURE EXCHANGE FESTIVAL

**Bandshell Miami Beach**

**7275 Collins Ave, Miami Beach**

**Saturday, July 26, 2025**

**5:00 pm - 10:00 pm**

An energetic celebration of music, culture, and community featuring the unmistakable sounds of D.C.'s Go-Go scene.

Set at the iconic Miami Beach Bandshell, this cultural exchange **brings the heart of D.C. to the shores of Miami in a way only MTO can deliver**





# "CAN WE TALK"

## The All Black R&B Party

**M2**

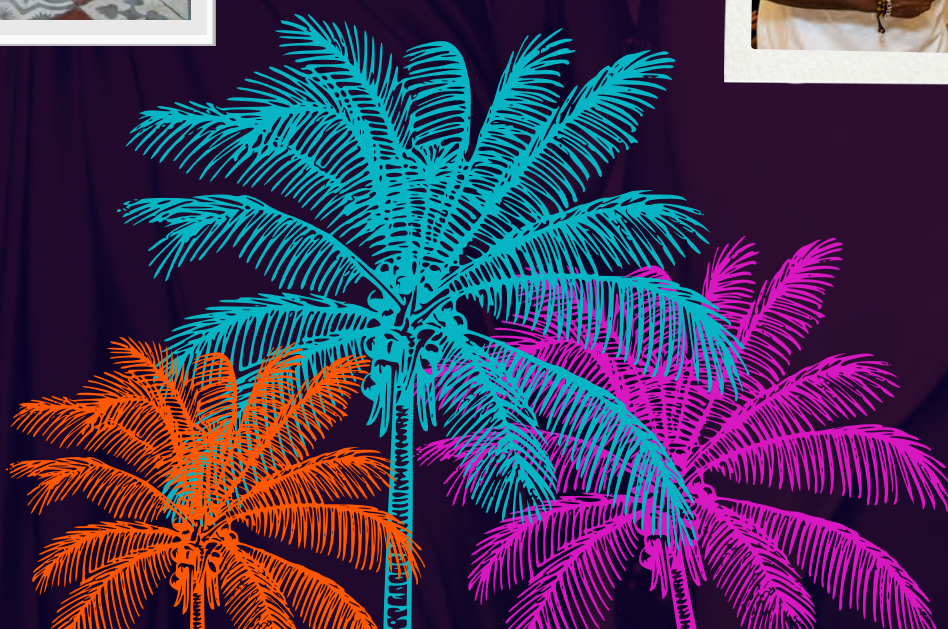
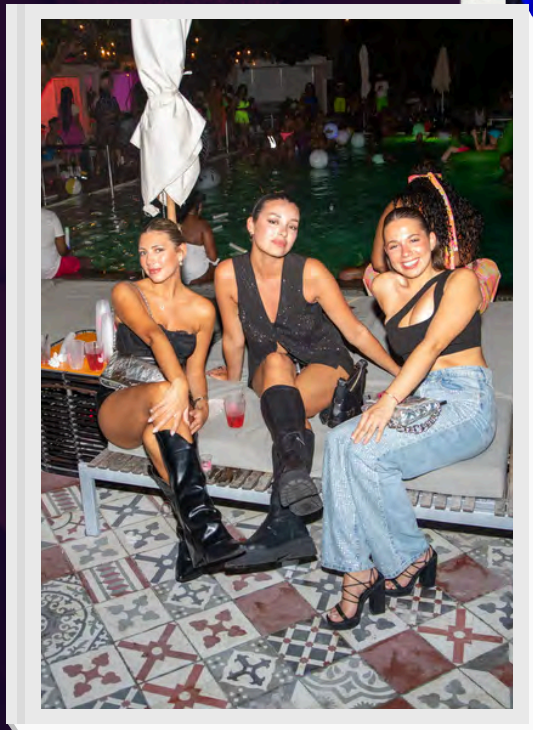
**1235 Washington Ave, Miami Beach**

**Saturday, July 26, 2025**

**11:00 pm - 3:00 am**

"Can we taaaaalk for a minute..." A smooth, soulful evening designed for connection, style, and celebration.

Dressed in your best black attire, **join us for a night of classic R&B hits, live DJs, and unforgettable moments on M2's dance floor.**





# BEACH SWEEP

## MIAMI TAKEOVER COMMUNITY SERVICE

### Marseilles Hotel

1741 Collins Ave, Miami Beach

**Sunday, July 27, 2025**

**11:30 am - 1:00 pm**

Kick off your morning with purpose by joining our annual Miami Beach Sweep.

Connect with fellow attendees while helping to **keep Miami's iconic shoreline beautiful, giving back to the city that's hosting our unforgettable weekend.**





# NEON GLOW

## POOL PARTY

### Hyde Beach Club @ SLS Hotel

1701 Collins Ave, Miami Beach

**Sunday, July 27, 2025**

**10:00 pm - 2:00 am**

An electrifying night under the Miami stars, where guests light up the night with vibrant neon colors and high energy.

Set on the sands of Hyde Beach Club, **this unforgettable beach party is where style, music, and good vibes collide.**





# Yacht Wars

## THE WATER TAKEOVER

**Marine Stadium**

**@ Virginia Key Beach**

**Monday, July 28, 2025**

**12:00 pm - 4:00 pm**

It's a battle on the bay as we set sail for the ultimate yacht experience.

Join us for an afternoon of music, vibes, and **friendly competition** as **multiple yachts** cruise the Miami waters to claim the title of best party on the sea.





# BY THE NUMBERS

**1,800+ travelers**



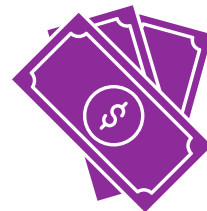
**2,000+ guest attendees**



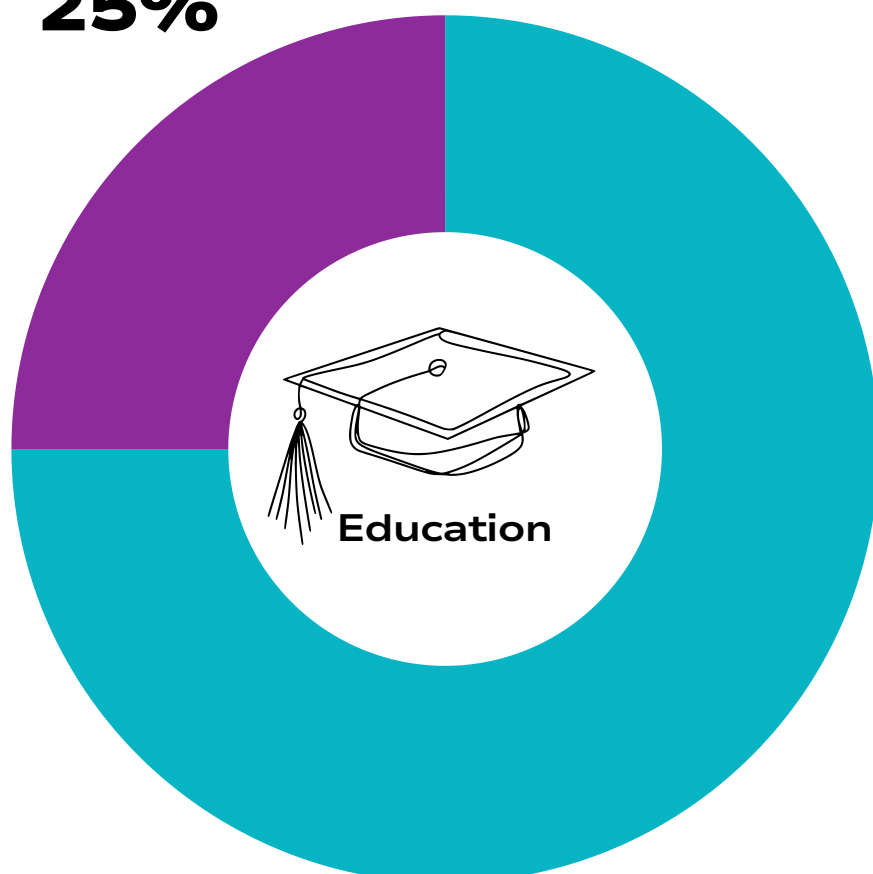
**Median Age: 35 (25-48)**



**Median Income: \$55,000**

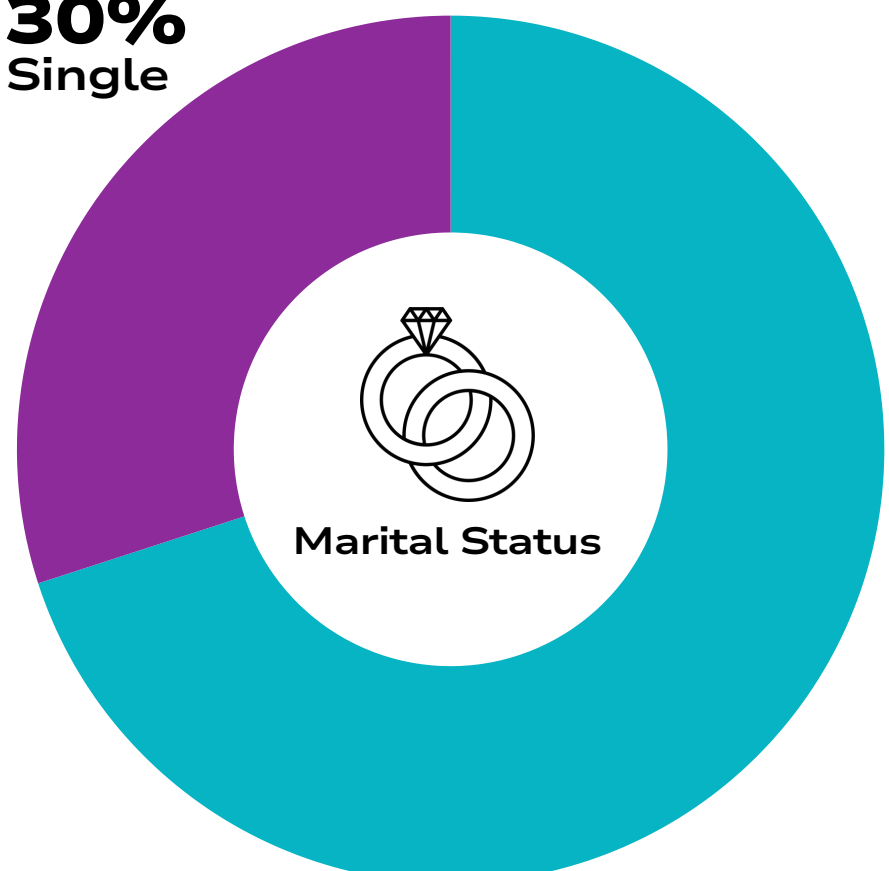


**25%**



**75%**  
College Grads

**30%**  
Single



**70%**  
Married



# COMMUNITY IMPACT

## Dental Screening

Our partnership with **Colgate Palmolive's Bright Smiles Bright Future Program** has afforded us another meaningful community service opportunity.

By working together, we have provided free dental screenings to more than 150 youth from the Overtown Youth Foundation and the Belafonte TACOLCY Center in Miami Beach, Florida.

As a result of our work in the community, we have received several recognitions from the City of Overtown, Miami Dade County and the city of Miami.

Our volunteer beach clean event hosts about 100-200 of our traveling guests, who look to show their appreciation to the locals by participating in a social cleanup activity.





# COMMUNITY IMPACT

## Beach Sweep

Throughout the week, there are varied events that guests can partake in to relieve their minds.

**Among the weekend festivities are nighttime entertainment, comedy shows, pool parties, and celebrity appearances.**

As a culmination of the festivities, guests are given the opportunity to contribute to the beauty of Miami beaches by participating in a beach clean-up.

We believe that nature has given us the beach as a gift, so we aim to preserve its beauty to the fullest.

Each year, about 100 individuals join us for the Beach Sweep.

We collectively clean about 6 full blocks of the beach, which equates to more than half a mile annually.





# ECONOMIC IMPACT



**\$1M**  
per weekend

Our travelers represent a diverse community of upwardly mobile professionals, business owners, and entrepreneurs.

**The Miami Takeover Weekend attracts over 2,000 visionaries from across the country who can see Miami's potential.**

The average cost of travel for the full weekend is close to \$2,000 per attendee.

Our offerings of daytime arts and culture and community service activities along with high-end nightlife experiences satisfy our travelers desire for Five-Star accommodations and treatment.





# MARKETING STRATEGY



## Target Audience

Identify and understand that target audience for Miami Takeover. This could include party-goers, tourists, locals, and event enthusiasts. Develop buyer personas to tailor marketing efforts effectively. Understand their demographics, interests, and behaviors to create targeted campaigns.



## Event Partnerships

Collaborate with local businesses, influencers, and event organizers to cross-promote and expand the reach of Miami Takeover. Sponsorship of popular events in Miami can help increase brand visibility and attract a larger audience.



## Social Media Presence

Utilize social media platforms such as Instagram, Facebook, and TikTok to engage with the audience. Share visually appealing content showcasing the vibrant nightlife, events, and entertainment offered by Miami Takeover. Utilize influencer marketing to reach a wider audience and create buzz around the brand.



## Loyalty Programs

Implement loyalty programs and special promotions to incentivize repeat customers and attract new ones. Offer exclusive deals, discounts, and packages for loyal customers. Utilize email marketing to keep customers informed about upcoming events, promotions, and special offers.



# SPONSORSHIP OPPORTUNITIES

We are looking for strategic partners. **The MTO experience has a radial impact on the community, and we know that meaningful partnerships make all the difference.**

Our attendees deeply appreciate the opportunity to give back to the community by participating in a community outreach project at Alonzo Mourning's Overtown Youth Foundation.

MTO has partnered with Colgate Palmolive's Bright Smiles Bright Futures program to provide free dental screenings to over 100 children. There will be fun bounce houses at the dental screening along with a house emporium geared toward the kids attending.

This unique opportunity for your organization will build stronger community ties, promote your business while allowing you to be intimately associated with the most exciting "takeover experience" on the east coast.





# SUPPORTER SPONSOR

PRICE:  
**\$1k**

## What's Included:

1. Logo inclusion on event website
2. Recognition as a Supporter Sponsor during one event
3. General admission tickets for 2 guests to all weekend events
4. Opportunity to distribute branded promotional materials at one event
5. Acknowledgment on social media platforms



# BRONZE SPONSOR

PRICE:  
**\$5k**

## What's Included:

1. Logo inclusion on event website and select promotional materials
2. Recognition as a Bronze Sponsor during featured event
3. VIP access for 2 guests to all weekend events
4. Opportunity to host a branded activation or both at one event
5. Logo placement on event banners and signage



# SILVER SPONSOR

PRICE:  
**\$7.5k**

## What's Included:

1. Logo inclusion on event website and select promotional materials
2. Recognition as a Silver Sponsor during designated events
3. VIP access for 4 guests to all weekend events, included expedited entry
4. Opportunity to host a branded activation or both at one event
5. Verbal acknowledgement during event programming



# **GOLD SPONSOR**

**PRICE:  
\$20k**

## **What's Included:**

1. Prominent logo placement on select promotional materials and event signage
2. Recognition as a Gold Sponsor during specific events
3. VIP access for 6 guests to all weekend events, including priority entry and seating
4. Opportunity to host a branded activation or both at one featured event
5. Logo placement on event website and acknowledgement in press releases



# PLATINUM SPONSOR

PRICE:  
**\$30k**

## What's Included:

- 1.Exclusive branding on all promotional materials, including website, flyers, and social media posts
- 2.Recognition as the official Platinum Sponsor during all events
- 3.VIP access for 10 guests to all weekend events, including reserved seating and bottle service
- 4.Opportunity to host a branded activation or both at the main event
- 5.Logo placement on event merchandise and signage





# LOCAL PARTNERS







# LOCAL PARTNERS

EFFEN<sup>®</sup>  
VODKA

DTLR<sup>®</sup>

COURVOISIER<sup>®</sup>

BAREFOOT<sup>®</sup>  
WINE

  
Palmolive

SPORT  
ZONE 

GLACÉAU  
vitaminwater<sup>®</sup>

Colgate<sup>®</sup>  




SKY ZONE<sup>®</sup>  
TRAMPOLINE PARK





# CELEBRITY GUESTS

## Dave Chappelle



**Dave Chappelle is an American comedian, actor, producer and writer.** Chappelle signed a \$20 million deal with Netflix. He won an Emmy Award in 2017 for his guest appearance on Saturday Night Live, and a Grammy Award in 2018 for his Netflix Series "The Age of Spin & Deep in the Heart of Texas". Chappelle is better known for his iconic and acclaimed satirical comedy sketch series, "Chappelle's Show". Chappelle was called the "comic genius of America" by Esquire in 2006, and "the best" by a Billboard writer in 2013.



# TESTIMONIAL

**“Miami Takeover has gone above and beyond to ensure the safety of their travelers** and event guests as well as bring revenue to the city of Miami Beach by utilizing our hotels, restaurants, excursions, and malls.”

**– William D. Albert, III, CDME**

“I Tomas P. Regalado, Mayor of the City of Miami, Florida, along with Keon Hardemon, Vice-Chair of the Miami City Commission, do hereby proclaim Thursday the ninth day of July in the year two thousand and fifteen, as Miami Takeover Lifestyle and Travel Day.”

**– The City of Miami Proclamation, 2015**

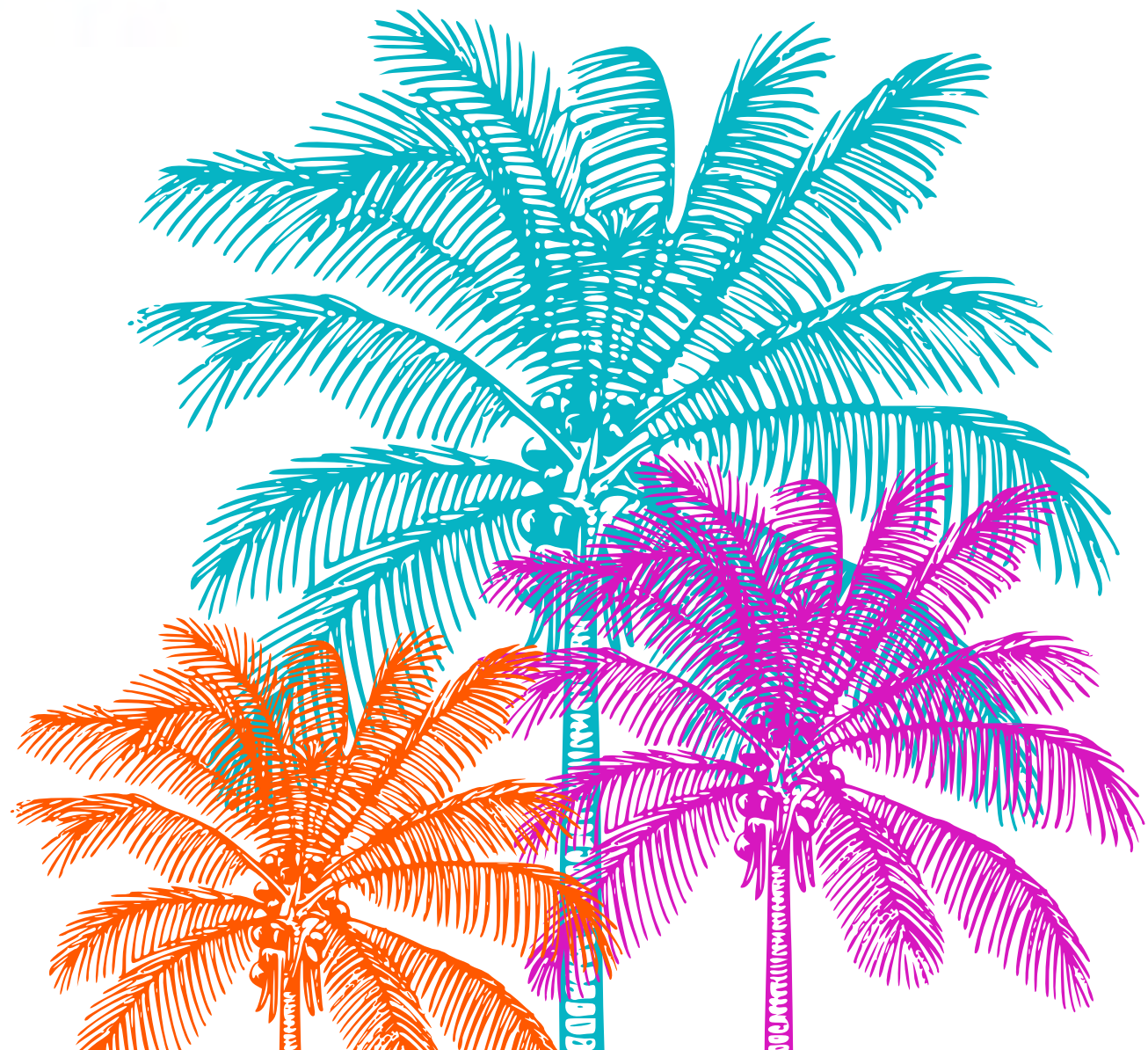




# TESTIMONIAL

“The Miami Beach Convention Center (MBCC) has had the pleasure of hosting and partnering with the Miami Takeover (MTO). For many years, the Miami Takeover has hosted events that have included thousands of travelers and guests.

These events have included comedy shows, casino fundraisers, live music experiences, etc. MBC thoroughly enjoys partnering with MTO on any event or project that they choose to host because of their professionalism and their ability to produce quality and successful events. The MBCC is excited to have this amazing event in our city. “





# LEADERSHIP

Antwoine McCoy is the husband of Sia, father of Aden and Saint, and son of Ada. He graduated from Florida Agricultural and Mechanical University's (FAMU) School of Business & Industry with a Bachelor of Science in Accounting and a Master of Business Administration in Finance.

His background and experiences have allowed him to spend over 20 years in the Real Estate Finance industry. Antwoine is deeply passionate about affordable housing development, preservation, and maintenance for underserved populations. As a real estate investor, he specializes in the buy-and-hold strategy of real estate investment. He is the principal owner of ME1st Realty, a real estate advisory firm that provides consulting services to help owners maximize their property assets and tenants improve their rental experience.

Antwoine is also the co-founder of The Miami Takeover LLC, a full-service event promotion company for young, thriving professionals. As co-founder, he oversees all administrative aspects of the organization, including asset management, budgeting, and bookkeeping.

**Antwoine McCoy** | Co-Founder

Antwoine is deeply loyal and committed to several professional affiliations. He is a lifetime member of the National Black MBA Association and an active member of the Washington DC Alumni Chapter of FAMU.

He formerly served on the Board of Directors of the Center of Minority Studies (CMS), a DC-based non-profit that combats health disparities in underserved communities. Antwoine is intentional about leveraging his professional experiences, knowledge of finance, and passion for real estate to serve marginalized populations.





# LEADERSHIP

Vincent Peden is a native of Maryland and a devoted father. He attended South Carolina State University, earning his Bachelor of Science in Business Management. Having successfully combined his academic advancement with his professional experience, he founded VP Productions Travel LLC and co-founded The Miami Takeover LLC.

In 2000, VP Productions LLC was established. Initially, the company focused on event planning and promotion in the Maryland/DC area, including but not limited to: comedy shows, parties, marketing, and other private events. As part of its expansion in 2001, VP Productions expanded into the travel industry, thus becoming VP Productions Travel LLC. Since then, it has evolved into one of the country's leading full-service, fully integrated travel agencies, specializing in group and personal travel. With over 20 years of combined experience in travel, VP Productions Travel is known for offering stellar customer service and meticulous planning to ensure customer satisfaction.

In 2008, Vincent co-founded The Miami Takeover LLC with two other partners. As a result of that partnership, he is now a General Partner and serves as Travel Director. Through The Miami Takeover Weekend, he provides guests with a wide range of activities and opportunities. During the three days, travelers have the option of participating in service projects, attending social

gatherings, and networking. Since partnering with The Miami Takeover, South Beach has seen significant change. As a result, the number of participants and travelers from all over the country has increased tremendously.

Vincent's love of travel has allowed VP Productions Travel LLC and The Miami Takeover LLC to become a well-known and trusted name among vacationers. Regardless of where they travel, he continues to make their journeys unforgettable.

Vincent has a heart to serve and give back to the community. As a member of Omega Psi Phi Fraternity, Inc., he held various elected positions, including that of Committee Chair and Vice President. Volunteering, assisting, and giving back to the community have always been his priorities. His primary objectives include organizing, facilitating, mentoring, and participating in service projects that address homelessness, crime prevention, and community health. He devotes a lot of time to giving back to the community that has given him so much. He cites his young daughter as the prime source of his motivation..

**Vincent Peden** | Co-Founder





# LEADERSHIP

Wylie Kynard is a DC native who spent ten years in Fort Lauderdale before returning to the DC area in 2007. He holds a Bachelor of Science in Industrial Engineering from Florida A&M.

Wylie is the co-founder of Wylie K & Friends (WK&F) LLC and a General Partner of The Miami Takeover LLC. He is the creative force behind the highly successful annual event on South Beach- The Miami Takeover.

With the assistance of friends, supporters, and business sponsors, The WK&F Group conceptualized a concept for an all-inclusive weekend getaway. This led to the emergence of The Miami Takeover in 2008. This signature weekend event is focused on allowing participants to experience South Beach Miami through the eyes of a local, rather than through the blurred lens of a first-time visitor. Since its inception, The Miami Takeover has hosted numerous celebrities, including: Doug E Fresh, MC Lyte, Big Tigger, DJ SNS, Red Grant, Joe Clair, and Talent. With such a buzz created by this event, travelers have been drawn from many cities, including: Atlanta, Charlotte, Chicago, Dallas, Detroit, Houston, Las Vegas, Los Angeles, New York, Norfolk, Philadelphia, and Raleigh.

**Wylie Kynard** | General Partner

Since the age of 16, Wylie has organized events across the United States. He is the creative mind and inspiration behind themed parties such as: Seafood & Champagne Sundays Miami, Fondue Fridays Miami, Saturday Night Live from Connecticut Ave, Second Saturdays DC, Third Saturdays DC, Comedy Vybes, and NBA All-Star Weekend After Hours.

Aside from his passion for event marketing, Wylie has a strong sense of service. He serves on the Board of Directors of Paul Laurence Dunbar High School Alumni Federation and is a member of the Florida A&M Alumni Foundation. He is passionate about giving back to his alma maters. Thus, he considers it an honor to take part in the organization of the Orange Blossom Classic college football game on Labor Day weekend at Hard Rock Stadium between Florida A&M and Jackson State University. Opportunities like these characterize his heart and echo his desire to serve the community.





17th Annual

# MIAMI TAKEOVER™ 2025

# THANK YOU

## C O N T A C T   U S



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themiamitakeover.com