



# SPONSORSHIP PROPOSAL CHILDREN FESTIVAL

Join the Magic of Wow Peques Fest 2026!

Be part of Miami's most anticipated family and children's festival, bringing together more than 10,000 attendees for a full day of joy, music, shows, and unforgettable experiences



20-21 JUN., 2026



AMELIA EARTH PARK



401 E 65TH ST, HIALEAH, FL 33013



# ORGANIZER PROFILE

CM Events Corp is a family-owned company based in Miami, Florida, dedicated to creating memorable, affordable, and high-quality event experiences for families, organizations, and the community. With years of experience in the event and entertainment industry

## VISION

To become South Florida's leading creator of family and community events that inspire joy, connection, and lasting memories for every generation.

## EXPERIENCE

With a proven track record in producing family events, corporate events, and children's entertainment across South Florida, CM Events Corp has built a strong reputation for creativity, reliability, and excellence.

**10,000+**  
Attendees



# EVENT CONCEPT & THEME

Festival Name

**Wow Peques Fest 2026**



Theme

**“A World of Imagination”**

Wow Peques Fest is Miami’s premier family and children’s festival, designed to celebrate imagination, creativity, and joy. The event brings together thousands of families for a full day of interactive entertainment, live shows, and cultural experiences in a safe, inclusive, and vibrant atmosphere.

Bringing an immersive and futuristic festival experience to life.



# EVENT CONCEPT & THEME

Set to take place on Saturday, May 2, 2026, at Tamiami Park, the festival will transform the venue into a magical world of fun, featuring stages with live music, clown and magic performances, character parades, art zones, inflatable parks, workshops, and hands-on activities for kids of all ages.

The festival's mascot, Súper Peque, embodies the spirit of playfulness and community – inviting children to dream big, stay active, and celebrate their individuality.

Beyond entertainment, Wow Peques Fest fosters connection between families, local businesses, and organizations, offering sponsors and exhibitors a powerful platform to engage directly with their audience in a dynamic, high-visibility setting.

With an expected attendance of over 5,000 guests, Wow Peques Fest 2026 will be one of Miami's most anticipated family events, combining entertainment, education, and community spirit in one unforgettable experience.



# WHY PARTNER WITH US?

Partnering with Wow Peques Fest 2026 means aligning your brand with one of Miami's most dynamic and family-centered events. Hosted by CM Events Corp, a trusted name in community and entertainment production, the festival offers sponsors exceptional exposure, meaningful engagement, and measurable results.

Here's why businesses choose to partner with us:



**Direct Access to Your Target Audience** – Connect face-to-face with thousands of families, parents, and children in a joyful, receptive environment.



**High Brand Visibility** – Gain exposure through on-site signage, stage mentions, and extensive digital promotion across multiple media platforms.



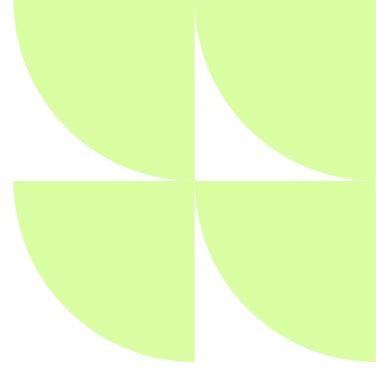
**Community Goodwill** – Strengthen your brand's reputation by supporting a local, family-friendly event that promotes culture, education, and togetherness.



**Tailored Opportunities** – Choose from flexible sponsorship tiers or request a custom package designed to meet your marketing objectives.



# WHY PARTNER WITH US?



- ✓ Integrated Marketing Reach – Benefit from pre-event, on-site, and post-event coverage, including social media, press, and influencer collaborations.
- ✓ Proven Event Expertise – Rely on CM Events Corp’s years of experience producing high-quality, well-organized, and engaging community events.

By joining Wow Peques Fest, your brand becomes part of a celebration that inspires families, uplifts the community, and builds long-term loyalty.



# OUR TARGET AUDIENCE

Wow Peques Fest 2026 attracts a broad and diverse audience united by one goal — to enjoy a fun-filled, family-oriented experience. The event is carefully designed to engage children, parents, and community members from across South Florida.

## Demographic Profile

- Families with Children: Ages 2–12
- Parents: Primarily between 25–45 years old
- Grandparents and Caregivers: Active participants in family recreation
- Schools, Daycares, and Community Organizations: Engaged through group attendance and partnerships

## Psychographic Profile

- Family-oriented with a strong sense of community
- Value quality time, education, and creative activities for children
- Interested in health, entertainment, and local culture
- Receptive to brands that promote trust, joy, and positive values

## Geographic Reach

- Miami-Dade, Broward, and surrounding counties
- Attracting local residents, Latin American communities, and tourists visiting South Florida



# OUR TARGET AUDIENCE

By connecting with this audience, sponsors gain direct access to over 10,000 attendees who are active consumers of family products, services, and experiences — making Wow Peques Fest 2026 the ideal platform to grow visibility and community impact.



# STRATEGIC PROMOTION CHANNELS



To ensure maximum visibility and engagement for Wow Peques Fest 2026, CM Events Corp has developed a multi-channel marketing strategy designed to reach families, local communities, and businesses across South Florida. Our campaign integrates traditional, digital, and on-site promotion to create consistent exposure before, during, and after the event.

## 1. Digital Marketing & Social Media

- Comprehensive campaigns across Facebook, Instagram, TikTok, and YouTube, targeting parents and families in Miami-Dade and Broward counties.
- Sponsored ads, influencer collaborations, and viral content featuring Súper Peque, the event's official mascot.
- Countdown posts, interactive challenges, and family giveaways to boost engagement and ticket sales.



## 2. Event Website & Email Marketing

- Dedicated event website with sponsor logos, interactive map, and online ticketing.
- Email campaigns reaching thousands of subscribers, schools, and family networks.
- Inclusion of sponsor promotions and calls-to-action in all event newsletters.

# STRATEGIC PROMOTION CHANNELS

## 3. Local Media & Press Coverage

- Partnerships with radio, TV, and local newspapers to promote the event across Miami's Hispanic and bilingual audiences.
- Press releases distributed to major media outlets highlighting sponsors and featured activities.

## 4. Alianzas comunitarias e institucionales

- Collaboration with schools, after-school programs, and community centers to distribute flyers and family passes.
- Outreach through non-profits and cultural organizations supporting family and children's activities.

## 5. Outdoor & On-Site Advertising

- Billboards, banners, and posters strategically placed in high-traffic areas throughout Miami-Dade County.
- On-site signage and branded installations providing maximum visibility for sponsors.

# STRATEGIC PROMOTION CHANNELS

## 6. Post-Event Exposure

- Thank-you campaigns and highlight videos showcasing sponsors' participation.
- Continued promotion through photo galleries, recap videos, and social media mentions extending visibility beyond the event date.

Through these strategic channels, Wow Peques Fest 2026 guarantees sponsors broad exposure, measurable impact, and a strong return on investment within Miami's thriving family market.



# SPONSORSHIP PACKAGES & BENEFITS

Benefit	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Community Partner
Investment	\$20,000	\$10,000	\$5,000	\$2,500
Opportunity to deliver welcome remarks on stage	✓	✗	✗	✗
Logo featured on stage backdrops and main banners	Premium placement	Premium placement	Standard	Mini
Activation booth	20x20 ft (Premium Location)	10x20 ft	10x10 ft	1 Table Space
Mentions in social media campaigns and email newsletters	Co-branded content	Logo only	✗	✗
Logo inclusion on event website and printed materials	✓	✓	✓	✓
Opportunity to sponsor activity zones (e.g., Art, Play, or Food Court)	✓	✓	✓	✓
VIP Access Passes	10	6	4	2

# SPONSORSHIP PACKAGES & BENEFITS

Benefit	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Community Partner
Product display, sales, and sampling rights	✓	✓	✓	✓
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	✓	✓	✓	✗



**Become a Sponsor**

# MEDIA EXPOSURE & AUDIENCE REACH



**10K+**  
On-site Visitors



**2MIL+**  
Media Partners  
& Influencers



**5MIL+**  
Social Media  
Reach

## Brand Visibility



Event Tickets



Website



Social Media



Venue  
Installations



Media & Influencer  
Coverage



# EVENT PORTFOLIO & SPONSOR TESTIMONIALS

We have collaborated with various brands and partners in previous events, including:



## Budget Digital Solutions LLC

Partnering with CM Events Corp gave our brand direct access to an engaged, creative, and youthful audience.

## JXEvents LLC

We feel that Wow Peques Fest Fest will be a perfect platform to showcase our brand to a vibrant Miami crowd.





**CM EVENTS**  
CORPORATION

# LET'S COLLABORATE WITH US!

We are excited to discuss mutually beneficial collaboration opportunities tailored to your brand's goals.

## CONTACT US



+1 (786) 538-5832



@wowpequesfest



@wowpequesfest



eventos@cmeventscorp.com



443 WEST 43RD PL  
HIALEAH, FL 33012

