



2024 SPONSORSHIP DECK



NoMi MUSIC FEST

Join the City of North Miami as a sponsor for our
8th Annual NoMi Music Fest at Cagni Park!

Dear Potential Sponsor,

The City of North Miami is renowned for hosting one of the most anticipated festivals in South Florida. Kick off 2024 and get ready to experience the ultimate outdoor concert featuring the best old school and classic R&B hits. Aside from the entertainment component, the main goal of NoMi Music Festival is to give back to the community.

The 2024 NoMi Music Fest committee invites you to become an official sponsor and experience NoMi Music Fest firsthand, which will elevate your brand and strengthen your business image.

I founded NoMi Music Fest in 2016, with the mission of giving back to the community and helping those who are less fortunate. This event started as "Music in the Plaza" and evolved into a popular large-scale festival known to many as "Party with a Purpose." Every year, thousands of concert-goers from South Florida look forward to enjoying live musical performances by chart-topping old-school R&B and Hip Hop artists.

By becoming one of our sponsors, our City will work to increase your brand's presence in South Florida by offering strategic marketing and promotional opportunities. In recent years, the City formally established the North Miami Water Utility Bill Assistance Program Fund, a 501(c)3 organization created for residents who are experiencing financial hardship. Today, NoMi Music Fest is organized under the umbrella of this fund and has become the organization's largest annual fundraiser while helping hundreds of residents in need.

As a sponsor, your business will be able to reach and target our city's 65,000+ residents, targeting over 250,000 consumers and countless visitor in South Florida via social media. For your convenience, we have included the sponsorship form necessary to solidify your role as a 2024 City of North Miami sponsor. For sponsorship or event inquiries, contact John Lorfilis, Economic Development and Strategic Initiatives Director, jlorfils@northmiamifl.gov 305-895-9825 x 19051

Sincerely,



Mayor Alix Desulme, Ed.D.
Founder & Committee Chair
NoMi Music Fest-The City of North Miami

GREETINGS

NoMi MUSIC FEST 2024



NOMI MUSIC FEST SPONSORSHIPS & BRANDING OPPORTUNITIES

Market your business with our NoMi Fest promotions.

ENGAGE YOUR AUDIENCE

Connect to our social media platforms, NoMi TV, and nomifest.com to expand your reach and grow your audience in North Miami.






NoMi Market Snapshot

North Miami is centrally located in the northeast section of Miami-Dade County, between Miami and Fort Lauderdale demographic areas. North Miami is the sixth largest city in Miami-Dade County, approximately ten square miles in area, and home to a population of more than 65,000 residents.

Known for its diverse neighborhoods, North Miami is composed of many ethnic groups, of which, just over 59 % self-identify as Black or African-American (according to the US Census Bureau).





PRESENTING SPONSOR

\$75,000

- One billboard ad in North Miami at NE 3rd Avenue (East of Memorial Hwy. & 135th St.)
- Bus bench ads (3 to 5 in total) on our main roads including 125th Street & Biscayne Boulevard
- Inclusion on NoMi Music Fest Sign displayed at Cagni Park on 135th Street (one week prior to event)
- Company ad displayed on Show Mobile during City Bike Ride event leading up to NoMi Music Fest
- Premium company logo placement on event day signage
- Premium company logo placement and title sponsorship recognition on all press releases distributed to print, broadcast, radio, and web-based media outlets
- Radio and NoMi TV promotional spots
- Recognition at all Black History Month events
- Title Sponsor Recognition Award presented by a North Miami Mayor Alix Desulme.
- Onstage presentation by company representative during NoMi Music Fest
- Meet & Greet with All-Access Backstage pass for your company executives (max. number of passes: 10)
- Access the Premium Sponsor Tent (10x10) with display banner (Sponsor must provide staffing, signage, and giveaways)
- Premium company logo placement on NoMi Music Fest t-shirts Social media recognition on Twitter, Facebook and Instagram
- 10 VIP tent access passes for the NoMi Music Festival



GOLD SPONSOR

\$50,000

- Company logo placement on all event marketing collateral, digital promotions, and via NorthMiamiFL.gov
- Company logo featured with premium placement for recognition on NoMiTV (Ch. 77 & 99)
- Onstage recognition at all Black History Month Events Sponsor Recognition Award
- Meet & Greet All-Access Backstage pass for your company executives (max. number of passes: 6)
- Access the Premium Sponsor Tent (10x10) with display banner
- (Sponsor must provide staffing, signage, and giveaways)
Company logo placement on NoMi Music Festival t-shirts Social media recognition on Twitter, Facebook and Instagram
- 6 VIP tent access passes for the NoMi Music Festival
- 4 preferred seats for the NoMi Music Festival

SILVER SPONSOR

\$25,000

- Company logo placement on all event marketing collateral, digital promotions, and via NorthMiamiFL.gov
- Social media recognition on Twitter, Facebook and Instagram
- Company logo placement on NoMi Music Festival t-shirts
- Main stage recognition at NoMi Music Festival Sponsor Recognition Award
- 2 VIP seats for the NoMi Music Festival
- 6 preferred seats for the NoMi Music Festival



BRONZE SPONSOR

\$15,000

- Company logo placement on NoMi Music Festival t-shirts
- Social media recognition on Twitter, Facebook and Instagram. Main stage recognition at NoMi Music Festival
- Sponsor Recognition Award
- 2 VIP seats for the NoMi Music Festival
- 4 preferred seats for the NoMi Music Festival



REPRESENTING SPONSOR

\$10,000

- Company logo placement on NoMi Music Festival t-shirts
- Social media recognition on Twitter, Facebook, and Instagram. Main stage recognition at NoMi Music Festival
- 2 VIP seats for the NoMi Music Festival
- 2 preferred seats for the NoMi Music Festival



NoM Music Fest "Chubb Rock"

Chubb Rock has hosted NoMi Music Fest since 2016.



PAST HEADLINERS

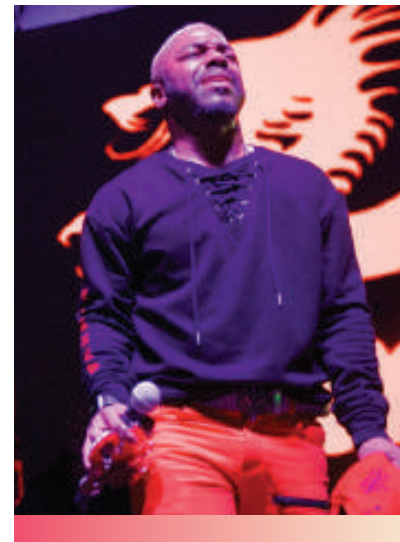
Who are the customers you want to reach?



Jagged Edge
2016



Monica
2017



Dru Hill
2018



Ceelo Green
2020

PAST HEADLINERS

Targeting a diverse audience with award winning performers.



Montell Jordan
2022



Musiq Soulchild
2022

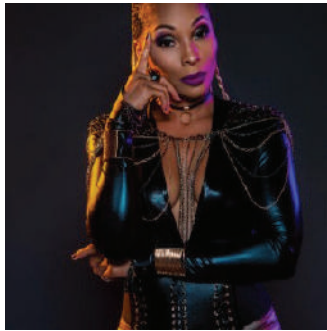


Stephanie Mills
2023

PERFORMERS FROM PREVIOUS YEARS



Regina Bell



Adina Howard



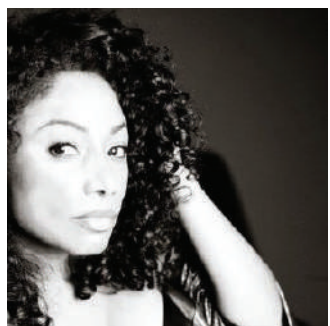
Jagged Edge



Deniece Williams



case



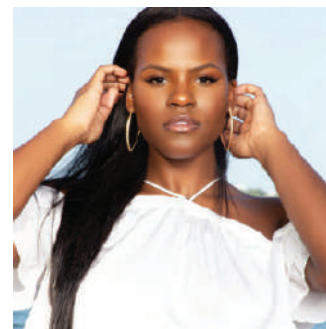
Karyn White



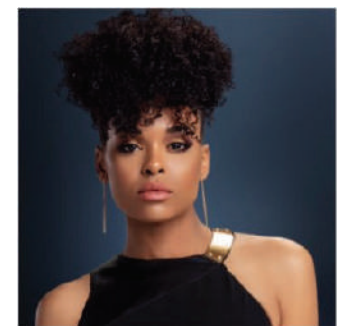
Rob Base



Kevin Lyttle



Teeneer



Demetria Mckenney



CONTACT US

For event or sponsorship inquiries, contact
John Lorfilis, Economic Development and Strategic Initiatives Director,
jlorfils@northmiamifl.gov 305-895-9825 x 19051