



OPPORTUNITY



I'd like to present you with a **unique** **double sponsorship opportunity** for two of the most anticipated events coming to Miami in March 2025: the **Gran Reserva Festival** (March 1st and 2nd) and the **Holika Festival** (March 8th and 9th). Both festivals will be held at the iconic **Islands Garden Marina**, a luxury waterfront venue in the heart of Miami.





Gran Reserva

Is not just a music festival; it's a lifestyle celebration that blends the best of **American country and pop rock** in both English and Spanish. This exclusive event will gather **20,000 attendees per day, aged 30 to 60**, with high purchasing power and a keen interest in premium experiences.



Holika

A week later, on March 8th and 9th, the venue will come alive with Holika, the largest urban music festival from northern Spain, landing for the first time in Miami. Dedicated to **reggaeton and urban music**, attracting a young, dynamic audience, primarily from **Miami's Latino community** and urban music lovers. We also expect **20,000 attendees per day**, predominantly **aged 18 to 35**, a highly influential demographic in cultural and consumer trends.



Why partner with both festivals



1 Access to key and diverse audiences

Gran Reserva High-income consumers aged 30 to 60, who value luxury products and premium experiences.

Holika Influential young adults aged 18 to 35, deeply rooted in Latino and urban culture—the fastest-growing demographic in Miami.

2 Visibility in an iconic location

The exclusive Islands Garden Marina in Miami is synonymous with luxury, offering your brand the opportunity to be associated with a high-profile venue and prestigious events.

3 Extensive media exposure

Both festivals will benefit from major coverage in local, national, and international media, along with a strong social media and digital presence. We offer massive exposure through multi-channel marketing campaigns.

Sponsorship opportunities



Whether you're looking for a strong presence at Gran Reserva, targeting a mature, affluent audience, or you want to position your brand in front of Miami's vibrant, young Latino community at Holika, we have tailored sponsorship options for both events. From **experiential activations** and **VIP area sponsorships to main stage brand presence**, we'll work closely with you to create an authentic and memorable experience for your target audience.



Both festivals are set to become standout events on Miami's cultural calendar, and we would love for your brand to be part of this special experience.

I'd be happy to schedule a meeting to discuss the sponsorship opportunities in more detail and customize your participation to maximize impact.

www.granholika.com