

OFFICIAL PARTNERSHIP PROPOSAL

MIAMI HALLOWEEN WEEKEND 2026

Two Events. Two Audiences. One Sponsorship Platform.

Presented by Miami Pulse Collective x DADE AF 305 x Mermicorn Treats

Exclusive Brand, Beverage & Local Business Sponsorship Opportunities

CIRQUE DU SATIVA

Friday, October 30, 2026

8 PM - 1 AM | 21+

LITTLE MONSTERS BASH

Sunday, November 1, 2026

12 PM - 4 PM | Family

50,000+

Targeted digital & media impressions

Category exclusivity available

WEEKEND OVERVIEW

Separate event days, separate audiences, shared sponsor visibility.

FRIDAY | CIRQUE DU SATIVA

A 21+ Halloween nightlife experience built around DJs, live performers, themed activations, vendors, food, and high-volume bar service. Designed for beverage, nightlife, lifestyle, hospitality, and adult-facing brand activations.

OCTOBER 30, 2026 | 8 PM - 1 AM

SUNDAY | LITTLE MONSTERS BASH

A family-focused Halloween event featuring kid-friendly entertainment, costume programming, sweets and treats, vendors, activities, and community-centered experiences. Designed for family, local business, community, retail, and youth-friendly brand activations.

NOVEMBER 1, 2026 | 12 PM - 4 PM

KEY STRATEGIC BENEFITS

Sponsors can activate across both events or choose the audience that fits best.

NIGHTLIFE & BEVERAGE BRANDS

Cirque Du Sativa

Access to the 21+ audience during the Friday nightlife event.

Bar Integration

Signature cocktail and menu placement coordinated with venue operations.

Consumer Activation

Sampling, branded footprints, giveaways, signage, social promotion, and nightlife engagement.

LOCAL & FAMILY-FACING BRANDS

Little Monsters Bash

Direct access to families, community guests, and local consumers on Sunday.

Community Visibility

Placement across digital campaigns, event media, physical promotion, and recap content.

Giveaways & Experiences

Ticket packages, branded activations, family-friendly giveaways, and promotional opportunities.

SPONSORSHIP PACKAGES

Packages can be applied to one event or structured across the full Halloween weekend.

PACKAGE TIER	BEVERAGE / NIGHTLIFE DELIVERABLES	LOCAL / GENERAL SPONSOR DELIVERABLES
EXCLUSIVE Title Partner \$5,000	Category exclusivity, premier event branding, featured bar integration, stage logo placement, signature cocktail opportunity, and recurring recognition.	Premier branding, co-branded rights where applicable, prominent activation footprint, logo placement across physical and digital media, and 10 VIP passes.
Bar / Zone Partner \$2,500	Naming rights to a designated bar, lounge, or VIP zone, signature drink menu placement, dedicated signage, and social media feature.	Dedicated 10x10 activation space, featured venue signage, social media spotlight, and 5 VIP passes.
Sampling Partner \$1,000	10x10 footprint for approved product sampling, consumer engagement, promotional distribution, and digital logo listing.	10x10 promotional footprint for giveaways, lead generation, flyer distribution, and digital logo placement.
Community Supporter \$500	Logo integration in event digital assets, social recognition, and inclusion in post-event recap materials.	Logo placement on event promotional assets, official social media recognition, and inclusion in post-event recap materials.

ACTIVATION & COMMERCIAL STRUCTURE

Two event days, with sponsor execution matched to the correct audience and venue operations.

PHOTO OPPORTUNITIES

Halloween-themed photo environments with branded backdrops designed for organic social sharing.

VIP / SAMPLING STATIONS

Approved tasting, sampling, or premium hospitality activations coordinated with venue operations.

INTERACTIVE BOOTHS

Prize wheels, contest entries, product giveaways, lead capture, and branded consumer engagement.

Venue Revenue:

Lincoln's Beard retains 100% of bar and beverage revenue generated during each event.

Event Revenue:

Miami Pulse Collective and its event partners retain ticket sales, vendor and food fees, sponsorship revenue, merchandise revenue, and other event-generated income outside of Lincoln's Beard bar and beverage sales.

Sponsor Activation:

Any bar, beverage, sampling, or pour-related activation is coordinated with Lincoln's Beard management and venue operating requirements.

LOCK IN YOUR CATEGORY EXCLUSIVITY

Prime activation locations and category exclusivity are assigned on a first-come basis.

SCHEDULE A 5-MINUTE PARTNERSHIP CALL