

OPENING NIGHT
INVITATION

FLAMENCO
FESTIVAL MIAMI XI
PRESENTED BY **TOTALBANK**



THURSDAY, MARCH 8

John S. and James L. Knight Concert Hall

7 p.m.

Red Carpet and VIP Reception

8 p.m.

Performance

The 11th annual Flamenco Festival Miami 2018
opens with Spain's premier flamenco dance company
Ballet Nacional de España.

The festival continues with Andalusian Voices through March 11.

To confirm your two complimentary tickets,
please RSVP by Friday, March 2 to press@nevarezpr.com.

This invitation is not transferable.
Flamenco-inspired attire is encouraged.

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

PRESENTED BY **flamencofestival** **KNIGHT DANCE**
MASTERSWORKS SERIES



FLAMENCO FESTIVAL 2018

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY



FLAMENCO
FESTIVAL MIAMI XI
PRESENTED BY **TOTALBANK**

MELISSA
CANCIO

ONGOING SUCCESS



2018 CELEBRITIES



- **ELVIS CRESPO**

GRAMMY AWARD WINNING
RECORDING ARTIST, BEST KNOWN FOR
“SUAVEMENTE”

INSTAGRAM FOLLOWERS: 154K+

FACEBOOK FOLLOWERS: 800K+



- **ADRIANA MARTIN**

STYLIST AND BRAND OWNER
INSTAGRAM FOLLOWERS:: 450K

FACEBOOK FOLLOWERS: 190K+



- **ERIKA ENDER**

SONGWRITER AND RECORDING
ARTIST, KNOWN FOR “DESPACITO”

INSTAGRAM FOLLOWERS:: 166K

FACEBOOK FOLLOWERS: 302K+

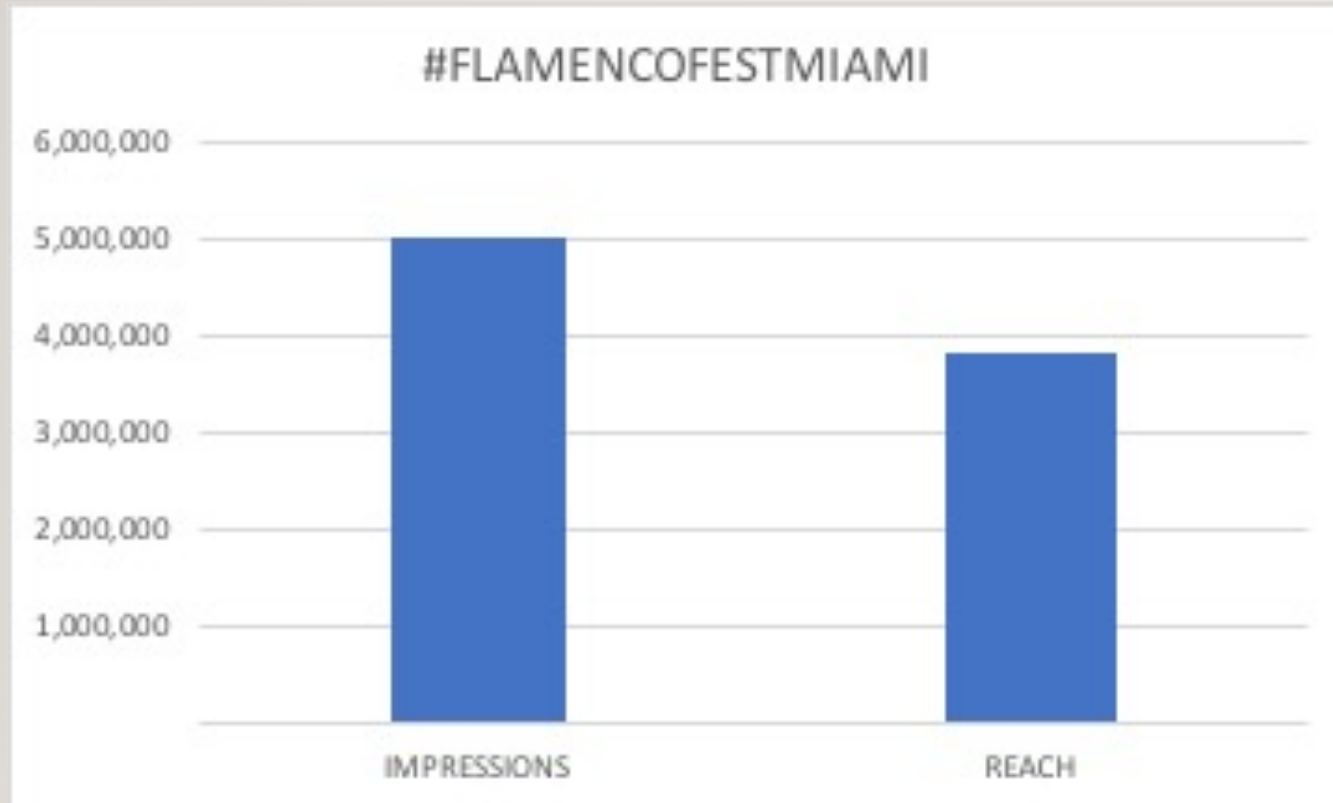
OVERALL EXPOSURE FROM CELEBRITIES AT EVENT

TOTAL IMPRESSIONS: 1,501,462

Celebrities	Impressions on Instagram
Adriana Martin	456,000
Jenly Bouzon	343,000
Mamas Latinas	270,000
Erika Ender	158,000
Elvis Crespo	144,144
Vanessa Cruz	52,200
Nicolas Colgate	34,300
Carolina Rosario	14,800
Aileen Abella	8,696
Felicidad Arveleyra	8,342
Wendy Regalado	5,991
Maria Fernanda Viera	3,756
Arthur Hanlon	2,130
The Vicky Martin	103

#FLAMENCOFEST

OVERALL IMPRESSIONS FROM INSTAGRAM



LIKES: 21,606

POSTS: 64

COMMENTS: 793

MOST INFLUENTIAL POST



 jenlybouzonm • Follow
Adrienne Arsht Center - John S. and James...

jenlybouzonm 📷 *-Everything is about find your perfect match & killin' it together..*

❤️ 🇲🇶 @mily_aleman y yo anoche en la alfombra roja de #FlamencoFestMiami | loviu mi 911 🌶️ | MUA & HairStyle by my only one @denis_breit00 📷

#miami #lifestyle #style #city #makeup #badass #destino #quote #photos #shooting #stylish #brands #model #mode #vibes #healthychoices #life #ootd #days #season #lipstick #brows #couple #inspo #motivation #emotions #feelings

📍 🗨️
4,816 likes
6 HOURS AGO

Log in to like or comment. ⋮

JENLY
BOUZON

351,000+
FOLLOWERS

MEDIA COVERAGE BY IMPRESSIONS



KEY:

- RED: 3 TO 11+ MIL
- GREEN: 1 TO 3 MIL
- PURPLE: 100K TO 1 MIL
- BLUE: 2K TO 100K

#FLAMENCOFEST

TOP 5 MEDIA OUTLETS LOCAL + NATIONAL

- **#1 EL GORDO Y LA FLACA – 2.4 MILLION**
- **#2 PEOPLE EN ESPAÑOL – 2 MILLION**
- **#3 PRESS PASS LATINO – 7.4 K**
- **#4 PULSO POP – 5.3 K**
- **#5 ACCESO TOTAL – 4.4 K**

2017 / 2018'S OVERALL NUMBERS

2017

- 2 WEEKENDS
- 10TH ANNIVERSARY
- 9 MEDIA OUTLETS
- 420 MEDIA POSTS ON INSTAGRAM + TWITTER
- \$201,000 MEDIA VALUE
- 31 MEDIA PLACEMENTS
- 52.5 MILLION MEDIA IMPRESSIONS

2018

- 1 WEEKEND
- 11TH ANNIVERSARY
- 5 MEDIA OUTLETS
- 59 MEDIA POSTS ON INSTAGRAM + TWITTER
- \$45,400 MEDIA VALUE
- 12 MEDIA PLACEMENTS
- 26.1 MILLION MEDIA IMPRESSIONS

PRODUCED BY:

flamencofestival

FLAMENCO
FESTIVAL
WORLDWIDE
AIE

KNIGHT
MASTERWORKS SERIES DANCE

Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY



SPONSORS

MELISSA
CANCIO