

A fully branded mobile cigar humidor and lounge bringing a premium retail experience to events like: Daytona Bike Week, Ybor City Cigar Festival, and more —built to spark trial, on-site sales and lasting loyalty.



TRAVELING HUMIDOR

Cigar Circus x Plasencia Cigars • Mobile Lounge Sponsorship Proposal



THE OPPORTUNITY

UNTAPPED EVENT VISIBILITY

Florida's marquee events like—Daytona Bike Week, Ybor City Cigar Festival, Art Basel activations, First Fridays and more—draw massive cigar-friendly crowds, but brand presence is fragmented. There's no consistent, fully branded destination where adult consumers can explore a curated portfolio, relax, and connect with the brand. As a result, high-value impressions, on-site sales, and opt-in consumer data are left on the table. The Traveling Humidor by cigar circus is designed to turn that lost visibility into a focused, repeatable experience.

10+ Signature Florida Events Per Year Attended
By The Traveling Humidor | Guaranteed

25% Guaranteed Minimum Share Of Shelf Space
For The Primary Cigar Sponsor

3yrs Program Term To Build Recurring Presence
And Compounding Brand Impact



**Conceptual Artist Rendering | Actual Artwork TBD

MARKET POTENTIAL

Premium cigars are driven by experiences, not just shelf space. By plugging into Florida's biggest cigar-friendly events, the Traveling Humidor becomes a roaming flagship where consumers discover new blends, engage with staff, and create moments that translate into trial, data capture, and repeat sales long after the event ends.

4

Limited To 4 Total Sponsors
1 Primary, 2 Secondary
& 1 Accessory Brand

150K+

Estimated Annual Foot Traffic
Reach Across The Traveling
Humidor Event Locations

65%

Guests Who Try A New
Brand When Guided
By Lounge Staff

2-3X

Higher Brand Recall Versus
Standard Tent Or Banner-
Only Presence



SPONSORSHIP TIERS

The Traveling Humidor is structured as a product-based sponsorship, turning existing inventory into a turnkey, multi-year sampling and retail platform instead of a one-off event fee.

Each tier locks in branded shelf space, menu visibility, and activation rights at Florida's top cigar-friendly events, with product flowing directly into retail sales, bundles, and data-driving giveaways, we share with you.



*Artist Concept | Design to be Finalized

SECONDARY TOBACCO SPONSORS | TATIANA & ESPINOSA



Both brands are committed as featured secondary cigar partners, supplying ongoing product to support menu placement, bundle offers, and event-specific features alongside the primary sponsor.

PRIMARY TOBACCO SPONSOR | PLASEÑCIA



Exclusive lead cigar position with a \$20K product commitment, allocated to retail inventory, sampling, gift-with-purchase programs, and marquee visibility across all Traveling Humidor events.

ACCESSORY SPONSOR | COLIBRI / FIREBIRD



Single accessory partner owning lighters, cutters, and table tools in the lounge, with a product-driven program tied to bundles, gift sets, and limited co-branded pieces that keep the brand in every guest's hand.



TRUCK SPONSOR

Sponsor the truck that pulls the Traveling Humidor to ALL events, turning every arrival, load-in, and exit into rolling, high-impact brand visibility.

Sponsor Terms

\$30K product commitment for full wrap, event display rights, and content visibility; 3 year sponsorship.



*Concept Art | Exact Truck Brand and Design TBD

NEXT STEPS: JOIN THE TRAVELING HUMIDOR EXPERIENCE

Partner with Cigar Circus to turn the Traveling Humidor into your brand's rolling clubhouse—where stories, friendships, and unforgettable first smokes are made. Our team handles logistics, staffing, merchandising to build the next generation of loyal fans.

Contact Us

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