

LITTLE ITALY FESTA!



SUNDAY, OCTOBER 9 | 10AM - 6PM
IN THE HEART OF SAN DIEGO'S LITTLE ITALY

2016 EVENT SPONSORSHIP PROPOSAL

LITTLE ITALY FESTA! CELEBRATES 22 YEARS OF ITALIAN CULTURE



ABOUT THE EVENT:

Celebrating 22 years, FESTA! returns to San Diego's hip, historic Little Italy neighborhood for this Italian Festival, the largest celebration of its kind on the West Coast.

This FREE festival attracts over 100,000 attendees, 23 percent of whom travel from other states to attend. A multi-generational celebration, the festival offers Italian food, music, history and interactive activities for children and families.

FESTA! includes *Gesso Italiano* (Italian Chalk) painting on the streets, which is an event in itself, where over 50 participating artists bring images to life for all to enjoy.

This event attracts over 200 vendors, more than 100 volunteers and is strongly supported by the City of San Diego and San Diego County.



LITTLE ITALY FESTA!

FESTA! DEMOGRAPHICS

HIGHLIGHTS



60%

Female attendees



40%

Male attendees



\$75K +

41% of attendees earn more than \$75K



54%

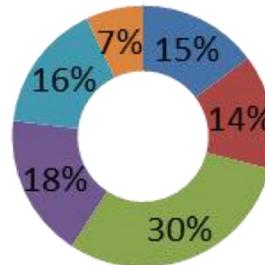
Percentage of attendees with College Degrees



59%

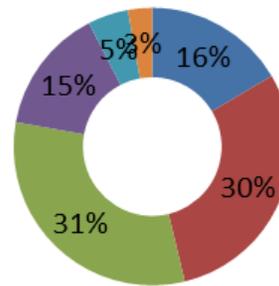
Percentage of attendees Between Ages of 37-55+

HOUSEHOLD INCOME



- a. <25K
- b. 26K-\$45K
- c. \$46K-75K
- d. \$76K-99K
- e. 100K-\$200K

EDUCATION LEVEL



- Highschool
- Some College
- Bachelor's
- Master's
- Ph.D.
- other



CURRENT & PAST SPONSORS



LITTLE ITALY FESTA!

FESTIVAL MARKETING HIGHLIGHTS

LITTLE ITALY FESTA!

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DATE STREET STAGE
10:00am-11:00am | Vince Chianelli
11:15am-11:45am | Presentation of the Columbus Day Queens
12:00pm-12:30pm | Spaghetti Salsa Contest
12:45pm-1:30pm | Roman Holiday
1:45pm-2:45pm | Marine Band San Diego
3:00pm-4:15pm | Minuscata
4:45pm-6:00pm | Screenin' Prinas

Stiriti FAMILY
STAGE @ INDIA & GRAPE
10:00am-11:00am | Jimmy Reno
11:15am-12:15pm | Sicilian Band
12:30pm-1:30pm | Gey Radio
1:35pm-3:55pm | Felledeances of Balboa Park
2:30pm-3:00pm | Roman Holiday
3:30pm-4:30pm | Sicilian Band
5:00pm-6:00pm | Vince Chianelli

BEECH STREET STAGE
10:00am-11:00am | ZBOF
11:30am-12:30pm | Pietro Rizzi
1:00pm-2:00pm | Pizzaro Brothers
2:30pm-3:30pm | ZBOF
3:45pm-4:45pm | Pietro Rizzi
5:00pm-6:00pm | Pizzaro Brothers

PIAZZA BASILONE
11:00am-1:00pm | Teenage Taylor Tito

LITTLE ITALY MERCATO
FARMERS MARKET
ITALIAN TABLE COOKING DEMO STAGE
@ INDIA & CEDAR
11:00am | Kristina Solferino
12:00pm | David Petrelli of Petrelli's
1:00pm | Gregorio Serafini Pizzol di Cusack & Tonda Gallo

#LITTLEITALYSD #LITTLEITALYFESTASD

LITTLE ITALY FESTA!

SUNDAY, OCTOBER 11 • 10AM-6PM
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FRIDAY, OCTOBER 9 • 8PM
SERATA AL CINEMA
(NIGHT AT THE MOVIE)
AT AMICI PARK - \$5 DONATION

SATURDAY, OCTOBER 10
8AM-2PM
LITTLE ITALY MERCATO
ON W. CEDAR
10AM-6PM
GESSO ITALIANO (ITALIAN CHALK)
ON W. BEECH

SUNDAY, OCTOBER 11 • 10AM-6PM
LITTLE ITALY FESTA!
3 STAGES OF ENTERTAINMENT
COOKING DEMONSTRATIONS
PRESENTED BY LITTLE ITALY MERCATO
GESSO ITALIANO (ITALIAN CHALK)
BEER & WINE GARDEN
GRAPES STOMP CONTEST
SPAGHETTI EATING CONTEST
ITALIAN MOTORSPORT SHOW
STICKBALL TOURNAMENT
BOCCIE BALL TOURNAMENT
KIDS AREA

#LITTLEITALYSD #FESTASD

619.615.1092 • LITTLEITALYFESTASD.COM

LITTLE ITALY FESTIVAL LEGEND

- Blue Ribbon presented by GROSSI/Farrell
- Corona Wine & Restaurant Beer Garden
- 602's Area
- Whiskal Exhibition Game
- Beach Ball Tournament
- Italian MotorSport Show
- Cultural Pavilion presented by Tavarozzi Gourmet Sausage
- Vendor Booths
- Grape Stomp Contest
- Red Aid
- ATM
- Restrooms (ADA & Standard)
- Little Italy Info & Merchandise Booth

GET YOUR LITTLE ITALY MERCHANDISE!

Stiriti, Masi, Followers, Kids Apparel, Postcards and more at the Little Italy Info & Merchandise Booths

The Little Italy FESTA! is a production of the Little Italy Association of San Diego
619.233.3898 | littleitalySD.com | #LittleItalySD

EVENT POSTER & POSTCARD
DISTRIBUTED AT 100'S OF SAN DIEGO BUSINESSES

FESTA EVENT GUIDE/MAP

21ST ANNIVERSARY LITTLE ITALY FESTA!
SUNDAY OCTOBER 11 10AM-6PM

vibrant culture vibrant city
Commission for Arts and Culture
City of San Diego

Kashi

Stiriti FAMILY

CHIPPINAW

Cupeaki

BALLAST POINT

MERCATO

MISSION
FEDERAL CREDIT UNION

yelp

Wells RESORTS

Tarrantino
GOURMET SANDWICHES

CONVIVIO

MASERATI
of SAN DIEGO

WYNDHAM

The San Diego Union-Tribune

US FOODS

TURKEY PIZZERIA BANK

Silt

ALL ABOUT DOWNTOWN NEWS

LA RESTAURANTE

Downing

Sysco

State Farm

TAMA
Training Company, Inc.

Residence Inn

Horizon SOLAR POWER

FESTA STREET SPANNING SPONSOR BANNER

LITTLE ITALY FESTA!

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (5-year term).....\$60,000

Benefits:

- The highest level of support
- Exclusive opportunity for naming rights “(Your Name) Little Italy FESTA!”
- Name and logo will appear on all materials at event and anytime FESTA is in print or online
- Name and logo on all media and marketing materials, 2,500 fliers, 150 full-color posters
- Name on all press releases—In 2015, more than 12,000,000 media impressions. See the Media Report for details
- Opportunity to serve as broadcast spokesperson for FESTA publicity
- Messaging on Little Italy Social Media to promote sponsor initiatives
- Exhibit area for sponsor at event (up to 20’ x 30’) in premier location
- Your company logo on center square at *Gesso Italiano* (Italian Chalk) area, at the entrance to the area
- Banner ad on Little Italy web site in September, October and November, 2016
- 10 VIP Parking places during event
- Company logo/title sponsor brand on street-spanning banner, put up two weeks before the Little Italy FESTA
- There are many creative activations we can help you to produce at the FESTA, such as: Very large props, like a giant bowl of spaghetti or painted Italian scene, with your branding incorporated into the design; fashion show; unusual/creative way of product sampling/display
- We could work with art teachers at schools and create an art contest. Then, the art is displayed at FESTA.
- Hire a headliner to perform in your name
- Italian cirque inspired show in your name
- Let’s brainstorm together!



LITTLE ITALY FESTA!

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR (3-year term).....\$40,000

Benefits:

- Exclusive opportunity to be called Presenting Sponsor (Ex. "FESTA Presented by Sponsor Name")
- Name and logo will appear on all materials at event and anytime FESTA is in print or online
- Name and logo on all media and marketing materials, 2,500 fliers, 150 full-color posters
- Name on all press releases—In 2015, more than 12,000,000 media impressions. See the Media Report for details
- Exhibit area for sponsor at event (up to 10' x 20') in premier location
- 8' x 8' *Gesso Italiano* chalk painting incorporating your branding
- Banner ad on Little Italy web site in October, 2016
- 6 VIP Parking places during event
- Company logo on street-spanning banner, put up one month before the Little Italy FESTA
- Minimum of 3-year agreement
- We are a very creative group. We are accustomed to customizing high level sponsorships so companies can meet their marketing objectives.

LITTLE ITALY FESTA!

SPONSORSHIP OPPORTUNITIES

GEDSO ITLIANO PRESENTING SPONSOR (2-year term).....\$15,000

Benefits:

- Gesso Italiano area to be branded: “Gesso Italiano Presented by Your Name”
- A booth space (Up to 10 x 20). Sponsor may determine location either in the Gesso section or another section of the Little Italy FESTA
- 8’ x 8’ *Gesso Italiano* chalk painting to incorporate an image of your brand, if desired
- Your branding on the t-shirts worn by chalk artists
- Company logo on street-spanning banner, put up two weeks before the Little Italy FESTA
- Company logo on all advertisements; 2,500 fliers, 150 full-color posters
- Company logo on 10,000 attendee ballots. Attendees vote for their favorite chalk artists and turn their ballots into a central location. Then, the winning artists receive substantial prizes.
- Company logo on the Little Italy FESTA webpage with link to sponsor web site
- Custom activations are available, lets brainstorm!



“Gesso” is the Italian word for chalk, and this section of the festival is our most popular feature. Over 100 artists, from students to professionals, travel from all over the US to create temporary masterpieces with chalk in the Madonnari style as was done in Italy centuries ago. This is an extremely well attended section of the Little Italy FESTA!

LITTLE ITALY FESTA!

SPONSORSHIP OPPORTUNITIES

STAGE SPONSORS (1-year term).....\$3,000 - \$25,000

Benefits:

- The Date Street and Grape Street Stages will have custom FESTA banners. Banners supplied by FESTA. Your company branding will be prominently displayed on these banners
- Stage entertainment runs from 10:00am to 6:00pm
- 10 x 10 booth space included in sponsorship
- An 8 x 8 *Gesso Italiano* chalk painting with your company name
- Company logo on street-spanning banner. It is put on display two weeks before the Little Italy FESTA
- Company logo on all advertisements; 2500 fliers, 150 full-color posters
- Company logo on the Little Italy FESTA webpage with link to your company site
- The titles of the stages will change to include your company name
- FESTA entertainment lineup features a modern and tradition Italian inspired music on three stages and cuisine demonstrations on the Cooking Stage
- Options to customize this sponsorship
- Major headliner—singer or comedian
- Italian inspired cirque show
- Fashion show
- Depending upon the customization, pricing may increase

Stage Name

Date Street Stage.....	\$12,500
Grape Street Stage.....	\$10, 000
Cooking Stage @ Cedar.....	\$7,500
Beech Street Stage.....	\$3,000
<i>Sponsorship of all four stages.....</i>	<i>\$25,000</i>



SPONSORSHIP OPPORTUNITIES

PLATINO (platinum) SPONSOR\$7,500

Benefits:

- A 10' x 10' booth space
- An 8 x8 *Gesso Italiano* Chalk Mural with your company name
- Banner ad on Little Italy Association web site for one month (month tbd)
- Company logo on all advertisements; 2,500 fliers, 150 full-color posters
- Company logo on the Little Italy FESTA webpage with link to your company site
- 4 VIP Parking passes during FESTA
- Company logo on street-spanning banner, put up one month before the Little Italy FESTA

ORO (gold) SPONSOR\$5,000

Benefits:

- An 8 x 8 *Gesso Italiano* Chalk Mural with your company name
- Banner ad on Little Italy Association web site for one month (month tbd)
- Company logo on all advertisements; 2,500 fliers, 150 full-color posters
- Company logo on the Little Italy FESTA webpage with link to your company site
- 2 VIP Parking passes during FESTA
- Company logo on street-spanning banner, put up one month before the Little Italy FESTA

ARGENTO (silver) SPONSOR.....\$2,500

Benefits:

- An 8 x 8 *Gesso Italiano* Chalk Mural with your company name
- Company logo on the Little Italy FESTA webpage with a link to your company site
- Company logo on all advertisements; 2,500 fliers, 150 full-color posters



LITTLE ITALY FESTA!



WE LOOK FORWARD TO CUSTOMIZING YOUR ACTIVATION!

Please contact us:

info@littleitalyfestasd.com | 619.615.1092

LITTLEITALYFESTASD.COM



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