



**MARCH 4<sup>TH</sup> & 5<sup>TH</sup>, 2023**  
**SPONSORSHIP INFORMATION**

**DOWNTOWN PHOENIX**  
**HERITAGE SQUARE**  
**N 7<sup>th</sup> Street**  
**Phoenix, AZ 85004**

**Italian Festival™ of Arizona**  
**2023 Sponsorship & Vendor Information**  
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## **WHAT'S INSIDE**

- ABOUT
- ATTRACTIONS & ENTERTAINMENT
- PRESS AND MEDIA
- SPONSORSHIP OPPORTUNITIES

In 2013 a group of local Arizonian-Italian Americans got together to discuss how to bring the Italian Community together. Not an easy task given that most Italians are spread out across the valley and state and over time organized small groups locally to socialize amongst themselves. These six gentlemen had a vision that one day they would have a place that was the centerpiece or focal point for all things Italian and provide a place where the local community could come together to learn more about Italian arts, culture, and traditions and avail themselves of services provided by the organization.

The organization would be the hub for local and international businesses that could share their products or services across international borders and provide assistance through local agencies to help build or kick start their entrepreneurial efforts with a focus on arts, culture, and education. The dream is that one day there could be a true Italian center recognized for its contribution to the community in exhibiting true Italian craftsmanship.

The Italian Association looks different today than it did in 2013. The annual festival that celebrates all things Italian in the valley has grown to capacity crowds. The pop-up art gallery was a major breakthrough and success in 2019 & again in 2022 and continues to grow. The iconic event exhibits traditional Italian folk dances with authentic dress wear from that period. Restored Italian automobiles. True Italian foods are provided by local restaurants and beverages imported from Italy like Stefano Farina wines, S. Pellegrino and Acqua Panna to name a few.

But we need to go beyond the festival. The Italian Association has grown its social and business membership and members expect quality events that exemplify what Italy is all about. Our business members can join us at our networking meetings. We are working with Italian organizations that will assist in bringing Italian merchandise from Italy so we can create a true Italian marketplace and tie these items in with the local businesses that already have their own products and distribution network.

The organization has partnered and collaborates with ASU Economic Development, Phoenix Committee on Foreign Relations, Global Ties Arizona, Phoenix Sister Cities, and Greater Phoenix Economic Council. Each organization provides an essential service for local and international businesses and the Italian Association is proud to be affiliated with each.

Italy is recognized globally for its culture and arts and is the home of some of the most famous thought leaders in our history and the Italian Association of Arizona is the single largest organization introducing and disseminating this information to the local community.

We invite you to join our organization and grow with us.

*The Italian association is a 501 c3 as recognized by the IRS. You can find additional details on the IA website [ItalianAssociation.org](http://ItalianAssociation.org) or by emailing [info@italianassociation.org](mailto:info@italianassociation.org)*



## THE CULTURAL EVENT OF THE SOUTHWEST

The 8<sup>th</sup> Italian Festival of Arizona is a two-day event showcasing and celebrating Italian culture, music, food and commerce. Visitors will enjoy authentic Italian cuisine, live music and entertainment, and can purchase Italian hand-crafted items from our vendors. The event opens a window into all things Italian and the contribution of Italians and those of Italian Heritage in the state of Arizona. The 2023 theme will be “Carnival”. Fashioned by the costumes worn during Carnevale in Venezia, we hope to showcase the true spirit of of this iconic cultural event.

We anticipate over 15,000 attendees to make their way through the streets of Phoenix to celebrate life while enjoying a piece of “La Bella Vita”.



## ATTRACTIONS - ENTERTAINMENT

Celebrations begins Saturday with a parade followed by the opening ceremonies. With two stages configured for maximum exposure, attendees will have plenty to feast on visually. The main entertainment stage will host a variety of non-stop, local and international talent, while the La Cucina Galbani Cooking Stage® will be the focal point of food & beverage demonstrations and contests. The Sbandieratori del Palio di Asti (flag-wavers) will not only perform at set times throughout the event but will also interact with attendees in between sets, perfect for photo ops.

The folk group Tradizione Vivente will perform at set times and interact with the crowds for an interactive experience.

New this year will be our Venetian Carnival costumes displayed live through the crowds and always ready for photo ops. A special exhibit with the history of the costumes will also be on display.

A “Made in Italy” market and exhibit area is being prepared where products and services exclusive from Italy will be on display for everyone to see. All this while being able to enjoy Italian foods, pizzas, artisan breads, pastries, imported Italian wines, beer and so much more.





## PRESS & MEDIA

The Italian Association has retained Jennifer Kaplan & Evolve Marketing and PR to manage all Public Relations and Marketing efforts to promote the Festival on local TV, radio, print and online. The various media outlets include, but not limited to, Arizona Republic, Arizona Foothills, So Scottsdale Magazine, iHeartRadio, CBS radio and all the major local TV networks (Fox 10, Channel 3, NBC 12 and ABC 15). They are also supported by Internet Marketing and Social Media, to include, Facebook, Instagram, Twitter and others. The Italian Association has also secured a street pole banner ad marketing campaign promoting the festival in the downtown Phoenix high traffic areas and on electronic marquis in the downtown core.

## ANALYTICS

Our 2022 media report indicated a reach of 32MM impressions and a PR value over \$220K. Record online pre-sales and overall attendees. We anticipate setting new records for this event.





## **SPONSORSHIP OPPORTUNITIES – *Engaging the audience***

Sponsorship packages can be customized to suit the individual branding and marketing needs for each partner.

### **DIAMOND PARTNER**

**\$10,000**

- Company logo on official festival flyer & poster and post cards.
- Banner ad in all email marketing campaigns
- One year membership in Italian Business Association
- Banner ad on Italian Association and Festival websites (6 months post festival)
- Mentioned in all online advertising
- Banner on side of festival main stage
- Banner at VIP tent and Italian Museum
- Supporting Partner Recognition (via announcements) at festival
- Company logo in our Monthly Newsletter/e-mail blasts (12 month period)
- LED Screen logo display
- 3-4 Corporate banners with business logo displayed at festival
- Company logo included in flyers, handouts and billboards at the festival
- Display corporate banner on all social sites and online medium (for 6 months after the festival)
- 10 x 10 Booth space at festival (special installations are available)
- 25 general admission passes
- 10 VIP passes

## **SPONSORSHIP OPPORTUNITIES**

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### **PLATINUM PARTNER**

**\$5,000**

- Banner ad in all email marketing campaigns
- Banner ad on Italian Association and Festival Websites (3 months post festival)
- Mentioned in all online advertising
- Supporting Partner Recognition (via announcements) at festival
- Company logo in our Monthly Newsletter/e-mail blasts (12 month period)
- Corporate banner at Italian Museum
- One year membership in Italian Business Association
- Corporate Banner with business logo displayed at festival
- Company logo included on all media press releases
- LED Screen logo display
- Corporate logo included in flyers and handouts
- Display corporate banner on all social sites and online medium (for 3 months after the festival)
- 10 x 10 Booth space at festival
- 15 general admission passes
- 5 VIP Tent passes



## **SPONSORSHIP OPPORTUNITIES**

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### **GOLD PARTNER**

**\$3,000**

- Banner ad on Italian Association and festival websites (3 months post festival)
- Mentioned in all online advertising
- Supporting Partner Recognition (via announcements) at festival
- Company logo in our Monthly Newsletter / Email blasts. (6 month period)
- Corporate banner with business logo displayed at Festival
- LED Screen logo display
- Display corporate banner on all social sites and online medium (for 3 months after the festival)
- 10 x 10 Booth space at festival
- 10 general admission passes

### **SILVER PARTNER**

**\$1500**

- Banner ad on Italian Association and festival websites (3 months post festival)
- LED Screen logo display
- Company logo in our Monthly Newsletter/e-mail blasts
- Corporate banner with business logo displayed at Festival
- One 10 x 10 booth at festival

## **LED SCREEN PROMOTIONS**

New for 2023 will be our LED screen showcasing our sponsors and advertisers.

All sponsors will have their logo on display on a rotation basis on the LED screen. Advertisers can purchase advertising on the screen for a fee as follows:

### **Sponsors included at no additional fee**

#### **On-Site Vendors:**

\$250.00

#### **Non - Exhibitor/Sponsor**

\$450.00 for Saturday & Sunday

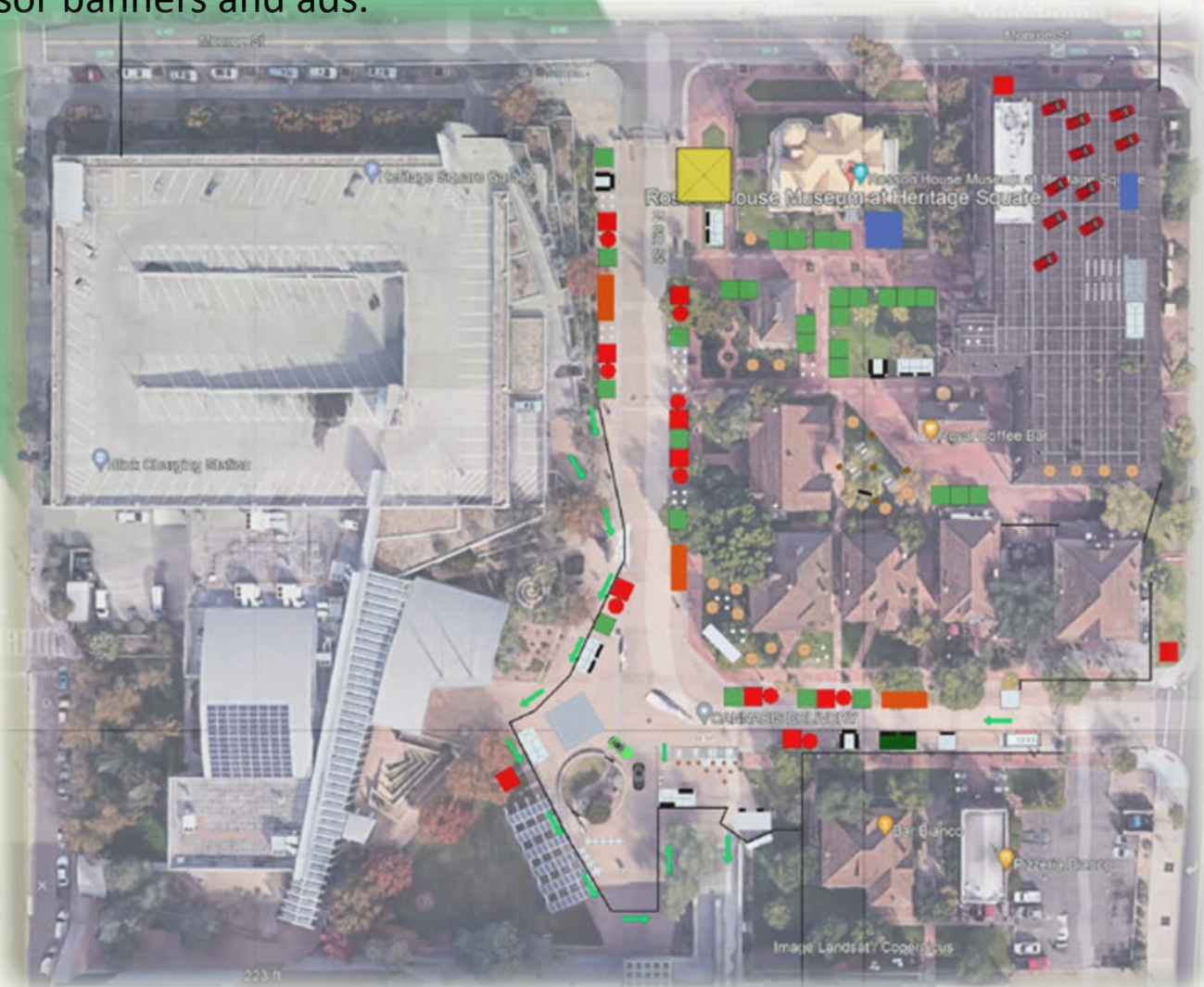


## THE VENUE

Working with the City of Phoenix and Downtown Phoenix Partnership, the Italian festival is strategically located to maximize attendance from the downtown core with over 7,000 residents and ample parking to accommodate thousands of commuters and their families.

Keeping the entire festival within the Heritage Square footprint makes for a visually stunning experience and allows for participants to enjoy the entire festival and not miss out on any vendors or entertainment. For 2023 we expand the festival area onto Monroe St.

It allows easy access for vendors setting up and maximum exposure for all sponsor banners and ads.





8TH ANNUAL

# THE ITALIAN *Festival*™



SATURDAY & SUNDAY  
**4 & 5 MARCH, 2023**

**HERITAGE SQUARE | PHOENIX**

AUTHENTIC FOOD | WINE | EXOTIC CARS | ARTS | MUSIC | FLAG WEVERS | PARADE



TICKETS & INFO:  
**ItalianAssociation.org**

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