



Italian Association of Arizona
2021/2022
SPONSORSHIP INFORMATION

Italian Association of Arizona
Italian Festival of Arizona™
Sponsorship & Vendor Information
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ABOUT

The Italian Association was founded with its primary goal of preserving and promoting Italian Arts, Culture and Traditions. We host a variety of events through the year, some large others small that lead up to the iconic Italian Festival held annually. All events are designed and created in a way to give the audience a true Italian, authentic experience.

Italy is recognized globally for its culture and arts and the home of some of the most famous thought leaders in our history and modern-day and the Italian Association of Arizona is playing an important role in the introduction and dissemination of this information to the local community. Our goal of establishing a community center that can become the hub for a 'Little Italy' is the dream. That is our 'raison d'etre'.



ATTRACTIONS - ENTERTAINMENT

THE ITALIAN FESTIVAL

The 7th 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. 2022 will be a special year given the postponement of the 2020 & 2021 festival due to COVID-19. 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

Celebrations begins Saturday morning with a parade and 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 Galbani sponsored cooking stage, will be the focal point of demonstrations and contests. The Sbandieratori del Palio di Asti (flag-wavers) along with other entertainers will perform throughout the festival and interact with attendees when possible.

An art gallery will exhibit local and international Italian art. A concourse d’elegance will feature Ferraris and go-fast Italian motorcycles. Italian bicycle manufacturers will feature their latest pieces of hand-crafted road bikes. All this while being able to enjoy Italian foods, pizzas, artisan breads, pastries, imported Italian wines, beer and so much more.



ATTRACTIONS - ENTERTAINMENT

PIZZA & WINE FESTIVAL

The Pizza & Wine Festival is the 1st of its kind hosted and sponsored by the Italian Association. We have taken our years of experience from our Italian Festival and used them to focus in on the celebration of pizza and wine. 2021 is the 1st annual Pizza and Wine Festival that will be held in Scottsdale AZ in the heart of Old Town.

An anticipated 3000 – 5000 guests will attend this one-day event given the low entry fee and reputation of the Italian Association has from previous events. Local vendors with authentic portable pizza ovens will prepare some of the best pizzas in the valley while entertainment will be ongoing for the whole family to enjoy.

WINE TASTINGS, DINNERS, NETWORKING EVENTS

The Italian Association hosts a variety of wine tastings and dinners throughout the valley. All centered around Italian food and drinks. We always over deliver in our events and guests are always satisfied and want to come back for more. An Italian restaurant is featured along with Italian chefs and imported Italian wines, beers and in some cases, products made right here in AZ by Italians. Themed events are also part of what we offer on occasion.



PRESS & MEDIA

The Italian Association has retained FleurComGroup 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 will also be supporting Internet Marketing and Social Media, to include, Facebook, Instagram, Groupon and others.

For 2022 we are adding a **Google Ad Word** campaign with a total monthly spend of \$10,000.00 per month in the months leading up to the festival.

This will dramatically increase the exposure for the festival and for all sponsors.

ANALYTICS

Based on our historical data, we anticipate this coming year to be an exceptional year shattering interest in the Italian Festival.

2019 - Over 30,000,000 overall impressions through TV, Radio, Online and Print.
PR Value - \$220,000.00 +



SPONSORSHIP OPPORTUNITIES

Sponsorship packages can be customized to suit the individual branding and marketing needs for each partner. We view our sponsors as our business partners. We can customize a package to suit your specific branding and marketing requirements to create a win/win relationship.

DIAMOND PARTNER

\$10,000

- Company logo on official festival flyer & poster and post cards. (30,000+ cards to be distributed at Talking Stick Resort Arena)
- Banner ad in all email marketing campaigns
- Banner ad on Italian Association and Festival websites – 12 months
- Logo in all online advertising
- Banner on side of festival main stage and poster on secondary stage
- Banner at VIP tent and pop-up Italian Art Gallery
- Supporting Partner Recognition (via announcements) at festival
- Company logo in our Monthly Newsletter/e-mail blasts
- Corporate banners with business logo displayed at festival
- Company logo included on all media press releases
- Company logo included in flyers, handouts and billboards at the festival
- Display corporate banner on all social sites and online medium
- 20 x 10 Booth space at festival
- 50 general admission passes
- 10 VIP passes
- One year business membership with the Italian Association
- Participation in the Pizza & Wine Festival and other events TBD
- Inclusion in the Italian Association online magazine
 - <https://bit.ly/3Cd2aTF> (sample)

SPONSORSHIP OPPORTUNITIES

PLATINUM PARTNER

\$5,000

- Banner ad in all email marketing campaigns
- Banner ad on Italian Association and Festival Websites
- Mentioned in all online advertising
- Supporting Partner Recognition (via announcements) at festival
- Company logo in our Monthly Newsletter/e-mail blasts
- Corporate banner at pop-up Italian Art Gallery
- Corporate Banners with business logo displayed at festival
- Company logo included on all media press releases
- Corporate logo included in flyers and handouts
- Display corporate banner on all social sites and online medium
- 10 x 10 Booth space at festival
- 50 general admission passes
- 5 VIP Tent passes
- One year business membership with the Italian Association
- Participation in the Pizza & Wine Festival and other events TBD
- Inclusion in the Italian Association online magazine
 - <https://bit.ly/3Cd2aTF> (sample)

SPONSORSHIP OPPORTUNITIES

GOLD PARTNER

\$3,000

- Banner ad on Italian Association and festival websites
- Mentioned in all online advertising
- Supporting Partner Recognition (via announcements) at festival
- Company logo in our Monthly Newsletter / Email blasts.
- Corporate banner (2 banners) with business logo displayed at Festival
- Display corporate banner on all social sites and online medium
- 10 x 10 Booth space at festival
- 25 general admission passes
- Inclusion in the Italian Association online magazine
 - <https://bit.ly/3Cd2aTF> (sample)

SILVER PARTNER

\$1500

- Banner ad on Italian Association and festival websites
- Company logo in our Monthly Newsletter/e-mail blasts
- Corporate banner (2 banners) with business logo displayed at Festival
- One 10 x 10 booth at festival
- Inclusion in the Italian Association online magazine
 - <https://bit.ly/3Cd2aTF> (sample)

THE VENUES

All our venues are selected for their ability to host an extraordinary event. Restaurants are authentic Italian restaurants and venues are selected based on location and ability to be transformed into memorable experience.

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.

Heritage Square is perfectly suited for hosting the Italian Festival along with its marketplace and stages. The greenery creates a cozy fun atmosphere. It allows easy access for vendors setting up and maximum exposure for all sponsor banners and ads.

Attendees have access to large parking structure next door with easy access to the festival footprint.





7th ITALIAN FESTIVAL OF ARIZONA

FEBRUARY 26-27, 2022

HERITAGE SQUARE, PHOENIX



ITALIAN ASSOCIATION PIZZA AND WINE FESTIVAL

SCOTTSDALE CITY HALL, CORNER OF E 1ST AVE & N 75TH ST.

NOV 6, 2021

12 PM - 10 PM



WWW.ITALIANASSOCIATION.ORG

WWW.ITALIANFESTIVALAZ.COM