

La Festa Italiana

Jersey City's Italian Festival

Sponsorship Proposal



La Festa Italiana 2025



La Festa Italiana is one of Jersey City's most popular and beloved summer celebrations. This old world Italian Street Festival is celebrated for 5 days in mid August along the historic 6th street Harsimus Cove Railroad Embankment.

Thousands of people flock here nightly to enjoy great entertainment, mouth watering food & drink and socialize outside with friends and neighbors.

By becoming a sponsor, you will increase visibility, enhance your brand recognition, demonstrate your support for the community, connect with other businesses and community leaders and align your brand with a cherished neighborhood tradition.

www.LaFestaJC.com

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About Us

Celebrating Italian Culture at La Festa Italiana in Jersey City!

La Festa Italiana is a 501(c)3 Charitable organization with a mission of preserving Italian American Culture in our community.

La Festa Italiana originated as a religious festival in 1903 and since then, has become the largest celebration of Italian American Culture in New Jersey with a vast audience and multiethnic backgrounds.

If you're looking to sponsor and Italian Cultural event or simply promote your local business for recognition, La Festa Italiana Jersey City has the audience you need.

Don't miss out on this amazing event.



Meet Our Sponsorship Team



Nicholas J. Grillo
Event Organizer



Denise D'Alessandro
Fundraising Assistant



Andrew La Bruno
Digital Marketing

La Festa Italiana
344 Sixth Street, Jersey City, NJ 07302
201-795-0120
LaFestaitalianaJC@gmail.com
www.LaFestaJC.com
facebook.com/Lafestaitalianajc
instagram.com/@Lafestaitaliana

Sponsorship Packages



■ Silver Sponsorship Package

- Business logo will appear on social media promotions for the event
- Display of business logo on 20,000 post cards and 500 flyers
- Promoted on our Sponsors section of our website
- Promoted in any digital ads and online press releases & social media.
- Numerous honorable mentions during the entirety of the event.

\$2,500

■ Gold Sponsorship Package

- Business logo will be displayed at five various La Festa Organization booths
- Business logo will appear on entertainment and main stage banner
- Business logo will appear on email marketing campaign material
- Includes the above Silver Sponsorship benefits

\$5,000

■ Platinum Sponsorship Package

- 10x10 Exhibit Space for all dates (5 days) of the event
- Business logo will be displayed at five various La Festa Organization booths
- Includes the above Gold & Silver Sponsorship benefits.

\$7,500

■ Presenting Sponsorship Package

- Exclusive title sponsor recognition, including company name in the event title.
- Premium logo placement on the event website, promotional materials & event signage
- Featured in all press releases, newsletters, and marketing campaigns.
- Extensive social media campaign highlighting the partnership.
- Included the above Platinum, Gold and Silver benefits.

\$10,000

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Thank You

Thank you for taking time to review our sponsorship opportunities. This is your chance for your business to reach thousands of people over the course of 5 days. It will show them your commitment to their community and Jersey City.

More information on demographics and the event can be found on our website via www.eventhub.net/



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