



# La Festa Italiana

## Jersey City's Italian Festival

344 Sixth Street, Jersey City, NJ 07302

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## Wednesday, August 13, 2025 through Sunday, August 17, 2025

Wednesday to Friday 5:00 p.m. to 11:00 p.m.    Saturday & Sunday 2:00 p.m. to 11:00 p.m.

Spring 2025

Dear Business Owners & Friends,

We are all excited as summer in Jersey City approaches because that means one thing. LA FESTA IS COMING!!! The highlight of summer festivals is the 122<sup>nd</sup> Annual La Festa Italiana, which celebrates Italian-American culture in Historic Downtown Jersey City attracting thousands of attendees nightly from the tri-state and beyond.

La Festa Italiana Jersey City is a 501(c)3 entity which makes your corporate donation much more advantageous. The 501(c) was formed with the vision of supporting Italian American culture and enriching the lives of the residents of Jersey City, noted as one of the most diverse cities in the nation.

Our 5 day "old world street festival" has grown in the past decade from a simple church festival to a desirable, greatly anticipated destination event attracting thousands of attendees & vendors from across the tristate, along with print, online & broadcast media.

We need your financial support to underwrite the escalating expenses to produce La Festa. City & State licenses & fees, Security, Entertainment, Insurance, Advertising & Promotion, Portable Restroom Facilities, etc... hover at an average of \$100,000 each year.

Our 5 Sponsorship opportunities range from:

Presenting Sponsor at \$10,000 - (1 available as the premier Sponsorship opportunity)

Platinum Sponsors at \$7,500 each

Gold Sponsors at \$5,000 each

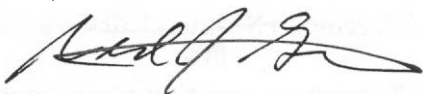
Silver Sponsors at \$2,500 each

Booth Sponsor at \$1,500 each (6)

Sponsors are prominently acknowledged in La Festa press releases, featured print & online articles, sponsor banners on prominent display around the event & numerous announcements hourly from our Main Stage.

**We hope YOU will Join US with a generous Sponsorship at La Festa Italiana 2025.**

Best,



Nicholas J. Grillo

Co-Chairman - La Festa Italiana

cc: Denise D'Allessandro – Fundraising Coordinator

## **Sponsorship Reservation Form**

Please complete the information below.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Website: \_\_\_\_\_ Business Email: \_\_\_\_\_

Would you like a letter for IRS Tax reporting? YES / NO

Would you like to provide a supportive quote about why you are supporting La Festa Italiana? This quote will be used in our press releases. YES / NO

If yes, quote as: \_\_\_\_\_

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**What sponsorship level are you pledging? (Circle one)**

**Presenting Sponsor (\$10,000) Platinum Sponsor (\$7,500) Gold Sponsor (\$5,000) Silver Sponsor (\$2,500)  
Booth Sponsor (\$1,500)**

Sponsorship checks are required by May 1, 2025. This is necessary to prepare print/digital marketing materials.

A Deposit and payment plan can be discussed by contacting our office. We will gladly accommodate any preferred payment schedule desired.

Please return this form to our office via mail or email.

Thank you for your support of La Festa Italiana Jersey City and your support of Italian American Culture.

# By becoming a La Festa sponsor, you'll gain:

**La Festa Italiana**  
Jersey City's Italian Festival

- **✓ Increased Visibility**

Your brand will be prominently displayed throughout the festival, reaching our diverse local community members.

- **✓ Enhanced Brand Recognition**

Associate your business with a beloved local event, building positive brand recognition and goodwill.

- **✓ Community Engagement**

Demonstrate your support for the community and strengthen your connection with local residents.

- **✓ Networking Opportunities**

Connect with other businesses, community leaders, and festival attendees.

- **✓ Positive Public Relations**

Align your brand with a cherished tradition and demonstrate your commitment to Jersey City community values.

## **Presenting Sponsorship - \$10,000**

*Only 1 is available*

*Provides the sponsor with the following:*

~Business Name marketed as Presenting - "Business Name Presents La Festa Italiana Jersey City"

~10x10 Exhibit Space for all dates (5 days) of the event

~ Business logo will be displayed at five various La Festa Italiana Organization booths

~ Business logo will appear on entertainment and main stage banner

~ Business logo will appear on email marketing campaign material

~ 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

~ Numerous honorable mentions during the entirety of the event (all dates)

## **Platinum Sponsorship - \$7,500**

*Provides the sponsor with the following:*

~10x10 Exhibit Space for all dates (5 days) of the event

~ Business logo will be displayed at five various La Festa Italiana Organization booths

~ Business logo will appear on entertainment and main stage banner

~ Business logo will appear on email marketing campaign material

~ 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

~ Numerous honorable mentions during the entirety of the event (all dates)

## **Gold Sponsorship - \$5,000**

*Provides the sponsor with the following:*

~ Business logo will be displayed at five various La Festa Italiana Organization booths

~ Business logo will appear on entertainment and main stage banner

~ Business logo will appear on email marketing campaign material

~ 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

~ Numerous honorable mentions during the entirety of the event (all dates)

## **Silver Sponsorship - \$2,500**

*Provides the sponsor with the following:*

~ 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

~ Numerous honorable mentions during the entirety of the event.

## **Booth Sponsorship**

**\$1,500**

*Only 6 available*

~ A Sign will be placed in one of the organization run booths.

~ Numerous honorable mentions during the entirety of the event.