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## SPONSORSHIP GUIDE

### The “De Cecco Little Italy Festival of Rochester, NY” - 2022

**LOCATION:** Rochester, NY – The Parcel 5 Event Space – 285 E. Main St, downtown Rochester, NY

**DATE:** Saturday, August 20<sup>th</sup>, 2022      **TIME:** Noon - 9:00pm

This year has fun for the whole family! Our exciting 7<sup>th</sup> annual neighborhood celebration will be safe, inclusive, and welcoming to all, with both the RPD and private security on site, to ensure a safe and enjoyable experience. Our vibrant celebration will feature good food and headliner **Louis Prima Jr. & the Witnesses** performing at 8pm on August 20, 2022.

Enjoy delicious food, children's games, a domino tournament, spaghetti eating contest, and the romantic sounds of international superstar **Giada Valenti, from Venice, Italy**, performing her live show “from Venice with Love” , and **Tre Bella** (an all female Italian American trio from NYC) and Latin Salsa music favorites the **Orchestra Antonetti**, plus other Italian American performers .

**\*\*GIADA VALENTI promo video:** <https://www.youtube.com/watch?v=pLmc0mUSE6M>

**\*\*TRE BELLA promo video:** <https://www.youtube.com/watch?v=oYLvR9WS1qE>

**\*\* Victor Antonetti Orchestra promo video:** <https://www.youtube.com/watch?v=MOKbcw2aeRY&t=49s>

As with all of our previous events, and very successful Little Italy Festivals, we expect thousands of people in attendance, ensuring a very wide age and cultural demographic, and maximum exposure for all our gracious sponsors. Our 2017 and 2018 Festivals were nominated as “*Rochester’s Best Cultural Festival*” by the readers of City Newspaper, and this year, admission will be **TOTALLY FREE from Noon to 3pm! \$7** (entry after 3PM) for **Advance General Admission** (available online at [www.littleitalyroc.com/festival](http://www.littleitalyroc.com/festival) and **\$10 General Admission at the Door**. We will also have **limited \$25 VIP Gen Adm tickets** available online only, which will include padded seating chairs and a meet and greet with headliner Louis Prima Jr. & the Witnesses after their show! (Lawn chairs welcome in the \$10 General Admission area only please.)

We work hard to change the narrative and bring prosperity back to Little Italy. We’re bringing greater focus on the Lyell area’s more positive “historical identity” in order to attract new business, housing and retail investment to the area, so it may be beautified and revitalized, in an effort to benefit all cultures and businesses in the area. Thank you for supporting this exciting celebration, as always, we are very flexible and open to accommodating your marketing ideas, to ensure utmost satisfaction and maximum return on investment. Thanks for your kind consideration. **Viva Rochester’s Historic Little Italy Neighborhood! See you at the Festival!**

## SPONSORSHIP LEVELS

### ***Diamond Level*** (1 Available) / \$10,000

Platinum Level + "Title" sponsorship. (Title/Name of Festa, i.e. – “The De Cecco Little Italy Festival”)

### ***Platinum Level*** / \$7,500

Gold Level+ "Presenting" sponsorship for portions of the event. (i.e. – Louis Prima Jr. is presented by...)

### ***Gold Level*** / \$5,000

Silver Level + 10 x 10 tent on site to hand out your promotional materials. Logo & mention on our TV spots, Radio ads, and on social media blasts.

### ***Silver Level*** / \$2,500

Bronze Level+ logo on large banner near the main stage, and on flyers and marketing materials.

### ***Bronze Level*** / \$1,000

Logo on our website, with hyperlink to your website, and logo included in multiple social media blasts.



SOME OF OUR CURRENT & PREVIOUS SPONSORS:



## SPONSORSHIP FORM

*(Please check one of the options below, and kindly remit this form with payment to address listed below)*

**Diamond Level** (1 Available) / \$10,000

Platinum Level + "Presenting" sponsorship.

**Platinum Level** / \$7,500

Gold Level + "Presenting" sponsorship for various portions of the event.

**Gold Level** / \$5,000

Silver Level + 10 x 10 tent on site to hand out your promotional materials. Mention on TV spots, Radio ads, and on social media blasts.

**Silver Level** / \$2,500

Bronze Level+ logo on large banner near the main stage, and on flyers and marketing materials.

**Bronze Level** / \$1,000

Logo on our website, with hyperlink to your website, and logo included in a social media blast.

### CONTACT INFORMATION

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

Address: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Special Needs: \_\_\_\_\_

### ONCE COMPLETE

Please remit this sponsorship form and your payment (check or money order) to:

Little Italy Festival of Rochester, NY.

9 Bru Mar Drive, Rochester, NY 14606

Email: [sdorsi@live.com](mailto:sdorsi@live.com) Tel: (585) 478-9494

*All major credit cards accepted via our website: [www.LittleItalyROC.com/donate](http://www.LittleItalyROC.com/donate)*

*Please also visit our Website [www.littleitalyroc.com](http://www.littleitalyroc.com) or Facebook & Instagram pages @LittleItalyROC to see videos of our previous Festivals! Thank you for your kind support!*

