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## SPONSORSHIP GUIDE 2020

**LOCATION:** Downtown Rochester, New York.  
(Street Fest at corner of State St. & Smith St.)

**DATE:** Sunday, August 23, 2020

**TIME:** Noon - 9:00pm

**FEATURED HEADLINERS:** TBA in Spring 2020

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Welcome to Little Italy! This year we'll be hosting our exciting **7<sup>th</sup> annual Little Italy Street Festival**, on Sunday, August 23, 2020, and it promises to be great fun for the entire family. We're proud to say that our inclusive "neighborhood celebration" has become one of the most popular events in the City of Rochester, and has been nominated as "Rochester's Best Cultural Festival" by City Newspaper!

Each year we help enrich the Lyell Avenue neighborhood area, and help generate increased business opportunities for local vendors, area merchants and hotels, by attracting thousands of people to Rochester's 150 year old "Little Italy Historic District", while championing the effort to revitalize the area with community partners. For more info on the Little Italy Historic District, please visit the City of Rochester's official website: [www.CityofRochester.gov/nwnsc](http://www.CityofRochester.gov/nwnsc) To see exciting videos and promotional spots of our previous Little Italy Festivals, please visit our website: [www.LittleItalyROC.com/festival](http://www.LittleItalyROC.com/festival).

Our popular street festival attracts a very wide demographic, comprised of people from all age groups and ethnicities. We also make sure that both RPD and private security are always on site at the event, to ensure a safe, welcoming and enjoyable experience for all.

Admission to our street festival is **FREE!** Enjoy delicious food, children's games, bocce, and the exciting sounds of our headline entertainers, while participating at **Rochester's premier Italian festival!**

We work hard to change the narrative in the Lyell neighborhood area, and to bring prosperity back to the Little Italy Historic District area. We're bringing greater focus on the Lyell area's more positive "historical identity" in order to attract new investment, and so that it may be revitalized, in an inclusive effort, which will benefit all cultures. Our major public events, like the festival, are vital to bringing real change to the area. Thank you for supporting our exciting street celebration and community revitalization initiative. As always, we are very flexible and open to accommodating your marketing needs, to ensure utmost satisfaction, and maximum return on investment. Thank you sincerely for your kind support!

## SPONSORSHIP LEVELS

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

Platinum Level + "Title" sponsorship. (Title/Name of Fest, i.e. – “The Cinzano Little Italy Street 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 to thousands of attendees. Your logo tagged on all TV spots, Radio ads, and on social media blasts. (Note: We have nearly 10,000 followers on social media.) For our Facebook, Twitter & Instagram sites, please visit: [@LittleItalyROC](#)

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

Bronze Level+ logo on 2' x 3' banner near the main stage, and on our 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.



To see exciting videos of our past Little Italy Festivals please visit:

[www.LittleItalyROC.com/festival](http://www.LittleItalyROC.com/festival)

SOME OF OUR CURRENT AND PAST 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 only please) to:

Little Italy Association of Rochester, Inc.

9 Bru Mar Drive, Rochester, NY 14606

Email: [info@LittleItalyROC.com](mailto:info@LittleItalyROC.com) Tel: (585) 478-9494

*The Little Italy Association of Rochester is a 501(c)(3) non-profit corporation. EIN number: 81-2705070.*

*Donations are tax-deductible. All major credit cards accepted via our website: [www.LittleItalyROC.com](http://www.LittleItalyROC.com)*

*Please visit our Facebook & Instagram pages to see photos and videos of our festival: [@LittleItalyROC](https://www.facebook.com/LittleItalyROC)*

