



SPONSORSHIP GUIDE

Little Italy Festival of Rochester, NY - 2025

LOCATION: ONTARIO BEACH PARK – 50 Beach Ave, Rochester, NY 14612

DATES: Saturday, August 30th , 2023

TIME: Noon – 9PM

This year features an exciting new location! Our 8th annual Little Italy celebration will be safe, inclusive, and welcoming to all cultures, with police, EMS, and our private security team on site at all times, to ensure a safe and enjoyable experience for all attendees. Our vibrant celebration will feature, as always, a variety of good Italian food and top-notch headline musical entertainment.

This year's event will feature traditional Italian music, and a mix of Italian classics, and Italian pop hits performed live from Noon to 2PM, by local favorite Italian American singer/songwriter **MARCO AMADIO**. The **COUPE DEVILLES** will perform live from 3-6PM, featuring their lively Rhythm and Blues sound, to get the party started in the afternoon; followed by New York City's "Jazzy Italian" **VANESSA RACCI** from 7-8PM, and our Superstar Headliner will be **America's Got Talent** Golden Buzzer finalist and Grammy nominee, **SAL "THE VOICE" VALENTINETTI** !

Video of Sal "The Voice" Valentinetti at Little Italy Festival of Rochester, NY (2017):
<https://www.youtube.com/watch?v=Q26RMyPdwoo>

This year's event will be the first Italian festival to ever be held at Ontario Beach Park!

"PARTY AT THE BEACH – PAISANO STYLE!"

The park offers many amenities, including a children's playground, multiple covered seating shelters, the lovely Lake Ontario beach front, the Charlotte Pier, the Port of Rochester boating marina, a newly installed kids Spray Park and a historic public Merry-go-Round!

Sal "The Voice" Valentinetti promo: <https://www.youtube.com/watch?v=cf8zxj7n1cs>

****Vanessa Racci promo:** <https://www.youtube.com/watch?v=TQUZaSSN-mw>

****Coup Deville's promo video:** <https://www.youtube.com/watch?v=3XnMz7UmhD4>

Our 2017 and 2018 Festivals were nominated as "*Rochester's Best Cultural Festival*" by City Newspaper. As with all of our previous events, we expect thousands of people in attendance each day, ensuring a wide-reaching age demographic and maximum marketing exposure for our generous sponsors.

As always, we are flexible and open to your marketing ideas, to ensure utmost satisfaction, and maximum return on investment. Thank you for your kind consideration. **See you at the Festival!**

SPONSORSHIP LEVELS

Diamond Level (1 Available) / \$25,000

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

Platinum Level / \$10,000

Gold Level + "Presenting" sponsorship for portions of the event and/or a main stage sponsorship.
(i.e. – “John Doe Band presented by XXXXX” or “the Little Italy Festival main stage presented by XXXX”...)

Gold Level / \$7,500

Silver Level + 10 x 10 tent on site to hand out your promotional materials. Logo tagged on our TV spots, radio ads, and all marketing materials, and on social media blasts.

Silver Level / \$5,000

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

Bronze Level / \$2,500

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



SOME OF OUR CURRENT & PREVIOUS SUPPORTERS & 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) / \$25,000

Platinum Level + "Presenting" sponsorship.

☐ **Platinum Level** / \$10,000

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

☐ **Gold Level** / \$7,500

Silver Level + "presenting sponsorship", 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** / \$5,000

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

☐ **Bronze Level** / \$2,000

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:

Marsica Holdings, LLC

9 Bru Mar Drive, Rochester, NY 14606

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

All major credit cards accepted via our website: www.LittleItalyROC.com/donate

Please also visit our Website www.littleitalyroc.com or Facebook & Instagram pages @LittleItalyROC to see videos of our previous Little Italy Festivals! -- **Thank you for your kind support!**

