



**Thursday, October 11 – Sunday, October 14, 2018**

PRODUCED BY THE ITALIAN CULTURAL & COMMUNITY CENTER

Contact us at: [info@HoustonItalianFestival.com](mailto:info@HoustonItalianFestival.com) | [www.HoustonItalianFestival.com](http://www.HoustonItalianFestival.com)

The Italian Cultural & Community Center of Houston, a 501(c)(3) non-profit organization produces the *Houston Italian Festival*. The *Houston Italian Festival* gives back to Houston and its surrounding areas while offering a unique opportunity for businesses to introduce their special products and services to an audience of all ages, and at the same time are included among those actively supporting the cultural diversity of this great city. This event helps support:

- **Italian Cultural & Community Center** ([www.iccchouston.com](http://www.iccchouston.com)) – which supports multiple college scholarship programs, the ICCC Italian Language School, the ICCC lecture series, Italian movie series and other learning events offered to promote *Bringing Culture to Life* to the Houston community.
- **University of St. Thomas Scholarship Fund** ([www.stthom.edu](http://www.stthom.edu)) - Founded in 1947 by the Basilian Fathers, the University of St. Thomas offers a Catholic liberal arts education for a lifetime of opportunities and challenges. Students can choose from 32 undergraduate and 10 graduate degree programs. The University’s proximity to downtown and the Texas Medical Center enhances opportunities for internship and networking experiences. Liberal arts degrees provide invaluable training to a wide range of careers including business, teaching, health, communication, law, the arts and many others. Learn more at ShineATust.com.
- **Charity Guild of Women** ([www.charityguildshop.org](http://www.charityguildshop.org)) - The mission of the Guild is the sanctification of its members under the patronage of the Immaculate Heart of Mary through the practice of the spiritual and corporal works of mercy and the practice of charity by rendering assistance to children of need in the Greater Houston Area, regardless of race or creed.
- **Monarch School** ([www.monarchschool.org](http://www.monarchschool.org)) - The Monarch School is dedicated to providing an innovative, therapeutic education for individuals with neurological differences. Monarch offers a learner-centered approach that helps students progress in Four Core Goal areas critical for development. The Monarch School is *shaping lives from the inside out*<sup>™</sup>.
- **Reach Unlimited** ([www.reachunlimited.org](http://www.reachunlimited.org)) - Reach Unlimited is dedicated to providing quality support services for people with intellectual and developmental disabilities. A certified Home and Community-Based Service (HCS) provider, Reach provides a wide range of services to people who live at home, with guardians, and in group home settings.

To continue this great tradition, we appreciate the generosity of area businesses. Please contact us at [info@houstonitalianfestival.com](mailto:info@houstonitalianfestival.com) to inquire as to how your business can help to bring Italian “Culture to Life” for the Houston Community.

# FESTIVAL DEMOGRAPHICS

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(Data based on survey conducted in 2017 by the University of St. Thomas Department of Psychology)



## Age

|       |       |
|-------|-------|
| 0-12  | 5.6%  |
| 13-17 | 28.1% |
| 18-29 | 18.8% |
| 30-39 | 17.3% |
| 40-49 | 11.4% |
| 50-64 | 12%   |
| 60+   | 6.6%  |

## Ethnicity

|                  |       |
|------------------|-------|
| Caucasian        | 69.1% |
| Hispanic         | 16.2% |
| African-American | 4.4%  |
| Asian            | 5.1%  |
| Multicultural    | 5%    |
| Other            | 0.2%  |



## Travel Distance

|             |       |
|-------------|-------|
| 0-25 Miles  | 80.9% |
| 26-50 Miles | 13.6% |
| 51+ Miles   | 3.5%  |

## Self-Identified

|             |    |
|-------------|----|
| Disabled    | 3% |
| Out of Town | 6% |

## Sex

|        |     |
|--------|-----|
| Female | 55% |
| Male   | 45% |



# SPONSORSHIP OPPORTUNITIES

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Ask about items/events available for sponsorship at various levels

|  |  |
|--|--|
| <p><b>\$25,000 - Stella d'Italia (In-Kind) OR<br/>Stella Grande d'Italia (Cash Only)</b></p> <ul style="list-style-type: none"><li>◆ Sponsor logo printed alongside the Houston Italian Festival Logo on all print materials (<b>Stella Grande Only</b>)</li><li>◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site</li><li>◆ Listed in <a href="#">La Voce Italiana</a> as an official Festival sponsor</li><li>◆ Sponsor listed on the "Sponsor Board" at the entry gate</li><li>◆ Company logo on posters and flyers</li><li>◆ 1 – 3 ½ "x 1 ½" ad on "Sponsor Thank You" page in <a href="#">LaVoce Italiana</a></li><li>◆ Logo in select print advertising</li><li>◆ Logo on official event T-shirt</li><li>◆ Sponsor name included in a feature story in <a href="#">La Voce Italiana</a> newspaper.</li><li>◆ Sponsor recognition from main stage area during festival</li><li>◆ Up to 6 sponsor supplied 3' x 5' banners to be displayed at event director's selection</li><li>◆ 10' x 10' booth <u>space only</u> at the festival for displays and information.</li><li>◆ 60 admission tickets to the Houston Italian Festival</li></ul> | <p><b>\$2,500 - Oro (Gold)</b></p> <ul style="list-style-type: none"><li>◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site</li><li>◆ Listed in <a href="#">La Voce Italiana</a> as an official Festival sponsor</li><li>◆ Sponsor listed on the "Sponsor Board" at the entry gate</li><li>◆ Company name mentioned on posters and flyers</li><li>◆ Company name on official event T-shirt</li><li>◆ Up to 2 sponsor supplied 3' x 5' banners to be displayed at event director's selection</li><li>◆ 10' x 10' booth <u>space only</u> at the festival for displays and distribution of information.</li><li>◆ 10 admission tickets to the Houston Italian Festival</li></ul> |
| <p><b>\$10,000 - Diamante (Diamond)</b></p> <ul style="list-style-type: none"><li>◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site</li><li>◆ Listed in <a href="#">La Voce Italiana</a> as an official Festival sponsor</li><li>◆ Sponsor listed on the "Sponsor Board" at the entry gate</li><li>◆ Company logo on posters and flyers</li><li>◆ 1 – 3 ½ "x 1 ½" ad on "Sponsor Thank You" page in <a href="#">LaVoce Italiana</a></li><li>◆ Logo in select print advertising</li><li>◆ Logo on official event T-shirt</li><li>◆ Sponsor name included in a feature story in <a href="#">La Voce Italiana</a> newspaper.</li><li>◆ Sponsor recognition from main stage area during festival</li><li>◆ Up to 5 sponsor supplied 3' x 5' banners to be displayed at event director's selection</li><li>◆ 10' x 10' booth <u>space only</u> at the festival for displays and information.</li><li>◆ 40 admission tickets to the Houston Italian Festival</li></ul>  | <p><b>\$1,500 - Argento (Silver)</b></p> <ul style="list-style-type: none"><li>◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site</li><li>◆ Listed in <a href="#">La Voce Italiana</a> as an official Festival sponsor</li><li>◆ Sponsor listed on the "Sponsor Board" at the entry gate</li><li>◆ Company name mentioned on posters and flyers</li><li>◆ 1 sponsor supplied 3' x 5' banner to be displayed at event director's selection</li><li>◆ 6 admission tickets to the Houston Italian Festival</li></ul>  |
| <p><b>\$5,000 - Platino (Platinum)</b></p> <ul style="list-style-type: none"><li>◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site</li><li>◆ Listed in <a href="#">La Voce Italiana</a> as an official Festival sponsor</li><li>◆ Sponsor listed on the "Sponsor Board" at the entry gate</li><li>◆ Company logo on posters and flyers</li><li>◆ Company Name on official event T-shirt</li><li>◆ Up to 3 sponsor supplied 3' x 5' banners to be displayed at event director's selection</li><li>◆ 10' x 10' booth <u>space only</u> at the festival for displays and information.</li><li>◆ 20 admission tickets to the Houston Italian Festival</li></ul>   | <p><b>\$500 - Bronzo (Bronze)</b></p> <ul style="list-style-type: none"><li>◆ Sponsor name listed on the Houston Italian Festival web page</li><li>◆ Listed in <a href="#">La Voce Italiana</a> as an official Festival sponsor</li><li>◆ Sponsor listed on the "Sponsor Board" at the entry gate</li><li>◆ 2 admission tickets to the Houston Italian Festival</li></ul>  |

# ITEMS AVAILABLE FOR SPONSORSHIP

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## BRONZO (BRONZE) LEVEL

\$500+

- General Sponsorship: 1 sponsor supplied 3' x 5' banner to be displayed at event director's selection
- Regional Italian Flag Sponsorship – Select One
  - X Abruzzo      X Emilia Romagna      X Lombardia      X Puglia      X Trentino-Alto Adige
  - X Basilicata    X Friuli-Venezia Giulia     Marche      X Sardegna      X Umbria
  - X Calabria      X Lazio      X Molise      X Sicilia       Valle D'Aosta
  - X Campania     Liguria      X Piemonte      X Toscana      X Veneto
- Booth/Area/Event Sponsorship – Select One  
Your name will be displayed at the selected location on a "Thank you to our Sponsor Sign".
  - X Artichoke Hearts      X Italian Travel Movies      X La Piccola Cucina (Sun)       Tarantella Dancing (Sat)
  - X Cannoli      X Italian Market (Friday)      X Meatball Sandwich       Tarantella Dancing (Sun)
  - Children's Tarantella      X Italian Market (Saturday)      X Pasta Dish       Volunteer Check-In (Fri)
  - X Eggplant       Italian Market (Sunday)       Pasta Eating Contest (Sat)       Volunteer Check-In (Sat)
  - X First Aid      X Italian Sausage       Pasta Eating Contest (Sun)       Volunteer Check-In (Sun)
  - X Grape Stomp (Sat)       La Piccola Cucina (Fri)      X Pizza
  - Grape Stomp (Sun)      X La Piccola Cucina (Sat-AM)      X Raffle
  - X Italian Cookies      X La Piccola Cucina (Sat-PM)      X Sound/Lights

## ARGENTO (SILVER) LEVEL

\$1,500+

- Marionette Puppet Show - 2 shows Saturday and 2 shows Sunday
- Ticket Booths (either East Booth or West Booth or South Booth) – Sponsor supplied banner or sign at selected booth plus coupon/literature distribution at booth.
- Wine Booth – 2 available for sponsorship each at \$1,500
- Bocce Ball Tournament
- On-Line Tickets
- Free Art & Crafts for Children Tent
- Cooking Demonstrations - 45 min. demo presented by sponsor. Sponsor may distribute promotion materials
- Wine Tasting – educational tasting & lecture classes on the Taste of Italy Pavilion
- Beer Tasting – educational tasting & lecture class on the Taste of Italy Pavilion
- Custom Package/Event – We can create a mutually beneficial event for you and the Houston Italian Festival

## ORO (GOLD) LEVEL

2,500+

- I Madonnari High School Art Contest (logo placed on Contestant T-Shirts and recognition from main stage)
- Photography Contest (signage at exhibit and recognition from main stage)
- Festival Event Program – Sponsor logo displayed on 10,000 printed programs distributed at the event.
- Admission Gate (either East Gate or West Gate) - Sponsor supplied banner at selected Gate plus coupon/literature distribution at gate
- Custom Package/Event – We can create a mutually beneficial event for you and the Houston Italian Festival

## PLATINO (PLATINUM) LEVEL

\$5,000+

- Taste of Italy Pavilion – Sponsor supplied banner or sign on Culinary/Tasting Pavilion throughout the entire festival
- Admission Gates – Sponsor supplied banner or sign at both East and West Gate plus coupon/literature distribution at gate
- Custom Package/Event – We can create a mutually beneficial event for you and the Houston Italian Festival

## DIAMANTE (DIAMOND) & STELLA LEVELS

\$10,000+ & \$25,000+

- Exclusive Product or Category – Granted upon request only and must be mutual agreed upon
- Custom Package/Event – We can create a mutually beneficial event for you and the Houston Italian Festival

# SPONSORSHIP APPLICATION & AGREEMENT

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Contact us at: [info@HoustonItalianFestival.com](mailto:info@HoustonItalianFestival.com) | [www.HoustonItalianFestival.com](http://www.HoustonItalianFestival.com)

Company Name: \_\_\_\_\_  
(As you wish it stated in advertising/promotions)

Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ (work) \_\_\_\_\_ (cell) \_\_\_\_\_ (fax)

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

Donation Acknowledgement sent to Attention: \_\_\_\_\_

## Level of Sponsorship (Please check One)

- Bronzo \$ 500+ Item Sponsored: \_\_\_\_\_
- Argento \$ 1,500+ Item Sponsored: \_\_\_\_\_
- Oro \$ 2,500+ Item Sponsored: \_\_\_\_\_
- Platino \$ 5,000+ Item Sponsored: \_\_\_\_\_
- Diamante \$10,000+ Item Sponsored: \_\_\_\_\_
- Stella \$25,000+ Item Sponsored: \_\_\_\_\_
- In-Kind Donation of: \_\_\_\_\_

Estimated Value of In-Kind Donation: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature (Print): \_\_\_\_\_

**Sponsorship Policy:** Sponsorship commitment must be received *no later than July 27, 2018* in order to guarantee inclusion in promotional material. This form executed by a principal/representative with at least 50% payment of selected sponsor level (if a cash donation) is necessary to insure sponsor commitment. Balance of payment is due by **August 10, 2018**. This serves as an agreement between sponsor and the Italian Cultural & Community Center of Houston. No refunds in the event of inclement weather or cancellation of the festival due to circumstances beyond the control of the organizers of the event.

**Make check payable to:** Italian Cultural & Community Center

**Or by credit card:** Card #: \_\_\_\_\_

Security code: \_\_\_\_\_ Expiration date: \_\_\_\_\_

**Return to:** Italian Cultural & Community Center

Houston Italian Festival ♦ 1101 Milford ♦ Houston, Texas 77006

For additional information please call – 713-524-4222 ext 3 or email – [info@houstonitalianfestival.com](mailto:info@houstonitalianfestival.com)