



Thursday, October 8 – Sunday, October 11, 2020

PRODUCED BY THE ITALIAN CULTURAL & COMMUNITY CENTER

Contact us at: info@HoustonItalianFestival.com | 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) – 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) - Founded in 1947 by the Basilian Fathers, the University offers a Catholic liberal arts education for a lifetime of opportunities and challenges. For more than 70 years, the University has been graduating students into successful careers in medicine, education, business, public administration and more. The campus located in Houston's Museum District and Innovation Corridor, a diverse and vibrant urban environment with professional opportunities. Just steps from downtown and the famed Texas Medical Center where many students perform prestigious internships.
- **Monarch School** (www.monarchschool.org) - The Monarch School is dedicated to providing an innovative, therapeutic education for individuals with neurological differences. Monarch School impacts the future of our learners by providing opportunities to identify and access their strengths and talents in order to develop and maintain relationships, be contributing members of society, and to venture out into the world with permission to be themselves, confident and with a sense of purpose.

To continue this great tradition, we appreciate the generosity of area businesses. Please contact us at 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 surveys conducted in 2017/2018/by the University of St. Thomas Department of Psychology)



Age

0-12	4.2%
13-17	35.2%
18-29	16.5%
30-39	14.3%
40-49	9.9%
50-64	10.2%
60+	9.7%

Ethnicity

Caucasian	67.5%
Hispanic	16.7%
African American	3.7%
Asian	3.7%
Multicultural	7.9%
Other	0.5%



Travel Distance

0-25 Miles	71.9%
26-50 Miles	10.5%
51+ Miles	17.6%

Self-Identified

Disabled	13%
Out of Town	35%

Sex

Female	51%
Male	49%



SPONSORSHIP OPPORTUNITIES

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Ask about items/events available for sponsorship at various levels

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

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
 - Grounds
 - Technology Costs
 - Waste Mgt
 - Printing Costs
 - Permitting
- Regional Italian Flag Sponsorship – Select One
 - Abruzzo
 - Basilicata
 - Calabria
 - Campania
 - Emilia Romagna
 - Friuli-Venezia Giulia
 - Lazio
 - Liguria
 - Lombardia
 - Marche
 - Molise
 - Piemonte
 - Puglia
 - Sardegna
 - Sicilia
 - Toscana
 - Trentino-Alto Adige
 - Umbria
 - Valle D'Aosta
 - Veneto
- Booth/Area/Event Sponsorship – Select One
Your name will be displayed at the selected location on a "Thank you to our Sponsor Sign".
 - Artichoke Hearts
 - Cannoli
 - Children's Tarantella
 - Eggplant/Green Beans
 - La Piccola Cucina (Fri)
 - La Piccola Cucina (Sat-AM)
 - La Piccola Cucina (Sat & Sun)
 - Italian Travel Movies
 - Italian Market (Friday)
 - Italian Market (Saturday)
 - Italian Market (Sunday)
 - Italian Sausage
 - La Piccola Cucina (Sat-PM)
 - I Madonnari Art Contest
 - La Piccola Cucina (Sun)
 - Meatball Sandwich
 - Pasta Dish
 - First Aid
 - Grape Stomp (Sat & Sun)
 - Raffle
 - Tarantella Dancing (Sat)
 - Tarantella Dancing (Sun)
 - Volunteer Check-In (Fri)
 - Volunteer Check-In (Sat)
 - Volunteer Check-In (Sun)
 - Sound/Lights

ARGENTO (SILVER) LEVEL

\$1,500+

- Ticket Booths (East Booth or West Booth) – Sponsor supplied banner or sign at selected booth plus coupon/literature distribution at booth
- Admission Gate (either East Gate, West Gate, Garage Admission Gate) - Sponsor supplied banner at selected Gate plus coupon/literature distribution at gate
- Wine Booth
- **Bocce Ball Tournament**
- On-Line Tickets
- Free Art & Crafts for Information/Children Tent
- Cooking Demonstrations-45 min. demo presented by sponsor. Sponsor may distribute promotion materials
- Wine Tasting-educational tasting & lecture classes in 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+

- Festival Event Program – Sponsor logo displayed on all printed programs distributed at the event.
- 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
- 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 | 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 30, 2020* 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, 2020**. 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 6 or email – accounting@iccchouston.com