

INAUGURAL FESTA ITALIANA

June 15, 2024

SLOSS FURNACES, BIRMINGHAM

BIRMINGHAM

FESTA ITALIANA

A Kiss of Italy

WWW.FESTAITALIANABHAM.COM



Benvenuti!

**The Italian American Heritage Society of Birmingham Presents
the Inaugural *Festa Italiana* Saturday, June 15, 2024.**

In order to appreciate the accomplishments of Birmingham's original Italian-American immigrants, one need look no further than their children and grandchildren, who have distinguished themselves as business and professional leaders throughout the city. Italian Americans are proud blue-collar workers, business owners, managers, and corporate heads. They serve on professional and governmental boards and in their communities and places of worship. They have been recognized by their peers as distinguished physicians, dentists, pharmacists and attorneys as well as many other professionals. Maybe they should have been named, not for their own self-satisfaction, but as a testimony to the accomplishments of their grandparents. Their suffering and hard work produced many fine upstanding citizens.

Love and pride in the rich culture and traditions of Italian Americans in our city have given life to the idea of creating this unique festival in Birmingham. We hope you will join us in what will surely be the most colorful and beloved festival in our community.

**Italian American
Heritage Society**



of
Birmingham, Alabama

Keeping with the mission of the Italian American Heritage Society, this one day event will encourage, promote and preserve Italian culture and heritage with activities centered upon Italian traditions, foods, language, culture, history, religion, folklore, customs, celebrations, music and family!





ABOUT FESTA ITALIANA

"A Kiss of Italy"

Ciao! On June 15, 2024, an Italian festival will welcome thousands from in and around our community and beyond to Sloss Furnaces National Historic Landmark in the heart of Birmingham.

For attendees, young and old, Italian by blood or just at heart, this festival welcomes all of those looking to enjoy a taste of Italy - right here in Birmingham. Featuring live musical performances on the main stage, Festa Italiana will showcase some of the most talented acts around - many of Italian descent or influence.

And what would an Italian Festival be without the food! Aside from actually being in Italy, Festa Italiana will be the next best thing. Imagine Sloss Furnaces filled with authentic Italian vendors serving a variety of Italian favorites, from cannolis to Italian sausage to gelato. Cooking demonstrations, wine and cheese tasting, dancing, grape stomping, bocce ball competitions, Italian cars and more! *Festa Italiana* will provide something for everyone!

SPONSORSHIP LEVELS

How You Can Be Involved

As we plan for the Inaugural *Festa Italiana*, we invite you to join us as one of our key partners. As a sponsor, your company/brand will receive an excellent return on your investment as your name will be viewed and/or experienced by a loyal audience of thousands! Please know the levels below are merely starting points. We are happy to work with you to tailor a package that best meets your marketing goals.

TITLE "TITOLO" SPONSORSHIP

\$20,000

- Title Sponsorship of the Inaugural *Festa Italiana*
- Naming Rights of the entire event. For example, "*Festa Italiana*, Presented by Company Name" or "Company Name Presents *Festa Italiana*."
- Category Exclusivity
- A 10x20 location on the festival site. Festa to provide the tent, signage for the tent, standard power, up to (4) tables and (8) chairs
- The right to hang up to (8) banners on the festival site
- (50) General Admission passes
- Top Level Logo inclusion on the *Festa Italiana* Media Campaign
- Logo and link to company website on *Festa Italiana* website at festaitalianabham.com
- Up to (8) unique and targeted social media promotions
- Top Level Logo inclusion on any paid or earned media spots (tv, radio, etc.)
- Top Level Logo inclusion on event poster & other printed materials
- Inclusion in all press releases sent out on behalf of *Festa Italiana*
- First right of refusal for Title Sponsorship of *Festa Italiana* 2025 (for 60 days following the 2024 event)

PREMIUM "PREMIO" SPONSORSHIP

\$15,000

- Premium Sponsorship of the Inaugural *Festa Italiana*
- Naming Rights of a major event component or official category (Main Stage, Food & Spirits, Cultural, Children's | official malt beverage, soft drink & bottled water, wine, liquor)
- Category Exclusivity
- A 10x10 location on the festival site. Festa to provide the tent, signage for the tent, standard power, up to (2) tables and (4) chairs
- The right to hang up to (6) banners on the festival site
- (30) General Admission passes
- 1st Tier Logo inclusion on the *Festa Italiana* Media Campaign
- Logo and link to company website on *Festa Italiana* website at festaitalianabham.com
- Up to (6) unique and targeted social media promotions
- 1st Tier Logo inclusion on any paid or earned media spots (tv, radio, etc...)
- 1st Tier Logo inclusion on event poster & other printed materials
- Inclusion in all press releases sent out on behalf of *Festa Italiana*

PATRON "PATRONO" SPONSORSHIP

\$6,000

- Patron Sponsorship of the Inaugural *Festa Italiana*
- Naming Rights of a secondary event component (Bocce Ball Tournament, Grape Stomping, etc.)
- A 10x10 location on the festival site. Festa to provide the tent, signage for the tent, standard power, (1) table and (2) chairs
- The right to hang up to (3) banners on the festival site
- (16) General Admission passes
- 2nd Tier Logo inclusion on the *Festa Italiana* Media Campaign
- Logo and link to company website on *Festa Italiana* website at festaitalianabham.com
- Up to (4) unique and targeted social media promotions
- 2nd Tier Logo inclusion on any paid or earned media spots (tv, radio, etc.)
- 2nd Tier Logo inclusion on event poster & other printed materials
- Inclusion in all press releases sent out on behalf of *Festa Italiana*

COMMUNITY "COMUNITÀ" SPONSOR

\$3,000

- Community Sponsorship of the Inaugural *Festa Italiana*
- A 10x10 location on the festival site. Festa to provide the tent, signage for the tent, standard power, (1) table and (2) chairs
- The right to hang up to (2) banners on the festival site
- (10) General Admission passes
- 3rd Tier Logo inclusion on the *Festa Italiana* Media Campaign
- Logo and link to company website on *Festa Italiana* website at festaitalianabham.com
- Up to (2) unique and targeted social media promotions
- 3rd Tier Logo inclusion on any paid or earned media spots (tv, radio, etc.)
- 3rd Tier Logo inclusion on event poster & other printed materials
- Inclusion in all press releases sent out on behalf of *Festa Italiana*

FRIEND OF FESTA SPONSOR

\$1,500

- A 10x10 location on the festival site. Festa to provide the tent, signage for the tent, standard power, (1) table and (2) chairs
- The right to hang (1) banner on the festival site
- (6) General Admission passes
- Logo and link to company website on *Festa Italiana* website at festaitalianabham.com



GRAZIE!

Festa Italiana Birmingham will be a place where history is taught, memories are shared, and friends gather in celebration. Our vision is for the grounds of Historic Sloss Furnaces to be filled with thousands of people of all ages spending time together and ensuring the preservation of all things Italian – to make sure this generation and the next appreciate the importance and beauty of Italian culture and heritage. We hope you will join us for this important celebration!

On behalf of the Italian-American Heritage Society of Birmingham, we would like to thank you for taking the time to review the enclosed information. If you have questions or would like to discuss these options further in person, we would value the opportunity to meet with you.

Respectfully,

Tina Savas & Andy Graffeo (*Co-Chairs of the Inaugural Festa Italiana*)



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