



July 14-16, 2023

North Buffalo
Hertel Ave

Sponsorship Package

Italian Heritage Festival

The Buffalo Italian Festival officially announces that the Galbani Italian Heritage Festival will return to Hertel Ave in North Buffalo July 14-16, 2023! This is the one of the largest Italian Street Festivals in the United States.

The purpose of the Italian Festival is to create an atmosphere of community while perpetuating the Italian culture and heritage through education, food and music. The festival provides a unique opportunity to market your products and services to the entire WNY consumer base. The festival lets you, the marketer, have your message prominently displayed at what is considered a prestigious "Top 5" annual Greater Buffalo event. This consumer market has demonstrated to be very loyal and has an appreciation of quality goods and services through its celebration of fine music, food, and Italian heritage.

2023 marks the 48th Anniversary of the Festival. If its past record is any guide during the period of 3 days, the festival could draw up to 100,000 visitors.

Italian Heritage Festival

Increase Your Sales

You will have unparalleled in-person access to thousands of people when you become an integral part of the Annual Italian Festival through title sponsorship, participating in the opening and closing ceremonies, operating your own pop-up store and having your brand and message displayed throughout the venue.

Customers are becoming more discerning about which companies they do business with. What better way to communicate your dedication to our community and present your product in a personal and effective environment.

The Advantages of a Sponsorship

- *Direct marketing*
- *Exhibits (See a board member for details)*
- *Coupons*
- *Sponsorships*
- *Broadcast exposure and the ability to customize your own promotions and advertising on our website and social media.*

This is truly an extraordinary opportunity for you!

Italian Heritage Festival

Sponsorship Level	Website Advertising	Social media recognition	Banner	PA recognition through the festival	Logo advertised on our website	Gift certificates or event certificates	Official Italian Festival shirt
Rome- \$5,000	YES	YES	YES: Main Stage Banner	YES	YES	YES	YES
Milan- \$3,000	YES	YES	YES: 2'x5'	YES	YES	YES	
Naples- \$1,000	YES	YES	YES: 2'x3'	YES			
Florence- \$500	YES	YES	YES: 18"x3'				
Patron Saint- \$200	YES	YES	YES: 18"x18"				

Special Stage or Entertainment Sponsorship available- contact a festival board member or email: italianfestivalbuffalo@gmail.com for details

Italian Heritage Festival

This year our festival will be held on Friday and Saturday July 14th and 15th 2023, from 11am-9pm and Sunday July 17th 2023, from 11am-7pm

To be acknowledged in all print media, please respond by May 1, 2023

Name of Sponsor: _____

Sponsor Investment Level: _____ \$ _____

Approved by (sponsor): _____

Approved by (Festival President): _____