

July  
**26-28**

- Friday 11am-9pm
- Saturday 11am-9pm
- Sunday 11am-7pm

NORTH BUFFALO,  
HERTEL AVE

**FREE ADMISSION!**



# Italian

## Heritage Festival

BUFFALO • NEW YORK



**2024 SPONSORSHIP OPPORTUNITIES**



## 2024 ITALIAN HERITAGE FESTIVAL SPONSORSHIP OPPORTUNITIES



### Stage Sponsor – \$7,500

- Stage will be branded with company name/logo
- Speciality branded banners to be created and displayed on stage– provided by festival
- (1) Opportunity Available

#### TELEVISION ADVERTISING

- Company logo will be displayed on all TV spots.

#### PRINT ADVERTISING

- Company logo prominently displayed on all print ads in the major daily, weekly, and local neighborhood publications.
- Company logo prominently displayed on event posters distributed throughout local market.

#### DIGITAL

- Company logo on festival website.
- Company logo on Entertainment page of website.

#### SOCIAL MEDIA:

- Company will be mentioned throughout social media campaign.

#### ONSITE

- Company will receive category exclusivity.
- 10' x 10' booth space provided.
- Company mentioned in stage announcements throughout each day of the festival.

#### SIGNAGE

- Company logo will be branded on all sponsorship acknowledgments boards throughout festival.
- Company logo on (2) festival entertainment schedules.
- Stage will be branded with company name/logo.
- Speciality branded banners to be created and displayed on stage - provided by festival.

#### PUBLIC RELATIONS

- Sponsor will be mentioned in all press releases and will have media opportunities.

#### TICKET AND HOSPITALITY PACKAGE

- (1) VIP Stage Seating Table which includes:
  - A table for (4) guests
    - (4) food vouchers per day (12 total)
    - (4) drink tickets per day (12 total)
    - Cocktail service





## La Piazza Sponsor – \$5,000

- Family Picnic Area will be branded with company name/logo
- Speciality branded signage to be created and displayed in Family Picnic Area – provided by festival
- (1) Opportunity Available



### TELEVISION ADVERTISING

- Company logo will be displayed on all TV spots.

### PRINT ADVERTISING

- Company logo displayed on print ads in the major daily, weekly, and local neighborhood publications.
- Company logo prominently displayed on event posters distributed throughout local market.

### DIGITAL

- Company logo displayed on festival website.

### SOCIAL MEDIA

- Company will be mentioned throughout social media campaign.

### ONSITE

- 10' x 10' booth space provided.
- Sponsor will receive category exclusivity.
- Company mentioned in stage announcements throughout each day of the festival.

### SIGNAGE

- Company logo will be branded on all sponsorship acknowledgments boards throughout festival.
- Company logo on (1) festival stage four-sided tower.
- Company logo on all signage in Family Picnic Area.

### PUBLIC RELATIONS

- Sponsor will be mentioned in all press releases and will have media opportunities.

### TICKET AND HOSPITALITY PACKAGE

- (1) VIP Stage Seating Table which includes:
  - A table for (4) guests
    - (4) food vouchers per day (12 total)
    - (4) drink tickets per day (12 total)
    - Cocktail service



## Specialty Drink Cup Sponsor – \$2,500

- Specialty Drink Cups will be branded with company name / logo along with Festival Logo
- (3) Opportunities Available

### PRINT ADVERTISING

- Company logo displayed on print ads in the major daily, weekly and local neighborhood publications.
- Company logo displayed on event posters distributed throughout local market.

### DIGITAL

- Company logo displayed on the festival website.

### SOCIAL MEDIA

- Company will be mentioned throughout social media campaign.

### ONSITE

- Specialty Drink Cups will be branded with company name / logo.
- Sponsor will receive category exclusivity.
- Sponsor mentioned in stage announcements throughout each day of the festival.



### SIGNAGE

- Company logo will be branded on all sponsorship acknowledgments boards throughout festival.



## Roma Sponsor – \$2,000

### PRINT ADVERTISING

- Company logo displayed on print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on event posters distributed throughout the local market.

### DIGITAL

- Company logo displayed on the festival website.

### SOCIAL MEDIA

- Company will be mentioned throughout social campaign.

### ONSITE

- Company will be mentioned in stage announcements throughout each day of the festival.
- (1) Specialty branded banner to be displayed at the front of the stage.

### SIGNAGE

- Company logo will be branded on all sponsorship acknowledgments boards throughout festival.

## Milano Sponsor – \$1,500

### PRINT ADVERTISING

- Company logo displayed on print ads in the major daily, weekly, and local neighborhood publications.
- Company logo displayed on event posters distributed throughout local market.

### DIGITAL

- Company logo displayed on festival website.

### SOCIAL MEDIA

- Company will be mentioned throughout social campaign.

### ONSITE

- 10' x 10' booth space provided.
- Company mentioned in stage announcements throughout each day of the festival.

### SIGNAGE

- Company logo will be branded on all sponsorship acknowledgments boards throughout festival.

## Venezia Sponsor – \$500

- (6) Opportunities Available

- Speciality branded banner will be created and displayed front of stage – banner provided by Festival.

- Company must provide logo as a vector art file (EPS) or large format, high res (300dpi) version.

### DIGITAL

- Company will be included on festival website.





# SPONSORSHIP Contract 2024

## SPONSORSHIP LEVELS:

STAGE  
SPONSOR

☐ \$7,500

LA PIAZZA  
SPONSOR

☐ \$5,000

SPECIALTY CUP  
SPONSOR

☐ \$2,500

ROMA  
SPONSOR

☐ \$2,000

MILANO  
SPONSOR

☐ \$1,500

VENEZIA  
SPONSOR

☐ \$500

## BUFFALO ITALIAN HERITAGE FESTIVAL

CONFIDENTIAL INFORMATION & CUSTOMER PAYMENT INFORMATION

### CONFIDENTIAL INFORMATION

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WORK NUMBER: \_\_\_\_\_

### SOCIAL MEDIA LINKS:

INSTAGRAM: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_

### PAYMENT INFORMATION

#### CREDIT CARD INFORMATION

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

CARD # \_\_\_\_\_

EXP DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

CC SIGNATURE \_\_\_\_\_

AUTHORIZED CREDIT CARD AMOUNT OF \$ \_\_\_\_\_

#### CARDHOLDER BILLING ADDRESS

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

☐ **ENCLOSED CHECK**

**PAYABLE TO:** ITALIAN HERITAGE FESTIVAL

#### MAILING ADDRESS:

P.O. BOX 39, BUFFALO, NY 14207

#### SEND COMPLETED & SIGNED PAYMENT INFORMATION:

**EMAIL:** ITALIANFESTIVALBUFFALO@GMAIL.COM

**OR MAIL** P.O. BOX 39, BUFFALO, NY 14207

## QUESTIONS?

CONTACT JUDY FIORELLA 716-912-2878 • ItalianFestivalBuffalo@gmail.com

# Our Mission

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.



## About the Italian Heritage Festival

The Galbani Italian Heritage Festival of Buffalo, New York is one of the largest Italian Street Festivals in the country showcasing Italian and Italian-American culture at its finest. Hertel Avenue is transformed into Little Italy again as longtime friends, neighbors and families reunite to celebrate everything Italian. Delicious food, Italian singers and dancers can be seen performing at the festival. The Italian heritage is on display complete with our St. Anthony procession at the opening ceremony, bilingual Italian/English Mass on Sunday and many activities for children including face painting, Sicilian puppet shows, crafts and even grape stomping for all, including our "bambini" children. Cooking classes from Galbani Cheese at La Cucina Galbani along with many Italian cultural displays abound at our new Italian Cultural Center corner of Hertel and Delaware.

The Festival also provides our local Italian community to share our heritage with the broader public. Our festival brings together people from diverse backgrounds to learn about, celebrate and appreciate Italian traditions. Our festival is a shining jewel in Buffalo's Summer festival crown and surely not to be missed!

