



# **2023**

# **Sponsor**

# **Opportunities**

*presented by the*  
**Italian American**  
**Heritage Foundation**

# Become a Sponsor Today!

The Italian American Heritage Foundation (IAHF) is a 501 (c)(3) non-profit organization that is proud to bring the Italian Family Festa to the entire Bay Area community. The Festa provides a place for the community to gather and experience authentic Italian foods, fantastic live entertainment, bocce, grape stomps, wine garden, cultural presentations and exhibit, arts and crafts and much more.

We recognize our success is attributed to community, business and individual sponsors that generously lend their monetary and in-kind support to this event. Become a part of the Festa Sponsor Family today!

## LOCATION & DATE

41st Annual Italian Family Festa

August 5 and 6, 2023

History Park San Jose - 1650 Senter Road, San Jose, CA 95112

## BENEFITS TO YOU

- The IAHF is a 501(c)(3) non-profit organization, sponsorships can be tax-deductible
- Exposure to over 30,000 attendees
- Pre and post event recognition on our website, social media, signage and more
- Knowing that you are preserving a cultural experience for all generations to share

## PROCEEDS

Proceeds from the Festa go to support the following:

- College scholarships
- Preserving Italian heritage and culture, and providing community outreach through a variety of programs and events.

## CONTACT US

Italian American Heritage Foundation

Italian Family Festa

425 N. Fourth Street

San Jose, CA 95112

408-293-7122

Claudette, Sponsor Contact

[sponsors@italianfamilyfestasj.org](mailto:sponsors@italianfamilyfestasj.org)

408-202-5773

[www.italianfamilyfestasj.org](http://www.italianfamilyfestasj.org)

**SPONSORSHIP DOLLARS  
MAY BE TAX DEDUCTIBLE.  
A LETTER OF RECEIPT WILL BE SENT  
AFTER FUNDS ARE RECEIVED.  
Consult a professional for  
individual tax advice.**

**If you have ideas, we'd love to hear them. Our ability to partner with you is what makes us successful. Let's get together and create.**

## Italian Family Festa Mission Statement

To produce a signature event that represents the charter of the Italian American Heritage Foundation. Our vision for the Festa is to promote Italian American heritage and culture to the community by sharing the music, food, art, activities and history of Italy in a fun and family-friendly environment.

# Diamante Sponsor

## Diamante — Presenting Sponsor (1 available)

- Major visibility and logo inclusion on all printed collateral (i.e., posters, flyers, postcards, newspaper ads, etc.)
- Banner placement in highly visible locations throughout the Festa and at entrances (2)
- Special banner recognition outside of venue on Senter Road for one week prior and during Festa
- Press release sent to multiple media locations
- Reserved table for 6 guests, two bottles of complimentary wine and glassware, within the wine garden either Saturday or Sunday
- Two complimentary vendor booth spaces upon request (**deadline, June 1**)
- Eight recognition announcements, four each day of Festa from Roma Stage
- Banner ad on Italian Family Festa website for up to a year
- At least fifty postings across Festa social media platforms
- Company logo on the Italian Family Festa website with link to your company site for up to a year

**\$10,000**

# Platino Sponsor

## Platino Sponsor (4 available)

- Roma Stage banner recognition
- Eight recognition announcements, four each day of Festa from Roma Stage
- Company logo on banner outside of venue (Senter Rd) for the week prior to Festa
- Banner ad on Italian Family Festa website for up to a year
- Company logo on all Festa posters
- At least forty postings across Festa social media platforms
- Company logo on the Italian Family Festa website with link to your company site for up to a year
- 4 complimentary passes to the Festa wine garden
- Complimentary vendor booth space upon request (**deadline, June 1**)

**\$5,000**

# Oro Sponsor

## Oro Sponsor

Optional—choose one sponsor opportunity:

Cultural Village\*  
Wine Tasting Garden\*\*  
Toscana Stage

- Six mentions, three each day of Festa, between performances
- At least twenty postings across Festa social media platforms
- Company logo on the Italian Family Festa website with link to your company site for up to a year
- 4 complimentary passes to the Festa Wine Garden
- Complimentary vendor booth space upon request (**deadline, June 1**)

**\$4,000**

\*Add Italia Stage (page 5) get both for \$5,000, be the sole sponsor of the Cultural Village and save \$250.

\*\*Add Wine Glasses (page 4) get both for \$6,000, be the sole sponsor of the Festa Wine Garden and save \$500.



# Argento Sponsor

## Argento (silver) Sponsor

- Company logo on the Italian Family Festa website with link to your company site for up to a year
- At least ten postings across Festa social media platforms
- 2 complimentary passes to the Festa Wine Garden
- Complimentary vendor booth space upon request (**deadline, June 1**)

**\$1,500**

# Bronzo Sponsor

## Bronzo Sponsor

Optional choose one sponsor opportunity:

Accordianist  
Information/Volunteer booth\*

Opera singers  
Marionettes  
Italia Stage (located in the cultural village)\*\*

- Company logo on the Italian Family Festa website with link to your company site for up to a year
- At least five recognitions on Festa social media platforms
- Banner recognition at chosen sponsorship area
- No onsite booth presence

**\$1,250**

\*Add Volunteer Attire (page 6) get both for \$3,000, be the sole volunteer sponsor and save \$250.

\*\*Add Cultural Village (page 4) get both for \$5,000, be the sole cultural sponsor and save \$250.

# **Additional Sponsorships**

## **Wine Garden Glassware\***

Every wine garden patron receives a commemorative wine glass. Make sure your name is on it.

**\$2,500**

\* Sponsor the Festa Wine Garden (page 4) and glassware for \$6,000, a \$500 savings plus branding that lasts long after the Festa ends.

## **Volunteer Attire**

Put your company logo on our volunteer gear. It's perfect for year round promotion.

**\$2,000**

\* Be our sole volunteer sponsor! Add the Bronzo volunteer/info booth sponsorship (page 5) get both for \$3,000, and save \$250 plus branding that lasts long after the Festa ends.

## **Parking Shuttles**

Get your company recognized on our two parking shuttles. They are a Festa favorite and run between History Park and the surrounding parking lots. Get noticed inside and outside the Festa grounds.

**\$2,000**

## **Amici della Festa**

Be a "friend of the Festa" and we'll list you on the Italian Family Festa website as part of our Festa community.

**\$1,000**



# JOIN OUR FAMILY OF SPONSORS







**August 5 and 6, 2023**  
**History Park San Jose**

**Italian Family Festa hosted by the**  
**Italian American Heritage Foundation**

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Italian American Heritage Foundation  
425 N. Fourth Street  
San Jose, CA 95112  
408.293.7122 phone  
iahfsj@iahfsj.org  
www.iahfsj.org

Festa website: [www.italianfamilyfestasj.org](http://www.italianfamilyfestasj.org)

Cladurette, Sponsor Contact  
[sponsors@italianfamilyfestasj.org](mailto:sponsors@italianfamilyfestasj.org)  
408-202-5773



**IAHF Mission Statement**

To preserve and promote the rich culture of Italy, increase awareness of its history and recognize the achievements and positive contributions made by Americans of Italian descent.