



ITALIAN FAMILY
FESTA
S a n J o s e

2025 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

43rd Annual Italian Family Festa July 26 & 27, 2025
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 up to 22,000 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
- Be part of the Best Festival of Silicon Valley 2024 as voted by Metro

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
Ken, Sponsor Contact
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408-202-5773
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 — Presenting Sponsor (1 available)

\$10,000

- Major visibility and logo inclusion on all printed collateral (i.e., posters, flyers, postcards, newsletters, newspaper ads, etc.)
- Logo placement in highly visible locations throughout the Festa and at entrances (2)
- Company logo on banner outside of venue on Senter Road for one week prior and during Festa
- Press release sent to multiple media locations
- Six complimentary wine pours and commemorative glassware, within the Festa Wine Tasting Garden, either Saturday or Sunday
- Two complimentary vendor booth spaces upon request **(deadline, May 15)**
- Periodic recognition announcements from stages around the Festa throughout the weekend
- Multiple social media postings across Festa platforms
- Company logo on the Italian Family Festa website with link to your company site for up to a year

Platino Sponsor (4 available)

\$5,000

- Roma Stage banner recognition
- Periodic recognition announcements from stages around the Festa throughout the weekend
- Company logo on banner outside of venue (Senter Rd) for the week prior to Festa
- Company logo on all Festa posters
- Multiple social media postings across Festa platforms
- Company logo on the Italian Family Festa website with link to your company site for up to a year
- Visibility and logo inclusion on all printed collateral (i.e., posters, flyers, postcards, newsletters, newspaper ads, etc.)
- 4 complimentary wine tasting passes to the Festa Wine Tasting Garden, either Saturday or Sunday
- Complimentary vendor booth space upon request **(deadline, May 25)**

Oro Sponsor

\$4,000

- Optional—choose one sponsor opportunity:
 - Cultural Village
 - Wine Tasting Garden*
 - Toscana Stage
 - Italia Stage/Pavilion
- Six mentions, three each day of Festa, between performances
- At least six 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
- Visibility and logo inclusion on all printed collateral (i.e., posters, flyers, postcards, newsletters, newspaper ads, etc.)
- Banner logo recognition at chosen sponsorship area
- 4 complimentary wine tasting passes to the Festa Wine Tasting Garden, either Saturday or Sunday
- Complimentary vendor booth space upon request
(deadline, May 25)

* Add Wine Glasses (page 6) get both for \$6,000, be the sole sponsor of the Festa Wine Tasting Garden and save \$500. (Bundle price includes Banner Logo)

Argento Sponsor

\$1,500

- Company logo on the Italian Family Festa website with link to your company site for up to a year
- At least four postings across Festa social media platforms
- 2 complimentary wine tasting passes to the Festa Wine Tasting Garden, either Saturday or Sunday
- Complimentary vendor booth space upon request
(deadline, May 25)

Bronzo Sponsor

\$1,500

Optional choose one sponsor opportunity:

- Opera singers
 - Marionettes
 - Accordionist (located near the Front gate)
 - Information/Volunteer booth **
- Company logo on the Italian Family Festa website with link to your company site for up to a year
 - At least four recognitions on Festa social media platforms
 - Logo recognition at chosen sponsorship area
 - No onsite booth presence

** Add Volunteer Attire (page 6) get both for \$3,000, be the sole volunteer sponsor and save \$500. (Bundle price includes Banner Logo)

Amici della Festa Sponsor

\$1,000

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

Additional Sponsorships

- All the following sponsorships include your company logo on the Italian Family Festa website with link to your company site for up to a year. Includes 2 complimentary wine tasting passes to the Festa Wine Tasting Garden, either Saturday or Sunday. No onsite booth presence is included.

Wine Tasting Garden Glassware* \$2,500

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

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

Volunteer Attire ** \$2,000

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

** Be our sole volunteer sponsor! Add the Bronzo Information/Volunteer booth sponsorship (page 5) get both for \$3,000, (save \$500) plus branding that lasts long after the Festa ends. (Bundle price includes Banner Logo)

Kid's Zone \$2,000

Get your company recognized at our Kid's Zone for our hands-on crafts, face painting, and kid friendly entertainment.

Parking Shuttles \$2,000

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.

Sponsor Level	Price	Special Banners at event with your Logo	Logo on posters, newsletters, and flyers	Logo on Festa website	Announcements at Festa	Social Media Posting	Wine Tasting Garden Passes	Complimentary Vendor Booth Space (s)	Special Pricing
Diamante - Presenting	\$10,000	<ul style="list-style-type: none"> •Dedicated Logo sign board at entrances •Multiple logo placements throughout Festa •Logo Outside venue fence 1 week beforehand 	Posters, newsletters, flyers, and post cards	Up to one year with hyperlink to your site	Multiple recognition announcements at Festa from various stages	Multiple postings across all Festa social media (SM) sites	Six (6) full glass pours with commemorative glasses	Two (2) spaces Upon request, Deadline May 15	N/A
Platino	\$5,000	<ul style="list-style-type: none"> •Banner Logo on Roma Stage •Logo Outside venue fence 1 week beforehand 	Posters, newsletters, flyers, and post cards	Up to one year with hyperlink to your site	Multiple recognition announcements at Festa from various stages	Multiple postings across all Festa SM sites	Four (4) tasting passes with commemorative glasses	One (1) space upon request before May 25 deadline	N/A
Oro - Cultural Village	\$4,000	•Banner logo at Cultural Village	Posters, newsletters, flyers, and post cards	Up to one year with hyperlink to your site	Six (6) Recognition announcements at Festa from various stages, 3 each day	At least six (6) postings across all Festa SM sites	Four (4) tasting passes with commemorative glasses	One (1) space upon request before May 25 deadline	N/A
Oro - Wine Tasting Garden	\$4,000	•Banner logo at Wine Tasting Garden	Posters, newsletters, flyers, and post cards	Up to one year with hyperlink to your site	Six (6) Recognition announcements at Festa from various stages, 3 each day	At least six (6) postings across all Festa SM sites	Four (4) tasting passes with commemorative glasses	One (1) space upon request before May 25 deadline	Add Wine Glasses for bundle price of \$6,000, a \$500 savings
Oro - Toscana Stage	\$4,000	•Banner logo at Toscana Stage	Posters, newsletters, flyers, and post cards	Up to one year with hyperlink to your site	Six (6) Recognition announcements at Festa from various stages, 3 each day	At least six (6) postings across all Festa SM sites	Four (4) tasting passes with commemorative glasses	One (1) space upon request before May 25 deadline	N/A
Oro - Italia Stage/Pavilion	\$4,000	•Banner logo at Italia Stage/Pavilion	Posters, newsletters, flyers, and post cards	Up to one year with hyperlink to your site	Six (6) Recognition announcements at Festa from various stages, 3 each day	At least six (6) postings across all Festa SM sites	Four (4) tasting passes with commemorative glasses	One (1) space upon request before May 25 deadline	N/A
Argento	\$1,500	N/A	Newsletter only	Up to one year with hyperlink to your site	N/A	At least four (4) postings across all Festa SM sites	Two (2) tasting passes with commemorative glasses	One (1) space upon request before May 25 deadline	N/A
Bronzo - Opera Singers	\$1,500	• Logo at Opera singer's performing site/stage	Newsletter only	Up to one year with hyperlink to your site	N/A	At least four (4) postings across all Festa SM sites	N/A	N/A	N/A
Bronzo - Marionettes	\$1,500	• Logo at Marionettes performing site/stage	Newsletter only	Up to one year with hyperlink to your site	N/A	At least four (4) postings across all Festa SM sites	N/A	N/A	N/A
Bronzo - Accordionist	\$1,500	• Logo at Accordionist' performing site	Newsletter only	Up to one year with hyperlink to your site	N/A	At least four (4) postings across all Festa SM sites	N/A	N/A	N/A
Bronzo – Volunteer / Info Booth	\$1,500	• Logo at Volunteer / Information booth (Bundle price includes Banner Logo)	Newsletter only	Up to one year with hyperlink to your site	N/A	At least four (4) postings across all Festa SM sites	N/A	N/A	Add Volunteer Attire for a bundle price of \$3,000, a \$500 savings.
Wine Tasting Garden Glassware	\$2,500	<ul style="list-style-type: none"> •Commemorative wine glass with your logo • Logo at Wine Tasting Garden Venue. (Bundle price includes Banner Logo) 	Newsletter only	Up to one year with hyperlink to your site	N/A	N/A	Two (2) tasting passes with commemorative glasses	N/A	Add Wine Tasting Garden sponsorship for bundle price of \$6,000, a \$500 savings

Sponsor Level	Price	Special Banners at event with your Logo	Logo on posters, newsletters, and flyers	Logo on Festa website	Announcements at Festa	Social Media Posting	Wine Tasting Garden Passes	Complimentary Vendor Booth Space (s)	Special Pricing
Volunteer Attire	\$2,000	<ul style="list-style-type: none"> Your logo on all volunteer's T-shirts, Aprons, etc. Logo at Information Booth (Bundle price includes Banner Logo) 	Newsletter only	Up to one year with hyperlink to your site	N/A	N/A	Two (2) tasting passes with commemorative glasses	N/A	Add Volunteer sponsorship for a bundle price of \$3,000, a \$500 savings.
Kid's Zone	\$2,000	•Your logo featured at our Kid's Zone	Newsletter only	Up to one year with hyperlink to your site	N/A	N/A	Two (2) tasting passes with commemorative glasses	N/A	N/A
Parking Shuttles	\$2,000	•Your logo featured on parking shuttle golf carts and at shuttle stops	Newsletter only	Up to one year with hyperlink to your site	N/A	N/A	Two (2) tasting passes with commemorative glasses	N/A	N/A
Amici della Festa	\$1,000	N/A	N/A	Up to one year with hyperlink to your site	N/A	N/A	N/A	N/A	N/A

JOIN OUR FAMILY OF SPONSORS



SPONSOR On-Site POLICIES AND PROCEDURES **(Only applicable if you plan to have an on-site booth)**

BOOTHS AND DISPLAYS: All booths, displays and merchandise must be tasteful and appropriate for a family friendly environment. Space may not be assigned, sold, traded or shared without prior approval.

MERCHANDISE: The sale, use or display of unapproved products, services, or illegal items are prohibited and could be cause for dismissal from the event.

PLASTIC BAG BAN: As of January 1, 2012, the City of San Jose has banned the use of plastic bags for all retail establishments. You may provide paper bags as follows: 40% post-consumer recycled material and charge a minimum of 10 cents for each bag. The charge will be retained by the vendor. More information on the City of San Jose plastic bag ban can be found at: <http://www.sanjoseca.gov/index.aspx?nid=1526>

SOLICITATION: Only pre-approved services and merchandise may be promoted at the Sponsor's booth. Unless pre-authorized, the IAHF does not permit within the Festa boundaries the distribution of printed materials, sampling, hawking, panhandling or solicitation of any kind.

ELECTRICITY AND LIGHTING: The event does NOT provide electrical power, extension cords and/or lighting. Fuel generators are not permitted. Battery operated power supplies and lights are recommended and are permissible for lighting and other electronic devices.

EQUIPMENT AND SUPPLIES: The IAHF is not responsible to provide tables, chairs, awnings, lighting, booth, tents, fixtures or transportation. It is the vendor's responsibility to furnish any and all necessary equipment and supplies to operate their space.

ALL BOOTHS MUST BE ANCHORED TO PREVENT BLOW-OVER (WEIGHTED ANCHORS ONLY, NO STAKES MAY BE USED).

SET UP: All sponsors will be notified by email with exact load-in times and date, along with a map showing the exact location of your space, four weeks prior to event. After dropping off your displays and booth at your allocated space, you will need to remove your vehicle to a designated area for parking. You can then return to your space to continue your set-up. Due to the logistics of this event site, it is imperative that all sponsors follow all instructions for the load-in and load-out procedures.

LOSSES: The IAHF is not responsible for any depreciation or loss of any kind as a result of fire, theft, physical violence, elements of nature or other cause regardless of origin. There will be overnight onsite private security Friday and Saturday nights, and the facility is also locked. So, you may leave your space setup overnight.

CLEAN UP: Each Sponsor is responsible for the condition and cleanliness of their space during and after the event. All booth spaces will be inspected after the event for satisfactory conditions. At the end of the event (Sunday), sponsors must remove everything from their booth in a timely manner that may not exceed 2 (two) hours after the end of the event. Each sponsor must breakdown their booth and let their coordinator know when they are ready to bring in their vehicle. Coordinator will give them the OK.

VEHICLES: All sponsors must supply information describing the type of vehicle(s) they will bring to the event i.e. SUV, Cargo vans, trailers etc. This information is critical to the load-in and load-out process and vendor location. If you plan to be on-site we will request this when we send you your sponsor agreement.

Non-compliance with the above policies and procedures may result in dismissal from the event without a refund.



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July 26 and 27, 2025
History Park San Jose

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

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