

MELBOURNE ITALIAN FESTA

# PARTNERSHIP OPPORTUNITIES



# ABOUT MELBOURNE ITALIAN FESTA

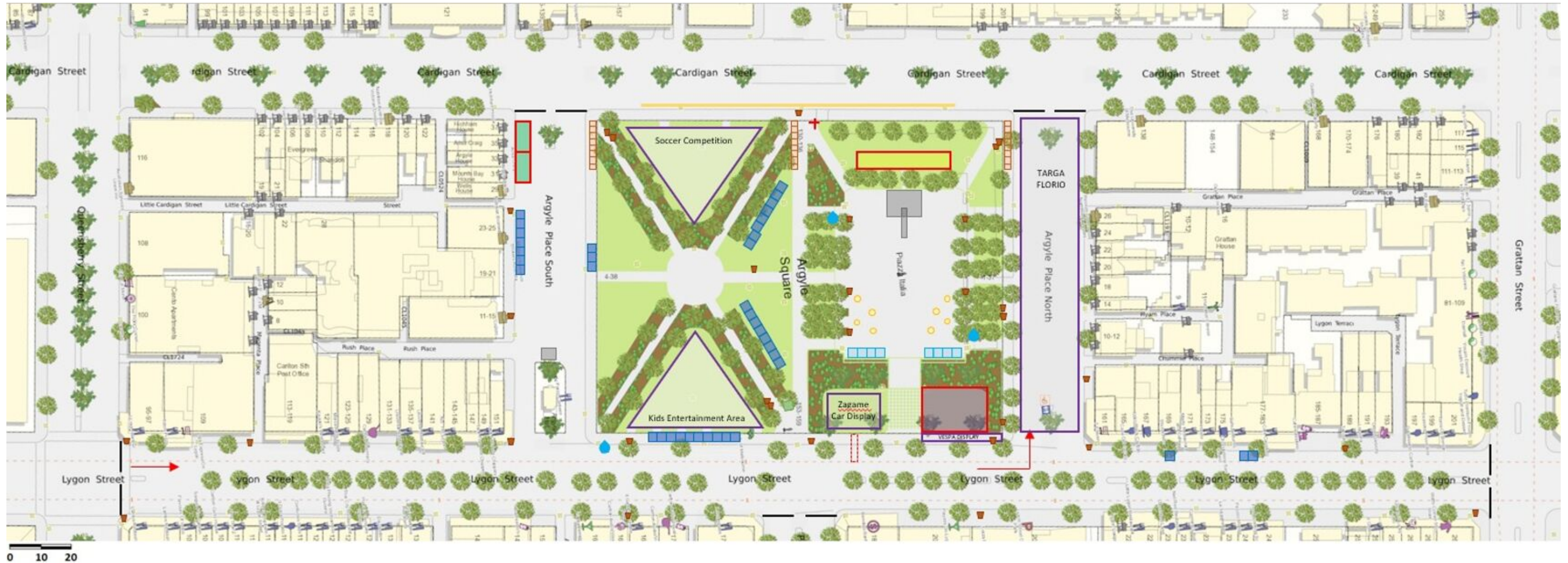
---

This year the Festa will be held on the 17th November from 9am to 9pm. We are glad to announce that it has been extended to include not only "Piazza Italia" but also Lygon Street from Queensberry Street to Grattan Street.





# FESTA MAP



0 10 20

- Aperitivo Bar (licenced) - 14.2m x 21.5m
- VIP Area (licenced) - 6m x 30m
- 2x Gusto Italiano (licenced) - 5m x 10m
- Entertainment Areas (description on map)

- Marquee | Umbrella - 3m x 3m
- Reserve Marquee | Umbrella - 3m x 3m
- Umbrella

- Staging
- Main Stages: 8m x 11m
- Main Stage Extension: 2m x 8m
- Second Stage: 5m x 4m

- First Aid Station
- Bin
- Water Fountain
- 3 sets of 8x Toilets

- Reserved parking (TBC)
- 10 x Fences - 4.6m long x 0.9m high
- Targa Florio Access
- Targa Florio finishing Arch



# WHAT MAKES MELBOURNE ITALIAN FESTA SPECIAL

---

A full **entertainment program** which includes performances by various artists and Italian live music.

**Sport activities and attractions for children and families**, such as soccer tournament, giant games, soccer tables, face painting, workshops, recycling program, "burattini" show and much more!

It wouldn't be an Italian festa without a banquet of **delicious Italian food** offered up by merchants and vendors.

**Community arts & culture** - Melbourne Italian Festa will fly its green, white and red colours proudly, sharing Italian traditions and curiosities.

Melbourne Italian Festa will host the **Grand Finale of the Targa Florio Australia Tribute** and presentation ceremony for 2019.



---

Melbourne Italian Festa is a platform where past and present Italian traditions and culture are brought together to create the fabric that is multicultural Melbourne.

# INTEGRATED MARKETING PLAN

## DIGITAL

A comprehensive Melbourne Italian Festa social media campaign  
A dedicated Melbourne Italian Festa website  
Presence on the City of Melbourne What's On website and social media  
Promotion through Community Partners and Committee Members  
media channels

## PRINT & RADIO ADVERTISING

A dedicated radio campaign  
Local newspaper campaign  
Poster and flyer distribution  
Signage during the event  
Press release



# BECOMING A PARTNER

Each year we experience and appreciate a return of many **businesses, corporate, media and community partners**, as well as encourage **new partnerships**. Partnership with the Melbourne Italian Festa gives exposure and opportunity to generate brand awareness, revenue and networking.





# MAJOR PARTNER

\$30K

THIS SPONSORSHIP LEVEL ENTITLES  
YOUR BUSINESS TO THE MAXIMUM LEVEL  
OF EXPOSURE FOR THIS EVENT.

## MARQUEE

3m x 6m stall inclusive marquee & power in a prominent position

## VIP AREA

Possibility to invite up to ten guests to the VIP lunch

Public speaking opportunities

## VISIBILITY & ACKNOWLEDGEMENT:

Acknowledgement as Major Partner on:

- Event press release
- RADIO adv.
- Opening and closing ceremonies

Company logo/recognition on:

- Main Stage
  - All print material, including Event Poster, Event Signage, Event Banners
  - Melbourne Italian Festa Website with a hyperlink to your website
  - Melbourne Italian Festa Social Media profiles (Facebook and Instagram)
-



A gold-colored graphic consisting of two perpendicular lines forming an L-shape, located in the top left corner of the page.

# GOLD SPONSOR

\$15K

GOLD LEVEL SPONSORSHIP ENTITLES  
YOUR BUSINESS TO A VERY HIGH LEVEL  
OF EXPOSURE FOR THIS EVENT.

## MARQUEE

3m x 6m stall inclusive marquee & power in a prominent position

## VIP AREA

Possibility to invite up to eight guests to the VIP lunch

Public speaking opportunities

## VISIBILITY & ACKNOWLEDGEMENT:

Acknowledgement as Gold Sponsor at opening and closing ceremonies

Company logo/recognition on:

- All print material, including Event Poster, Event Signage, Event Banners
  - Melbourne Italian Festa Website with a hyperlink to your website
  - Melbourne Italian Festa Social Media profiles (Facebook and Instagram)
-



# SILVER SPONSOR

## \$10K

SILVER LEVEL SPONSORSHIP ENTITLES  
YOUR BUSINESS TO A HIGH LEVEL  
OF EXPOSURE FOR THIS EVENT.

### MARQUEE

3m x 3m stall inclusive marquee & power in a prominent position

### VIP AREA

Possibility to invite up to four guests to the VIP lunch

### VISIBILITY & ACKNOWLEDGEMENT:

Acknowledgement as a Silver Sponsor at opening and closing ceremonies

Company logo/recognition on:

- All print material, including Event Poster, Event Signage, Event Banners
  - Melbourne Italian Festa Website with a hyperlink to your website
  - Melbourne Italian Festa Social Media profiles (Facebook and Instagram)
-





# BRONZE SPONSOR

\$5K

BRONZE LEVEL SPONSORSHIP ENTITLES  
YOUR BUSINESS TO HAVE EXPOSURE FOR  
THIS EVENT.

## VISIBILITY & ACKNOWLEDGEMENT:

Acknowledgement as Bronze Sponsor at opening and closing ceremonies

Company logo/recognition on:

- All print material, including Event Poster, Event Signage, Event Banners
  - Melbourne Italian Festa Website with a hyperlink to your website
  - Melbourne Italian Festa Social Media profiles (Facebook and Instagram)
-

# MELBOURNE ITALIAN FESTA COMMITTEE AND PARTNERS

This year the Melbourne Italian Festa will celebrate the spirit, values and traditions of Italian art and culture, and this could not be accomplished without the increase commitment and professionalism of the Melbourne Italian Festa Committee and Partners.





# TALK TO US!



## **MELBOURNE ITALIAN FESTA TEAM**

E: [info@melbourneitalianfesta.com.au](mailto:info@melbourneitalianfesta.com.au)

P: (03) 8341 3200

W: [www.melbourneitalianfesta.com.au](http://www.melbourneitalianfesta.com.au)