

MELBOURNE ITALIAN FESTA

STALL HOLDER OPPORTUNITIES

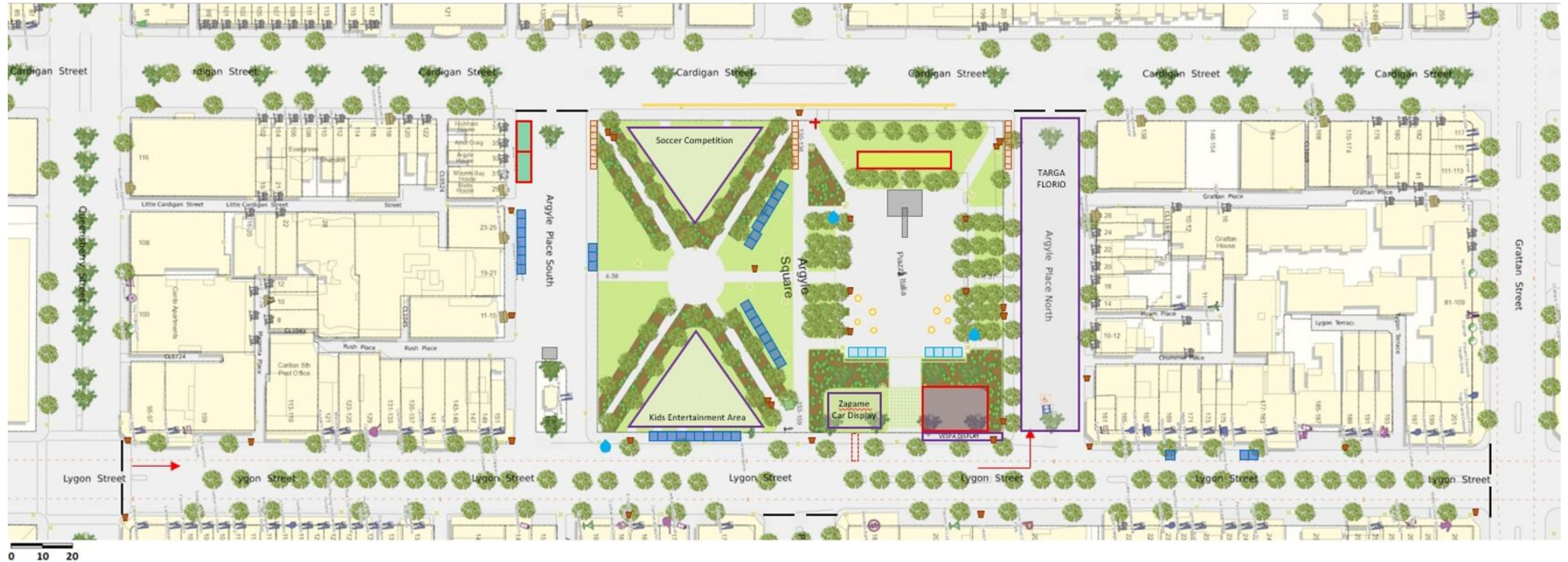


ABOUT MELBOURNE ITALIAN FESTA

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



- 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 STALL HOLDER

Each year we experience and appreciate a return of **many businesses, media and community partners**, as well as encourage new stall holders.

Partnership with the Melbourne Italian Festa gives **exposure and opportunity to generate brand awareness, revenue and networking**.

HELP US IN KEEPING OUR CITY CLEAN

We encourage an **environmentally friendly event**. Please avoid single use waste as much as possible (i.e. straws, plastic bottles/bags, cutlery and packaging) and purchase/sell items made out of recycled material, are recyclable and reusable.



FOOD VENDORS OPPORTUNITIES

Vendor and exhibitors are key ingredients for the Melbourne Italian Festa.

Due to the limited spaces, you will need to secure your participation by 20 October 2019.

FOOD MARQUEE

\$1,800 + GST

3x3 marquee with sides
Spot on the lawn (please refer to map)
Flooring
Power access (10amp)
Basic lighting
Fire extinguisher, dry – 4.5 kg
Fire blanket
1x trestle table
Communal heavy duty wash bay (shared)

Logo on Melbourne Italian Festa website

FOOD TRUCK

\$700 + GST

Spot on Piazza Italia
Power access
Logo on Melbourne Italian Festa website

INFO/VENDORS OPPORTUNITIES

Vendor and exhibitors are key ingredients for the Melbourne Italian Festa.

Due to the limited spaces, you will need to secure your participation by 20 October 2019.

MARQUEE

\$1,200 + GST

3x3 marquee with sides

Spot on Lygon Street (please refer to map)

1x trestle table

Logo on Melbourne Italian Festa website

UMBRELLA

\$600 + GST

3x3 umbrella

Spot on Lygon Street (please refer to map)

1x trestle table

Logo on Melbourne Italian Festa website

LYGON ST. TRADERS OPPORTUNITIES

Businesses located in the Lygon Street section from Queensberry Street to Grattan Street have the opportunity to extend their service area onto the road lane in front of their premises.

MARQUEE

\$1,200 + GST

3x3 marquee with sides
Spot in front of their own shop
1x trestle table

Logo on Melbourne Italian Festa website

UMBRELLA

\$600 + GST

3x3 umbrella
Spot in front of their own shop
1x trestle table

Logo on Melbourne Italian Festa website

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.



GET INVOLVED!



SUBMIT YOUR APPLICATION TODAY

CLICK HERE >

Grazie mille for your interest in Melbourne Italian Festa

For any enquiries please contact us - E: info@melbourneitalianfesta.com.au - P: (03) 8341 3200

www.melbourneitalianfesta.com.au