SOLO ITALIANO

A celebration of Italy's old country right in San Diego's Little Italy neighborhood

October 5 & 6, 2018
Little Italy | San Diego, CA

After 22 years of hosting San Diego's Little Italy FESTA!, the Little Italy of San Diego is reinventing the event to create an even more authentic Italian experience, featuring products, services, and cultural elements inspired by Italy.

The brand new event, *Solo Italiano,* will launch Fall 2018 on Friday, October, 5th and Saturday, October 6th. The two–day festival will feature an exclusive family–style dinner on October 5th–*Solo Italiano: Dinner in Rosso,* where guests are encouraged to wear red for this one–of–a–kind curated dining experience featuring flowing Italian food all evening, sips of Italian beverages, strolling entertainment, and interactive performances in the new Piazza della Famiglia.

The main event, *Solo Italiano*, will be a festival held on Saturday, October. 6th, and span over five blocks of the neighborhood, each block creating different regions of Italy–Tuscany, Milan, Rome, and Sicily–along with a beer and wine garden and a Bambino area for kids. *Solo Italiano* will transport guests to Italy to experience these different regions of the boot-shaped country, immersing attendees in each region's signature experiences, novelties, live entertainment and distinct culture.

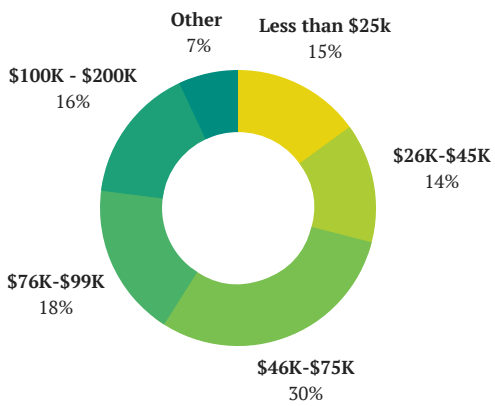
It'll be a celebration of Italy's old country right in San Diego's Little Italy neighborhood.

Demographics

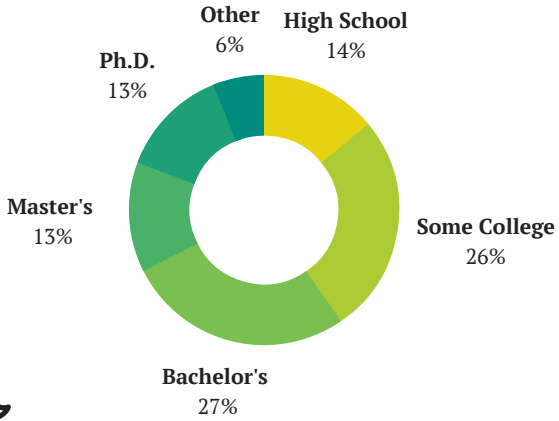
Although *Solo Italiano* is a new event for San Diego's Little Italy, we have the history and tradition of 22 years of FESTA!, as the largest single-day Italian festival on the West Coast. What was once attended by 120,000+ people will now welcome a targeted demographic of 5,000-10,000 guests.

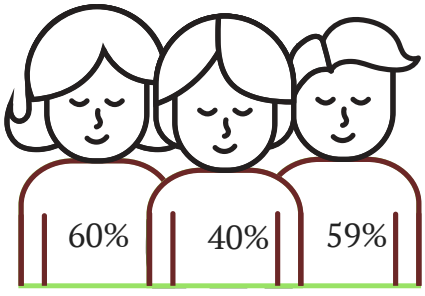
We anticipate the attendees to be affluent, culturally–aware and seekers of unique luxury experiences. *Solo Italiano* provides you the forum to showcase your product, service or brand to a targeted demographic in an authentic Italian environment.

Household Income



Education Level





60% Female Attendees

40% Male Attendees

59% of Attendees Between 37-55+ years old

SOLO ITALIANO | OCTOBER 5 & 6, 2018

Join The Family

Sponsorship & Vendor Opportunities

LITTLE ITALY | SAN DIEGO, CA

Affluent Audience

|

Luxury Experience

|

Authentic Cultural Celebration

Sponsorship opportunities are customized and tailored to each brand to maximize exposure.

Brand activation is available as low as $500.

Sponsorship

Sponsorship Levels

All levels are negotiable

Presenting Sponsor-Festival $15,000

- Exclusive opportunity for naming rights "Solo Italiano presented by (Your Name)"
- Name and logo will appear on all materials, 2,500 fliers, 150 full–color posters
- 20 tickets to the festival on Saturday; 10 tickets to Friday evening for Dinner in Rosso
- Opportunity to serve as broadcast spokesperson for Solo Italiano publicity
- Messaging on Little Italy Social Media to promote sponsor initiatives
- One Premier Luxury Pergola booth (10x20) in a prime location during the festival
- (2) Gesso Italiano chalk paintings incorporating your branding
- Banner ad on Little Italy website from the time of sponsorship through November 2019
- 10 VIP Parking places during Saturday event
- Company logo on street–spanning banner, put up 2 months before the event and all event signage
- Brand activation pre-event and during the event

Presenting Sponsor-Dinner in Rosso $7,500

- Dinner in Rosso to be branded: *"Dinner in Rosso presented by (Your Name)"*
- Premier Luxury Wooden Pergola booth (10x20)
- Gesso Italiano chalk painting to incorporate an image of your brand
- Your branding on the t-shirts worn by chalk artists
- 15 tickets to Friday evening dinner; 5 tickets to Saturday event
- Company logo on street–spanning banner, put up 2 months before the event
- Company logo on all advertisements; 2,500 fliers, 150 full–color posters
- Company logo on Dinner In Rosso tickets (print and online) + website
- Custom activation (entertainer incorporating your brand, etc)
- 10 VIP parking spaces during Dinner in Rosso

Platinum $3,500

- Branded Gesso Italiano Chalk Mural
- Premier Luxury Wooden Pergola booth (6x6)
- Logo on street banner 2 months before the event
- Company logo on all advertisements; + prime website placement until November 2019
- 2 VIP Parking passes during Saturday festival

Gesso Italiano (Chalk) $500

- Branded Gesso Italiano chalk mural
- Company listed on event website

Looking for a custom sponsorship or brand activation?

Contact Nicoleo@soloitalianosd.com

Vendor Showcase

Premium Pergola {15}
$2000

Exclusive real estate! Great for retail products or services–even food brands! Premium booths are 10 x 10 luxury wooden pergolas in optimal locations throughout the four sections of Solo Italiano. Your booth product or service will be paired with the respective region of Italy that is offered in *Solo Italiano*. Your logo will be featured on the Little Italy website and featured in event marketing.

We look forward to creating your custom promotional offering that provides high visibility for your brand in marketing this event and onsite.

Premium pergolas include 4 chairs, 2 6-foot tables and black polyester linens.

Classic Pergola {25}
$800

Classic booths are 6 x 6 luxury wooden pergolas located throughout the four sections of *Solo Italiano*. Your booth product or services will be paired with the respective region of Italy that is offered in Solo Italiano. Your logo will be featured on the Little Italy website.

We look forward to creating your custom promotional offering that provides high visibility for your brand in marketing this event and onsite.

Classic pergolas include 2 chairs, 1 6-foot tables, and black polyester linen.

Inspirational photo