

Solo Italiano

OCTOBER 12-13, 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 only Italian products throughout a weekend-long celebration. The brand new event, Solo Italiano, will launch Fall 2018 on Fri., Oct. 12 and Sat., Oct. 13. The two-day festival will feature an exclusive family-style dinner on Fri., Oct. 12—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 Sat., Oct. 13, 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.

San Diego's Little Italy FESTA! was created in 1994 to invite locals and visitors to the Little Italy neighborhood and experience authentic Italian culture and its heritage. The new Solo Italiano experiential event will ensure that—creating a more intimate event featuring only Italian products—which is truly something special and unique.

EXPERIENCE



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Friday's Solo Italiano: Dinner in Rosso will be held at the Piazza della Famiglia, a 10,000–square–foot piazza in the heart of San Diego's Little Italy, modeled after some of the great open public spaces in Italy. Each year Dinner in Rosso will take on a theme, starting with Tuscan–giving attendees a first look at the Tuscany region for the following day's Solo Italiano festival. Dinner in Rosso invites guest to dine on Tuscan farm tables lined with charcuterie and cheese boards. Servers will continuously bring guests appetizer, main course and dessert dishes throughout the entire evening. This communal dining experience will feature Italian entertainment, dancing, and opportunities to stroll through the new piazza and experience an assortment of interactive Italian pageantry. A limited number of tickets will be available for this premier event.

Saturday's Solo Italiano festival will invite guests to join in on a true authentic Italian experience through Tuscany, Milan, Rome and Sicily. Attendees can start their journey in Tuscany, where sunflowers grow wildly, olive oil tastings are abundant and limoncello ends every meal. After Tuscany, visitors will be whisked away to Milan for a designer fashion show, car show, and fooseball, representing Italy's beloved football. The region of Rome will feature interactive cultural experiences, Italian dancing and musicians that will make you feel like you've stepped into Italy's capital. The last stop, Sicily, is where guests will be able to find the best Italian desserts, Sicilian food and everything citrus. Throughout all the regions, attendees will discover Gesso Italiano (Italian chalk) art that will represent each region, live music and performances, photo opportunities and al fresco dining. The beer and wine garden will have solely Italian beverages and invite guests to take part in bocce ball games. A Bambino area will also be a part of the event, where kids can enjoy bubble artists, live music, face painting and more kid–friendly activities.

The Italian regions featured in Saturday's Solo Italiano festival will be different every year–bringing in new elements and themes into the event for years to come. Guests will want to make sure they attend the 2018 event to experience a slice of Tuscany, Milan, Rome and Sicily, because they will be gone the following year!

Two ticket options will be available for the weekend of Solo Italiano. For access to both events, tickets are priced at \$225 a person. To attend only Dinner in Rosso, tickets are \$200. Tickets for Saturday's Solo Italiano festival are priced at \$45 for adults, \$40 for seniors and military, \$15 for kids between 10 and 16 years of age, and free for kids under 10. To purchase tickets, visit www.soloitalianosd.com.

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.



60%

Female attendees



40%

Male attendees



\$75K+

41% of attendees earn more than \$75K



54%

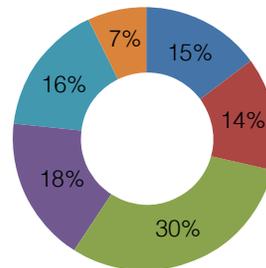
Percentage of attendees with College Degrees



59%

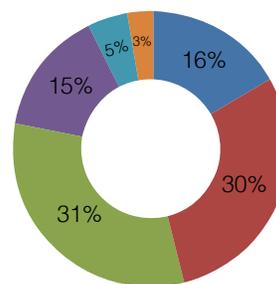
Percentage of attendees between ages of 37-55+

HOUSEHOLD INCOME



- a. <25k
- b. \$26K-45K
- c. \$46K-75K
- d. \$76K-99K
- e. \$100K-200k
- Other

EDUCATION LEVEL



- Highschool
- Some college
- Bachelor's
- Master's
- Ph.D.
- Other

SPONSORSHIP PACKAGES

Become a sponsor at San Diego's Little Italy Solo Italiano and

- Showcase your brand directly with the largest Little Italy audience in the US w/ over 10k attendees expected
- Be the first to participate in the nations largest Luxury Italian Festival Experience
- Be one of few brands with prime real estate in 4 main areas of Solo Italiano: Tuscany, Milan, Rome, Sicily
- Get invaluable feedback from an attentive and paying audience: San Diego Little Italy's finest attendees!

T Presenting \$75k Over 3 years	D Dinner \$15k Friday Only	M Main Stage \$10k	PL Platinum \$7.5k	O Oro Gold \$3k	A Argento \$1000	C Chalk \$500
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T D M PL O A C

INTERACTION

Branded Activation	Interactive experience (photo area, entertainment)	✓	✓				
Gesso Chalk	6x6 chalk square during Dinner in Rosso or Solo Italiano	✓	✓	✓	✓	✓	
AR Experience	Custom Augmented Reality Experience	✓					
Networking	Dinner in Rosso tickets-Friday night	10	15	4	2		
Attend	Solo Italiano event passes (Saturday)	20	5	10	5	2	
Receive	Attendee info captured from registration site	✓					

EXPOSURE

Press Release Inclusion/ Publicity	Mention + Quote Broadcast Spokesperson for all Solo Italiano Publicity	✓ ✓	✓				
Email Promotion	Logo in email communications	✓	✓	✓			
Naming Rights	"Solo Italiano presented by (Your name)" "Dinner in Rosso presented by (Your Name)"	✓	✓				
Social Media	Promotion on Solo Italiano Social Networks + printed mater	✓	✓	✓	✓	✓	✓
Signage	All signs + printed/street signage 2 weeks prior	✓	✓	✓	✓	✓	
Event website	Logo/Hyperlink (ad through Nov 2018 for P + D)	✓	✓	✓	✓	✓	✓
	Company Description Word Count	200	100	75	50	25	
Premium Luxury Pergola Booth	10x20 in Milan section 10x20 during Dinner in Rosso	✓	✓				
Classic Luxury Pergola Booth	6x6 Luxury wooden Pergola			✓	✓		
Tickets	Company logo on all tickets	✓	✓				
Parking	VIP parking spaces	10	10	6	4	2	

PRESENTING SPONSOR **SOLO ITALIANO**

\$75,000 OVER 3 YEARS

- Exclusive opportunity for naming rights “Solo Italiano presented by (Your Name)”
- Name and logo will appear on all materials at event and anytime Solo Italiano is in print or online
- Name and logo on all media and marketing materials, 2,500 fliers, 150 full-color posters
- Name and quote on all press releases
- 20 tickets to Saturday event; 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 prime location within MILAN section
- 6' x 6' Gesso Italiano chalk painting incorporating your branding on Friday evening's dinner
- Your company logo on main stage area and at the entrance to the area
- Banner ad on Little Italy website from time of sponsorship through November 2018
- 10 VIP Parking places during event
- Company logo/title sponsor brand on street-spanning banner, put up two weeks before the Little Italy Solo Italiano
- Possible creative activation such as fashion show (Milan) or interactive product sampling/display areas
- Italian inspired pageantry show in your name
- Please inquire about a free custom augmented reality experience during Solo Italiano and beyond

PRESENTING SPONSOR **DINNER IN ROSSO**

\$15,000

- Dinner in Rosso to be branded: “Dinner in Rosso presented by (Your Name)”
- Premier Luxury Pergola booth (Up to 10 x 20) in optimal area of Piazza
- 6' x 6' Gesso Italiano chalk painting to incorporate an image of your brand, if desired
- 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 two weeks before the Little Italy Solo Italiano
- 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

PRESENTING SPONSOR MAIN STAGE

\$10,000

- Stage area named after your company
 - 3 “MC-like” chances to address crowd on your stage
 - The (name areas here) Stages will have custom Solo Italiano signage. Banners supplied by Solo Italiano w/ your company name
 - 10 tickets to Saturday event; 2 tickets to Friday evening dinner
 - Stage entertainment runs from 10:00am to 6:00pm
 - Optimal booth space included in sponsorship by stage area
A 6 x 6 Gesso Italiano chalk painting with your company name
 - Company logo on street-spanning banner. It is put on display two weeks before the Little Italy Solo Italiano
 - Company logo on all advertisements; 2500 fliers, 150 full-color posters + website
 - Solo Italiano entertainment lineup features a modern and traditional Italian inspired music to include cuisine demonstrations on Cooking Stage location
 - Authentic Italian entertainer(s)
 - Italian inspired show(s)
 - 6 VIP parking spaces during Solo Italiano
- **Depending upon the customization, pricing may increase

ORO GOLD

\$3,000

- A 6 x 6 Gesso Italiano Chalk Mural with your company name
- Banner ad on Little Italy website for one month (month tbd)
- Company logo on all advertisements; 2,500 fliers, 150 full-color posters + website
- 2 VIP Parking passes during Solo Italiano
- Company logo on street-spanning banner, put up 2 weeks before the Little Italy Solo Italiano

PLATINUM

\$7,500

- 6x6 Classic luxury pergola booth space
- A 6 x 6 Gesso Italiano Chalk Mural with your company name
- 5 tickets to Saturday event; 2 tickets to Friday evening dinner
- Banner ad on Little Italy web site for one month (month tbd)
- Company logo on all advertisements; 2,500 fliers, 150 full-color posters + website
- 4 VIP Parking passes during Solo Italiano
- Company logo on street-spanning banner, put up 2 weeks before the event

ARGENTO

\$1,000

- Company logo on all advertisements; 2,500 fliers, 150 full-color posters
- Company logo on the Little Italy Solo Italiano webpage

CHALK

\$500

- A 6 x 6 Gesso Italiano chalk painting with your company name
- Company listed on the Little Italy Solo Italiano webpage

DINNER IN ROSSO SPONSOR

AS LOW AS \$2,500

- Custom branded interactive experience
- *contact us for details

LUXURY PERGOLA BOOTHS



PREMIUM PERGOLA (15) \$3,000

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) \$1,500

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 is other than the outline above if requested.

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

Don't see something that fits you?
Create your custom made sponsorship opportunity today!
Send us a message at: nicoleo@soloitalianosd.com