



PARTNERSHIP OPPORTUNITIES

ADELAIDE ITALIAN FESTIVAL

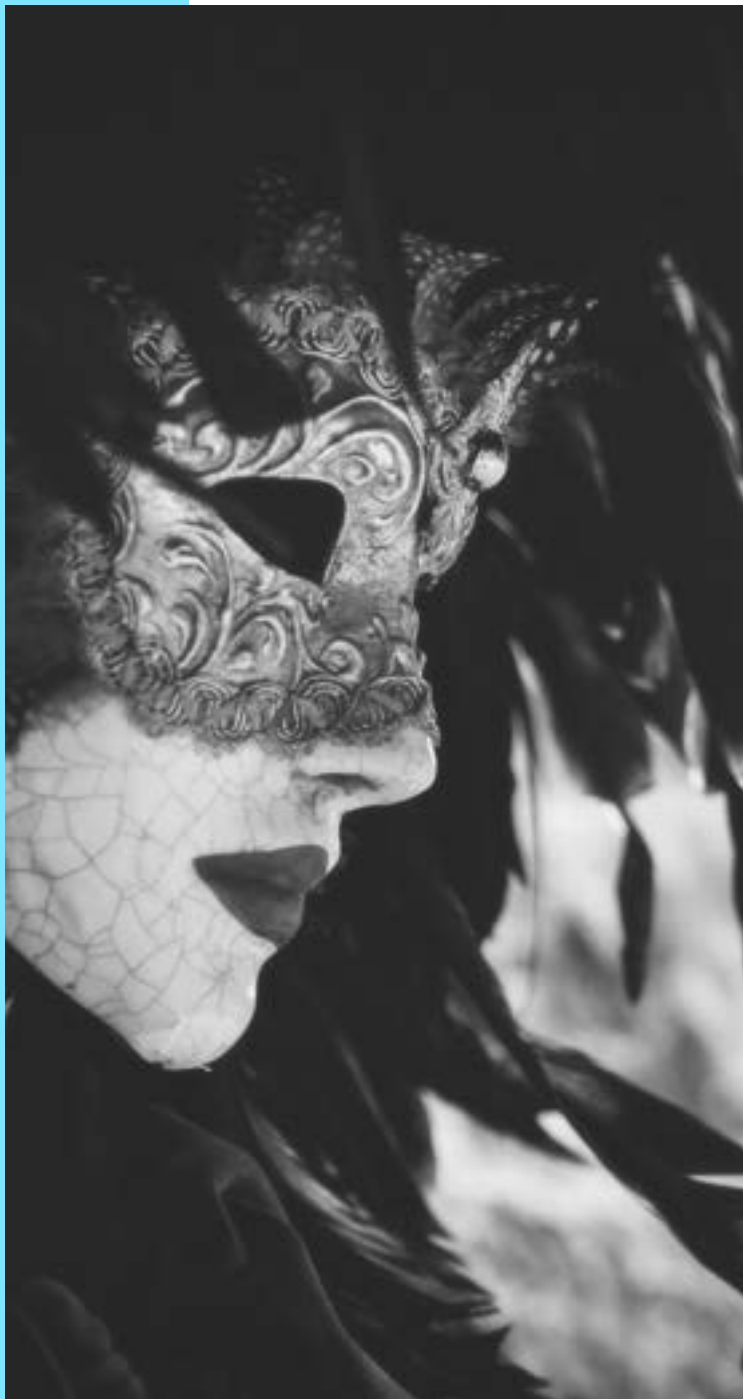
10 - 19 November 2023



QUALITY FRESH

PICK A

AGILE



ABOUT US

Following on from a successful 2022, the Adelaide Italian Festival is proud to return even bigger and better for 2023. It is set to be Adelaide's premier cultural festival celebrating the very best of Italy and the Italian way.

Delivered in a fresh contemporary format, the Adelaide Italian Festival will feature an array of events showcasing Italian food and wine, innovation and design, culture and tradition, and much more.

The 10-day long open-access festival will have a wide-range of events and festivities held across the state to ensure that there is something Italian for everyone.

Come join us in November and celebrate the Italian way of life here in Adelaide.

Benvenuti!

The Adelaide Italian Festival is proud to have a number of prominent and well-respected business and community leaders as Patrons and Ambassadors.

OUR PATRONS

Mr Adriano Stendardo, Italian Consul of Adelaide
Cav Frank Agostino
Cav Maurice Crotti AO
Cav Sebastian Galipo
Comm Serafino Maglieri AM
Ms Rosa Matto
Cav Antonio Romeo OAM
Mrs Elizabeth Romeo OAM
Comm Don Totino OAM
Hon Hieu Van Le AC (Former Governor of South Australia)
The Hon Amanda Vanstone AO
Mr Adrian Zagame
Ms Silvana Zerella

OUR AMBASSADORS

Rosanna Mangiarelli
Cristina Tridente
Cimon Vozzo
Elisabeth Barbaro
Orazio Fantasia



WHY PARTNER WITH THE ADELAIDE ITALIAN FESTIVAL

Partnering with the Adelaide Italian Festival will give your organisation greater exposure and generate more brand awareness, revenue, and networking opportunities. With consumers paying less attention to traditional media, partnering with an iconic and respected brand such as the Adelaide Italian Festival will directly link your brand to our target consumers across all our digital media platforms and at events hosted during the 10 day festival.

Your contribution to this significant community event will convert to valuable social capital investment and contribute significantly to promoting and preserving the rich Italian culture here in South Australia for all South Australians to enjoy.

All our partners receive the following benefits from our dedicated partnerships department to get the very best exposure for the Adelaide Italian Festival and festival partners.

- A comprehensive Adelaide Italian Festival social media plan, including collateral for partners and patrons to share.
- A dedicated hyperlink on the Adelaide Italian Festival website.
- Recognition in the official Adelaide Italian Festival Program.
- Ongoing promotions through various media channels.
- Recognition at official launches and events hosted by the Adelaide Italian Festival.

OUR REACH

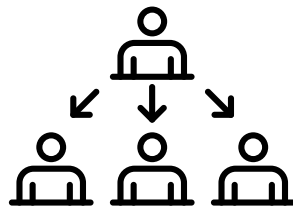
Throughout the 2022 10 day-long festival, the Adelaide Italian Festival saw great exposure across various mediums. This not only provided the festival itself great exposure and brand awareness, but also provided extra value to our partners.



173k
Social Media
Reach



70k
Social Media
Impressions



850k
Media Reach





OUR PARTNERSHIP PACKAGES

The Board of the Adelaide Italian Festival has set a bold vision—The Adelaide Italian Festival will be the world's best!

This vision can only be realised when aligned with equally visionary and aspiring partners.

To this end, we hope you will consider joining us as a financial partner.

We are pleased to announce that our packages offer both 1 and 2 year partnerships, with a discount given to those who wish to be a partner for 2 years along with the ability to pay over two instalments.



PREMIER PARTNER

1-YEAR PARTNERSHIP \$40,000

2-YEAR PARTNERSHIP \$70,000

As a Premier Partner your business will enjoy the highest level of exposure on offer. We view our partnership with Premier Partners as our most important relationship. Your support is pivotal for the successful delivery of the festival, and we will constantly work alongside you to provide the very best opportunities to maximise the promotion of your business during the festival.

As our Premier Partner, you will receive:

- Recognition and acknowledgement as a Premier Partner at all signature events organised by the Adelaide Italian Festival
- Six (6) complimentary tickets to our Program Launch
- Eight (8) complimentary tickets to our signature closing event
- Premier advertising space in the Festival Program
- Your business logo prominently featured on relevant promotional material, including but not limited to:
 - Festival Program
 - Festival Poster
 - Adelaide Italian Festival Website
 - AIF event signage & banners
 - Any relevant media articles, press releases and advertisements
- Promotion on our social media platforms; Facebook and Instagram.





MAJOR PARTNER

1-YEAR PARTNERSHIP \$20,000

2-YEAR PARTNERSHIP \$35,000

As a Major Partner your business will receive an excellent level of exposure in the lead up to and throughout the festival. We view the support of our Major Partners as important for the successful delivery of the festival, and we will constantly work alongside you to maximise your opportunities to promote your business during the festival.

As a Major Partner, you will receive:

- Recognition and acknowledgement as a Major Partner at all signature events organised by the Adelaide Italian Festival
- Four (4) complimentary tickets to our Program Launch
- Six (6) complimentary tickets to our signature closing event
- Advertising space in the Festival Program
- Your business logo featured prominently on all relevant promotional material, including but not limited to:
 - Festival Program
 - Festival Poster
 - Adelaide Italian Festival Website
 - AIF event signage & banners
 - Any relevant media articles, press releases and advertisements
- Promotion on our social media platforms; Facebook and Instagram.

SIGNATURE PARTNER

1-YEAR PARTNERSHIP \$7,500

2-YEAR PARTNERSHIP \$13,000

A terrific package that ensures your business brand is promoted in the lead up to and throughout the festival utilising all our promotional arms to maximise your brand exposure.

As a Signature Partner, you will receive:

- Recognition and acknowledgement as a Signature Partner at all signature events organised by the Adelaide Italian Festival
- Two (2) complimentary tickets to our Program Launch
- Four (4) complimentary tickets to our signature closing event
- Your business logo featured on all relevant promotional material, including but not limited to:
 - Festival Program
 - Festival Poster
 - Adelaide Italian Festival Website
 - AIF event signage & banners
 - Any relevant media articles, press releases and advertisements
- Promotion on our social media platforms; Facebook and Instagram.

SUPPORT PARTNER

1-YEAR PARTNERSHIP \$3,000

2-YEAR PARTNERSHIP \$5,000

An excellent cost-effective package that ensures your business is promoted in the lead up to and during the festival.

As a Support Partner, you will receive:

- One (1) complimentary tickets to our Program Launch
- Two (2) complimentary tickets to our signature closing event
- Your business logo featured on all relevant promotional material, including but not limited to:
 - Festival Program
 - Adelaide Italian Festival Website
 - Adelaide Italian Festival event signage and banners
 - Any relevant media articles, press releases and advertisements
- Promotion on our social media platforms; Facebook and Instagram.





CONTACT US

We would be pleased to further discuss any aspect of the festival, this proposal or other mutually beneficial opportunities to maximise your exposure and connection to the Adelaide Italian Festival.

For further information please contact:

Dr Christian Verdicchio

Head of Partnerships

+61 413 349 335

info@adelaideitalianfestival.com.au

ADELAIDE ITALIAN FESTIVAL

262a Carrington Street

Adelaide SA 5000

info@adelaideitalianfestival.com.au

@adelaideitalianfestival



TERMS AND CONDITIONS

1. The Adelaide Italian Festival reserves the right to review all partnership applications for suitability, and reserves the right to terminate any partnership that acts or behaves in a manner that brings the Adelaide Italian Festival into disrepute.
2. Partnership will be allocated only on receipt of signed Partnership Application Form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the required amount. Full payment is required 30 days from the date of the Tax Invoice.
3. All amounts are payable in Australian dollars.
4. The Board reserves the right to appoint businesses to a specific partnership tier based on their contribution to the Adelaide Italian Festival in lieu of direct financial contribution.
5. No partner shall assign, sublet or apportion the whole or any part of their partnership package except upon prior written consent of the Adelaide Italian Festival Board.

ADELAIDE
**ITALIAN
FESTIVAL**

The logo for the Adelaide Italian Festival is centered at the bottom of the page. It features the word "ADELAIDE" in a small, black, sans-serif font at the top. Below it, the words "ITALIAN" and "FESTIVAL" are stacked in a larger, bold, black, sans-serif font. The text is overlaid on a stylized representation of the Italian flag, which consists of three vertical stripes of green, white, and red. The stripes are rendered with a brushstroke effect, giving them a textured, hand-painted appearance. The green stripe is on the left, the white stripe is in the middle, and the red stripe is on the right. The entire logo is set against a solid, light blue background.