

MAY 29-31st 2015

Zona Rosa Shopping Center

HEADLINERS

Friday, May 29th

Starring the Rat Pack

Saturday, May 30th

Starring the Bronx Wanderers

The ultimate tribute to Frankie Valli, The Four Seasons and Dion



Sponsored By The Kansas City Chapter of UNICO

FESTA ITALIANA KC 2015

The Festa Italiana provides an ideal environment to experience Great authentic live entertainment, delicious Italian food, outstanding desserts, beverages, vendor and historical informational booths.

All proceeds of the Festa Italiana go to UNICO's scholarship fund.

Currently, Festa Italiana has become KC UNICO's largest fundraiser. In 2013, UNICO awarded \$55,000 in college scholarship money was awarded to deserving area high school students.

- ❖ UNICO Kansas City has awarded over \$210,000 in scholarships for higher education over the past 4 years
- ❖ UNICO Kansas City has given over \$100,000 to local charities over the past 4 years
- ❖ Festa Italiana attendance averaged over 100,000 each year over the past 4 years
- ❖ The Northland Lifestyle Magazine called Festa Italiana "The festival event of the summer"
- ❖ Festa Italiana was nominated by Kansas City's Visitors Bureau as one of the 4 finalist in Kansas City's top ethnic festival's and nominated as one of the 4 finalists in Kansas City's top family festival
- ❖ Of the 140 UNICO chapters nationwide, Kansas City is the only chapter to organize an Italian festival from start to finish-all volunteers
- ❖ UNICO Kansas City was a driving force in the decision of the Mayors office to declare the first week of June, each year, to be "*Italian week in Kansas City*"



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FESTA ITALIANA KC 2015

UNICO ON Higher Education

The Kansas City chapter of UNICO National, chartered in 1949, raises thousands of dollars annually to assist worthy charities, families and individuals in need of a helping hand.



UNICO'S motto is SERVICE ABOVE SELF

SCHOLORSHIP QUALIFICATIONS

- Recipients are selected by a UNICO scholarship committee with assistance and recommendations from area high schools
- UNICO scholarships are awarded on stage at Festa Italiana during a special ceremony on Sunday afternoon
- UNICO also presents the prestigious *Brian Piccolo Award*, an honor bestowed to the area's top student athlete



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FESTA ITALIANA SPONSORSHIP PACKAGES

\$15,000 Title Sponsorship

- ✓ Title sponsor presents the entire festival for one-night
- ✓ 100 complimentary beverage Tickets
- ✓ The VIP table for dinner and wine for (up to 10) (\$1500 value)
- ✓ Complementary vendor booth
- ✓ Corporate name and logo included in all media advertisements
- ✓ Corporate name and logo on all Festa promotions
- ✓ Zona Rosa digital display boards
- ✓ Full-page ad in official Festa publication
- ✓ 4' x 4' banner
- ✓ Business name mentioned throughout Festa on main stage
- ✓ Logo on main stage rolling video screen between acts
- ✓ \$2000 scholarship naming rights for one year

\$7,500 Platinum Sponsorship

- ✓ The VIP table for dinner and wine for (up to 10) (\$1500 value)
- ✓ 50 complimentary beverage Tickets
- ✓ Complementary vendor booth
- ✓ Corporate name and logo included in all media advertisements
- ✓ Corporate name and logo on all Festa promotions
- ✓ Zona Rosa digital display boards
- ✓ Full-page ad in official Festa publication
- ✓ 4' x 4' banner
- ✓ Business name mentioned throughout Festa on main stage
- ✓ Logo on main stage rolling video screen between acts
- ✓ \$2000 scholarship naming rights for one year



FESTA ITALIANA SPONSORSHIP PACKAGES

\$5,000 Gold Sponsorship

- ✓ The VIP table for dinner and wine for (up to 10) (\$1500 value)
- ✓ Zona Rosa digital display boards
- ✓ Corporate name and logo on all Festa promotions
- ✓ Complementary vendor booth
- ✓ Half-page ad in official Festa publication
- ✓ 4' x 4' banner
- ✓ Business name mentioned throughout Festa on main stage
- ✓ Logo on main stage rolling video screen between acts

\$2,500 Silver Sponsorship

- ✓ Complementary vendor booth
- ✓ Logo on Sponsorship page in official Festa publication
- ✓ Corporate name and logo on all Festa promotions
- ✓ 4' x 4' banner
- ✓ Business name mentioned throughout Festa on main stage
- ✓ Logo on main stage rolling video screen between acts



FESTA ITALIANA SPONSORSHIP PACKAGES

\$1,000 Bronze Sponsorship

- ✓ Business name mentioned throughout Festa on main stage
- ✓ Logo on main stage rolling video screen between acts
- ✓ Corporate name and logo on all Festa promotions

Event Publication Sponsorship

- ✓ ¼, ½ or full-page sponsorship add in “Festa Italiana Magazine”

***Please contact Frank Cherrito with any questions
Regarding sponsorship***

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