



Festa d'Italia

SPONSORSHIP OPPORTUNITIES

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A Message from the Mayor

Italian Canadians have played a crucial role in shaping Vaughan, enriching our cultural diversity and contributing to our collective goal of building a world-class city for everyone. To recognize their incredible contributions, I am excited to invite everyone to take part in a truly special occasion – our inaugural **Festa d'Italia** on **Sunday, June 1**.

Festa d'Italia promises to be a fun day filled with culinary delights, music, art and traditions that reflect the beauty and vitality of Italian heritage. It is a chance to come together as a community, celebrate our shared values and learn from the many great traditions that have been passed down for generations.

This event is more than just a celebration; it is an opportunity to honour the profound impact Vaughan's Italian community has had on our city. It also serves as a reminder of the sacrifices taken on by the immigrants who came before us, seeking a better life and helping to building the beautiful country we call home.

I look forward to welcoming you all to the inaugural Festa d'Italia and thank you for your continued support in helping bring these important celebrations to life.

A handwritten signature in black ink, appearing to read 'S. Del Duca'.

Steven Del Duca
Mayor of Vaughan



Festa d'Italia

New for 2025, we are excited to introduce Festa d'Italia — a vibrant celebration of Italian culture and heritage! Join us for a day filled with music, entertainment, art, food and so much more as we honor the rich traditions and contributions of the Italian community. This special event reflects our City's deep appreciation and pride in the vibrant Italian heritage that enriches our community. Don't miss this unforgettable celebration!

This event will include:

- Italian performances and workshops
- Headline concert
- Opening ceremony
- Italian business participant booths
- Italian food vendors

When and where will Festa d'Italia take place:

- Sunday, June 1 from 11 a.m. to 8 p.m.
- Boyd Conservation Park





Sponsorship Levels

Benefits	Presenting \$20,000	Event \$10,000	Activity \$5,000	Market \$2,500
Recognition				
Festa d'Italia "Presented By" corporate logo on all marketing collateral	•			
Company name recognition on marketing materials	logo	logo	logo	text
Print and signage				
Posters	•	•	•	
Vaughan City Hall atrium banners	•	•		
Mobile signs across Vaughan	•	•		
Digital				
Static TV ads at Vaughan community centres, libraries and Vaughan City Hall	•	•		
Festa d'Italia video (posted on City website and YouTube Channel)	•	•	•	•
eNewsletter Sponsor "Thank You"	•	•	•	•
Recreation Vaughan eGuide	•	•	•	•
Public Service Announcement	•	•		
Web and social media				
Sponsor page	•	•	•	•
Weblink on vaughan.ca/culture	•	•		
Social media handles on @RecVaughan and @VaughanRecreation	•	•	•	•
Event online listings - various websites (i.e. Festival and Events Ontario)	•	•		
Event day				
Official stage recognition by Mayor	•	•		
Official stage recognition by emcee	•	•	•	
Opportunity to provide greetings at event(s) of choice	•			
Booth: display area for community outreach	•	•	•	•
Exclusive opportunities				
First right of refusal for following year's Festa d'Italia	•	•		
Invitation to Sponsor Appreciation event	•	•	•	•

Community Impact and Value

Partner with the City of Vaughan in delivering free, award-winning events to the community!

Customized corporate sponsorship benefit packages are available at a variety of levels with featured benefits that include enhancement of company profile as an engaged corporate citizen; increased visibility and recognition of company brand/logo; inclusion in the Festa d'Italia marketing materials; and activation and cross-promotional opportunities.

Benefits of sponsorship include the potential for:

- Increasing brand visibility
- Increasing consumer engagement
- Increasing web traffic
- Building of clientele and competitive advantage
- Building successful partnerships

Benefits of sponsorship to the community:

- Strong community involvement and engagement that assists in the building of cohesive and strong communities
- Provides opportunities for community participation and supports volunteerism
- Raises local awareness and city profile
- Supports small businesses and increases culture and tourism
- Facilitates community spirit
- Assists in creating memorable moments and supports importance of human connections



Become A Sponsor

Contact us for further details to customize a package suitable for your budget and marketing needs.

Alex Murdoch
alex.murdoch@vaughan.ca
905-832-2281 ext. 3002



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