



DFW ITALIANS PRESENT

DFW 2024



**ITALIAN
FESTIVAL**

OCTOBER 12, 2024

ITALIAN FESTIVAL

N. O'CONNOR BLVD. & LAS COLINAS BLVD.

ITALIAN. HERITAGE. CULTURE





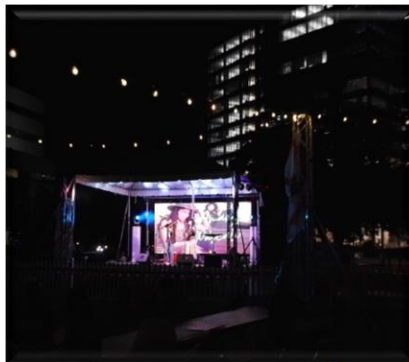
DFW ITALIANS ARE PROUD TO PRESENT THE 2ND ANNUAL DFW ITALIAN FESTIVAL

The one-day event will serve as a cultural, culinary, and educational draw for the expected thousands of attendees eager to learn more of the incredible contributions made by Italians, and especially Italians in Texas. The vision of the Italian Festival is to become a recognized statewide food and beverage celebration, while simultaneously preserving the rich Italian traditions and sense of community embedded in the Italian community. The Italian Festival is a legacy project for all Dallas-Fort Worth Metroplex residents and visitors to enjoy and truly proclaim Irving as “Little Italia.”

ABOUT DFW ITALIANS

The DFW Italians is a 501c3 non-profit organization dedicated to connecting Italians and their associations throughout Dallas-Fort Worth. Our mission is to promote, celebrate, and preserve the rich heritage and culture of Italy. The culmination of these efforts will be to host the annual DFW Italian Festival. Proceeds of the Festival aim to benefit North Texas Food Bank, University of Dallas, and North Texas Special Olympics.

FOUNDING MEMBERS: DAVID LAMBERTI, ANTHONY NUSSMEIER, SCOTT PIRNIE





THE START OF A TRADITION: DFW ITALIAN FESTIVAL 2023

In October 2023, the inaugural DFW Italian Festival, organized by the 501c3 non-profit “DFW Italians” and produced by the Navarro Group, was met with great acclaim. As a first-year festival with few significant corporate sponsorships and limited marketing—in a metroplex, however bustling, not known for its Italian heritage—the DFW Italian Festival welcomed an impressive **3,000 festival-goers** and served over **8,000 food items**.

What’s more, the inaugural DFW Italian Festival was featured in media such as [D Magazine](#), [CultureMap Dallas](#), the *Dallas Observer*, [Fox 4](#), [Crave DFW](#), on Fox 4’s “Good Day” morning show, and [CW33](#). The 2023 iteration of the festival hosted entertainment that ranged from accordion players and opera to a violinist, live theater, folk singer-songwriters, and a brilliant young Houston-based artist singing Sicilian music.

In our aim to be an Italian festival characterized by “serious fun,” 2023 highlights included:

- an Italian Marian procession
- Fox 4’s Ali Turiano as Grand Marshal
- food, wine, beer, and cocktails
- a bocce tournament and courts
- a \$5,000 donation to Special Olympics of North Texas from Italian Club of Dallas and Jimmy’s Food Store
- live music and entertainment (Amanda Pascali, Giulia Millanta, UD Chorale, Irving Symphony Orchestra, et al)
- a Vespa raffle
- educational presentations
- wine tastings
- live theater
- Italian lessons and Italian fairy-tale readings for children
- gondola education and exhibit
- a movie screening
- Italian Air Force representatives, exhibit, and virtual reality



2024 NAMING AND SPONSORSHIP OPPORTUNITIES¹

SPONSOR DEL TITOLO (*Title Sponsor*) **\$65,000**

ONLY ONE AVAILABLE

- Sponsor logo to be locked with festival logo followed by presents in full 2024 campaign, PR, social, and radio spots
- To include all customizable opportunities, including first right of refusal 2025
- Two (2) year sponsor agreement optional

OFFICIAL FESTIVAL CO-SPONSOR **\$25,000**

ONLY FOUR AVAILABLE

- Sponsor logo in all collateral materials, full social media and PR integration
- Company name tagged in all iHeart Radio Festival Spot
- live-stage mentions throughout during of all events
- first right of refusal for 2025
- prominent exhibitor space includes sponsor-provided banners, flags, signage that is compliant with theme of the festival + limited premium exhibitor opportunities
- sampling/pouring rights where applicable (permit by City of Irving may be required)
- all to include VIP ticket allocations with accommodations

MAIN STAGE AND TALENT SPONSOR **\$20,000**

ONLY ONE AVAILABLE

- festival to design, print, and install prominent banners on façade of main stage
- sponsor name and logo to be included in all communications and stage mentions as the “XYX Main Stage”

VIP EXCLUSIVE PARTY SPONSOR **\$15,000**

- Festival to design and secure a VIP Hospitality Zone
- VIP Hospitality Area to be coined “XYZ Hospitality Zone” in all communications, credentials, tickets, and collateral materials
- Festival organizers to secure a curated VIP food and beverage program

FIREWORKS SPONSOR **\$12,000**

ALCOHOL VENDOR LABEL EXCLUSIVE SPONSOR **\$7,500-\$10,000**

(ONE IN EACH AREA, EXCLUSIVE):

- \$10,000 (wine)
- \$7,500 (alcohol)
- \$7,500 (beer)

OFFICIAL ITALIAN/ITALIAN AMERICAN MEDIA PARTNER **\$10,000**

¹Corporate sponsorships begin at the \$5k-level. Additional small-business sponsorships also available.



BOCCE TOURNAMENT SPONSOR	\$7,500
<ul style="list-style-type: none">• Official naming rights with sponsor name and logo to be included in all communication as the “XYZ Bocce Tournament”• Sponsor to present official award to 1st place winner with optional cash prize, as sponsor sees fit, from main stage	
PASSEGGIATA SPONSOR (ROAD TO FESTIVAL GROUNDS)	\$7,500
TWO AVAILABLE	
SPORTS ZONE SPONSOR	\$5,000
KIDS ZONE SPONSOR	\$5,000
PROCESSION SPONSOR	\$5,000
PAVILION SPONSOR (5)	\$5,000/pavilion
<ul style="list-style-type: none">• Food Concessions• Wine & Cocktail Pavilion• Italian Art & Culture Pavilion• Italian-American Pavilion• Weekend Market Pavilion	
ELECTRICITY/UTILITIES SPONSOR	\$5,000
PRINTING SPONSOR	\$5,000
TICKET SPONSOR	\$5,000
INDUSTRY-EXCLUSIVE SPONSOR	\$5,000 (non-exclusive: \$3,000)
hotels, attorney, doctor /dentist, apparel, real estate agent, et al.	
FIRST-RESPONDER COSTS SPONSOR	\$2,500
THREE AVAILABLE	
GOLF CART SPONSOR	\$2,500
T-SHIRT SPONSOR (NAME ON BACK OF SWAG SHIRT)	\$1,000
UP TO 20 AVAILABLE	
BANDIERA (REGIONAL FLAG) NAMING RIGHTS	\$500/EACH

20 AVAILABLE: Abruzzo / Emilia-Romagna / Lombardia / Puglia / Trentino-Alto Adige / Basilicata / Friuli-Venezia Giulia / Marche / Sardegna / Umbria / Calabria / Lazio / Molise / Sicilia / Valle D’Aosta / Campania / Liguria / Piemonte / Toscana / Veneto



MARKETING CAMPAIGN

Social Media, Public Relations and Media Partner Inclusion

Festival organizers to professionally secure and implement strategic social media, public relations and media partnership campaign for all confirmed and honored sponsors.



CONTACT INFORMATION

For any and all event related correspondence, please reach out to:



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