



ITALIAN DAY 2020

10° ANNIVERSARIO



PARTNERSHIP INVITATION

Italian Day on The Drive · Sunday, June 14, 2020

2011

Experience “La Dolce Vita”



About Italian Day

Celebrating Italian Culture, Heritage and Community

Held annually on the second Sunday of June and identified in the City of Vancouver's list of Official Observances and Celebrations under June's Italian Heritage Month umbrella, Italian Day on The Drive is a vibrant cultural street festival celebrating Italian culture, heritage and community. The event includes over 150 street participants, comprised of partners, vendors, community organizations - and an estimated 300,000 attendees of all ages and cultures. The festival is held on Commercial Drive (The Drive), home to Little Italy, where the street is transformed into a lively 14 block festa. Since Italian Day's return in 2010, the event today represents the largest one day cultural street festival in Vancouver. A festive community embrace, The Drive comes alive in green, white and red with piazza style animated zones, live music, food vendors, patios, lifestyle attractions, family fun activities and more.

Mangia Bene, Ridi Spesso, Ama Molto
Eat well, Laugh often, Love in Abundance

The Drive: Home to Little Italy

In the 1940s and 50s, many Italian immigrants had made their home and established businesses in the Commercial Drive area. Between the 1940s – 1980s, Commercial Drive had developed into an Italian enclave, otherwise unofficially known as Little Italy. Italo-Canadians played a key role in influencing and revitalizing The Drive's landscape, including the introduction of street parades in the 60s, and cultural street celebrations in the 70s and early 80s – with the last Italian Day of that era being on Sunday, July 11 1982. It was an unforgettable day on Commercial Drive, where thousands of Italo-Canadians poured onto the street in a passionate display of emotion, celebrating Italy's win in the World Cup that same day. It was a the first Italy World Cup win since the 1930s.

In 2016, Italian Day marked another important day of celebration. In recognition of over 70 years of Italian heritage, an 8 block area of Commercial Drive was officially designated as **Little Italy** by the Mayor and other officials, including a ribbon cutting and special visit from the Italian Ambassador to Canada.

Two years later, in 2018, Italian Day on The Drive is identified in the City of Vancouver's list of Official Observances and Celebrations under the umbrella of Italian Heritage Month. And in 2019, 3 years following the Little Italy official designation, the Commercial Drive BIA, in partnership with the City of Vancouver and Fortis BC, unveiled Italian heritage crosswalks in the colours green, white and red at three Little Italy intersections: 1st Avenue, Charles Street and 4th Avenue. These heritage designations and landmarks were a primary result of Italian Day's success, the advocacy of several Italo-Canadian community leaders, and general public support.

2012

ITALIA

Where 'La Dolce Vita'
meets 'Euro Cup'



2020 Theme: Italian Day Celebrates 10 Year Anniversary (2010 - 2020)

Honouring the past, seizing the present and inspiring the future – Italian Day on The Drive celebrates its 10th Anniversary on Sunday, June 14, 2020, marking 10 years since its return!

Motivated by a handful of passionate Italian-Canadians and community leaders, the Italian Day Festival Society was formed in 2010 with the objective of reviving the Italian cultural festivals which characterized Commercial Drive in the late 70s and early 80s, paying tribute to the Italian culture and immigrants who came to Canada to escape post-war poverty with nothing but a suitcase, a dream and courage to create a better life for their families. Many Italians came using Canadian labour shortage opportunities and kinship networks to bring over entire families between 1950 – 1970, a generation representing the largest of the three waves of Italian immigration which began almost a century prior. Although Italian immigrants were met with a number of challenges, a vibrant Italian-Canadian community emerged, significantly contributing to the building of Vancouver and the nation.

Since Italian Day's return 10 years ago, the event has evolved and grown in many ways, paved by annual themes introduced for the first time in 2011 with *La Dolce Vita*, followed by *La Dolce Vita meets Euro Cup* (2012), *Carnevale* (2013), *Made in Italy* (2014), *ART* (2015), *Mangiamo!* (2016), *Amore* (2017), *Musica* (2018) and *Comunità* (2019). Themes selected represent elements which form the foundation of Italian culture, and their mark on history and global appeal. Thematic elements also designed to serve as conduits to local conversations, as well as a platform for multi-cultural and multi-generational exchanges and positive experiences, including the promotion of cultural and economic bridges between Vancouver and Italy.

The Italian Day Festival Society is proud of what we have achieved in terms of the festival's community embrace and success, as well as the pivotal role the festival has played in Commercial Drive's Little Italy heritage designation and crosswalks marking the 8 block district. Festivals such as Italian Day possess the ability to have a huge community impact, not only culturally and economically, but also as a vehicle of positive social influence, inspiring a future generation to become involved and contribute to our community and festival as well. And of course - to carry on the tradition of how to throw an Italian-style festa with over 300,000+ attendees where for a day - we can all be Italian! We thank you and welcome you in joining us for 2020 as we celebrate our 10 year anniversary with family, food, laughter, wine, music, dance, design, activities, hugs, kisses and a love for life and community, where *la vita e sempre dolce*.

Buon 10° anniversario Italian Day! Festeggiamo insieme – Domenica, 14 Giugno 2020!

2013 CARNEVALE DI VENEZIA

**If only for one day...
Be Italian in Carnevale style!**



Italian Day Community Gives Back

For several years, the Italian Day Festival Society has been supporting at-risk youth by way of annual donations to **East End Boys and Girls Club**, a local non-profit youth leadership program run out of Templeton Secondary School, led by mentors and teachers, **Jimmy Crescenzo** and **Tanya Zambrano**. In total we have contributed \$7,000 via partial raffle proceeds between 2014 to 2018, and \$10,000 in 2019, facilitated by our community of sponsors, demonstrating the value and power community has to make things happen and help others.

Our youth is our future, and many teens today face a heightened element of adversity in their lives, who without leadership and support are increasingly at risk. We are proud to support the **East End Boys and Girls Club** who work with marginalized youth (ages 13 to 19), and whose commitment and goals are to provide life skills training through approved curriculum and mentorship programs including: weekly leadership classes, high school course credits, a theatre and film program which helps build self-esteem, job entry programs, educational and counselling support, scholarships and bursaries, as well as summer programs, providing structure and leadership year-round via a skilled group of instructors and mentors.

The four key objectives for teen members are to:

- stay in school
- stay free of drugs and gangs
- be people of good character
- show empathy for those in need through their own good works

Founded by Jimmy Crescenzo, these youth programs are a testament to the community of people involved, who demonstrate strength through hard work, commitment and most importantly, results.

Jim Crescenzo Awards

- 2017 Motion Picture Production Industry Association Community Builder Award
- 2016 Prime Minister's Award for Teaching Excellence
- 2015 Peace Medallion from the YMCA of Greater Vancouver
- 2015 Award for Faith and Community, City in Focus
- 2014 Italian-Canadian Man of the Year
- 2012 Queen's Diamond Jubilee Medal
- 2001 Vancouver School Board Recognition of Outstanding Contribution to Education

2014

MADE/ITALY



Partnering with Italian Day

Thanks to the invaluable support of our sponsors and partners, we are able to share Italian Day on The Drive – celebrating Italian culture, heritage and community with the city of Vancouver and beyond. The result is an embracing festival, fostering cultural exchange in a vibrant festive setting, while encouraging economic and social activity from which all can benefit.

In order to realize this 14 block signature street festival, the Italian Day Festival Society depends on the assistance and participation provided by community and cultural organizations, corporate and independent businesses, government bodies, production partnerships, artists, media, and other key relationships.

Every year we welcome back historic partners and open doors to new ones who all share in the event's positive impact and success, while taking advantage of the benefits Italian Day offers as a stage to a very large and captive audience. We are especially excited for Italian Day 2020, which celebrates our 10th Anniversary on Sunday, June 14, and invite you to partner with us at our Italian Day family table to make it the best Italian Day on The Drive yet.

Site Presence

Italian Day offers you site space as part of your partnership, including opportunities to sponsor event attractions, activities and thematic piazza zones. Highlights among many include bocce court, fashion show, food contests, as well as attractions featuring Italian food and wine samplings, Italian music artists, and other cultural features. Sponsors too have the option of creating their own format of engagement on site, based on level of sponsorship and respective site space.

2015

ART



Street Banners (32"x 60")

Besides on site presence, as a sponsor you will receive visibility and acknowledgment by way of skyline street banners, which will include your unique logo on multiple banners installed in April over 22 blocks of Commercial Drive, announcing the event and all its sponsors. Sponsor banners remain up between the period of April - July, offering 3 months of visibility in one of Vancouver's most photographed and high volume districts.

Digital, Print and Advertising Benefits

As a sponsor, your company will be acknowledged on our website with logo, company description and hyperlink to your website. Your logo will also be included on our Italian Day poster distributed city wide and digitally via our social media channels. Social media engagement is offered to all our partners as well. In addition, with premier levels of sponsorship, benefits include logo recognition on stages, as well as advertising benefits. Media coverage is also built into the sponsorship value, supported by Italian Day partnerships in print, television, radio and online. Local and national media partners include:

The Georgia Straight

Global BC

Jack 96.9 FM and News 1130

TLN/Mediaset

Il Marco Polo

In addition, we work closely with the Laura Ballance Media Group (LBMG) in reaching out to media partners and other media outlets to share event details via press releases, garnering editorial coverage on a multitude of media platforms for both the event and its partners.

*media coverage tracked by LBMG in recent years has ranged from 82,000,000 - 127,000,000 impressions. This equates to an earned media value ranging between \$527,000 - \$722,000.

2016

Welcome to Little Italy!



MANGIAMO!

ITALIAN DAY 2016 · LET'S EAT!



Communications

Newspaper/Magazines

The Georgia Straight
The Province
The Vancouver Sun
The Globe and Mail
WHERE Magazine
Vancouver Courier
World Journal

Television

Global BC
TLN
CBC
CTV
City TV
Fairchild TV
Shaw Multicultural

Radio

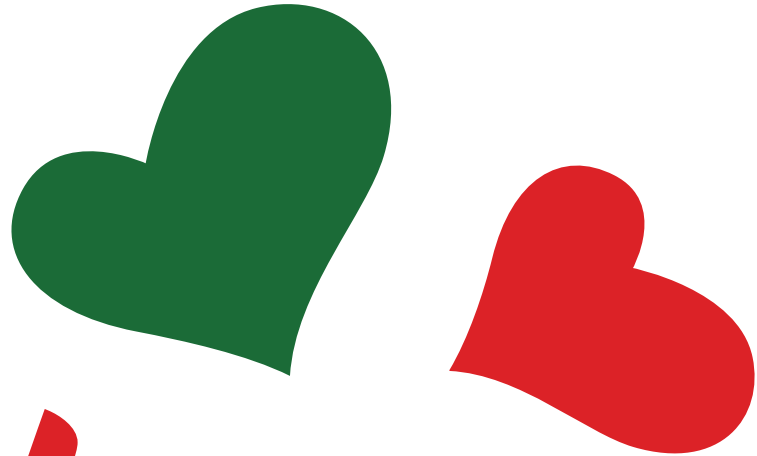
News 1130
Jack 96.9 FM
KISS FM
650 Cisl
CFOX
CBC
CBC French
CKNW 980
TSN 1040
JR FM

Online

Global News
The Georgia Straight
News1130
Jack 96.9 FM
CBC
The Daily Hive
Inside Vancouver
Scout Magazine
The Vancouver Sun
The Province
BC Bay

Tourism Vancouver
Vancouver Magazine
My Vancity
Vancouver is Awesome
CTV Vancouver
604 Now
Live Sicilia
Avezzano Informa
BT Vancouver
Radio Canada
Xinhua News
Shanghai Daily
Ming Pao
Sing Tao
Mingshengbao
Vancouver Courier
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680 CJOB
AM900 CHML
Foodgressing
Narcity
Burnaby Now
Voice Online
Enter Here Canada
Family Fun Vancouver
Family Fun Canada
Find Family Fun
The Peak
Daily Extra
Hello Vancity
Mom onThe Go
Eventful
Dad Life YVR
Bored in Vancouver
Kids Vancouver
Indo-Canadian Voice
South Asian Post
Vancouver's Best Places
Darpan Magazine
Tri-city News
Drishti Magazine
Scout Vancouver

2017



Amore



Signature Partner
\$27,500

Opportunity to sponsor Italian Day attraction offering premier activation space and visibility:

Soccer tournament and attraction
Celebrity music artist & ensemble from Italy
Food Attraction - piazza style - with seating, mini-stage and entertainment
Bocce Court - piazza style - with DJ or ambient music via speaker system
Fashion show - piazza style - with seating, stage and entertainment
Wine & Food Samplings with DJ or ambient music via speaker system
A unique Sponsor creative as an Italian Day attraction

Sponsor receives

- official Signature Sponsor designation
- premier activation space and attraction designation
- music element in activation
- 10 logoed sky street banners, 32" x 60" - April install
- sponsor logo on 2nd Ave and Grandview Park main stages
- 1/2 page advertisement in the Georgia Straight's Italian Day feature edition
- opportunity for editorial as event attraction
- one year sponsor acknowledgment on Italian Day website with logo, company description and hyperlink to sponsor website
- premier positioning of logo on official Italian Day poster and other print/digital material
- VIP invitation to cocktail reception prior to opening ceremony
- VIP guest at Italian Day opening ceremony with speaking opportunity
- sponsor acknowledgment at Italian Day opening ceremony
- rights to use the festival name and logo in all of partner's marketing initiatives
- social media engagement
- opportunity to customize benefits

Get Involved and Support At-Risk Youth Initiative

In support of at-risk youth, we are asking for an additional consideration of \$500 as a donation to assist local Youth Leadership Program - East End Boys and Girls Club (see page 7 for more details).

*sponsor will receive recognition for supporting our Youth Initiative via Italian Day website, the Georgia Straight Italian Day feature edition, as well as social media

*tax receipt for amount donated to this initiative will be provided by the East End Boys and Girls Club

2018 MUSICA



Community Partner
\$11,000

Opportunity to sponsor an Italian Day music highlight, food intersection, activity or vehicle exhibition:

DJ and dance highlight
Food contests
Italian food intersection
New or Vintage Vehicle highlight
Children's Zone
A unique Sponsor creative as an Italian Day highlight

Sponsor receives

- premier activation space and highlight designation
- 5 logoed sky street banners, 32" x 60" - April install
- 1/4 page newspaper advertisement in the Georgia Straight's Italian Day feature edition
- one year sponsor acknowledgment on Italian Day website with logo, company description and hyperlink to sponsor website
- logo acknowledgment on official Italian Day poster and other print/digital material
- VIP guest invitation to cocktail reception and opening ceremony
- sponsor acknowledgment at Italian Day opening ceremony
- rights to use the festival name and logo in all of partner's marketing initiatives
- social media engagement
- opportunity to customize benefits

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2019



COMUNITÀ



Friends of Italian Day

\$5,500

Sponsor receives

- 10' x 10' premier activation space
- 3 logoed sky street banners, 32" x 60" - April install
- one year sponsor acknowledgment on Italian Day website with logo, company description and hyperlink to sponsor website
- logo acknowledgment on official Italian Day poster and other print/digital material
- sponsor acknowledgment at Italian Day opening ceremony
- rights to use the festival name and logo in all of partner's marketing initiatives
- social media engagement

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Event Organizers

Italian Day on The Drive is organized and produced by the Italian Day Festival Society in collaboration with:

The Commercial Drive Business Society
Il Centro Italian Cultural Centre
Grace Choi Events
City of Vancouver





Italian Day on The Drive

Sunday, June 14, 2020

Italian Day Festival Society

BOARD OF DIRECTORS

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Robert D'Onofrio, Treasurer
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Randy Rinaldo, Il Centro Italian Cultural Centre
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Grace Choi Events, Event Management & Production Partner
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Angie Casoria, Assistant Volunteer Co-ordinator
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