



# Perth Italian Festival

**Saturday, 5 April 2025**  
**11am to 10pm, Langley Park**

A celebration of Italian rich culture and heritage, in the City of Perth.

Please contact us for sponsorship, donations or for more information:  
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-  [perthitalianfestival.com.au](http://perthitalianfestival.com.au)
-  [perthitalianfestival](https://www.facebook.com/perthitalianfestival)
-  [perthitalianfestival](https://www.instagram.com/perthitalianfestival)



**Let's join hands to make the Perth Italian Festival an unforgettable experience for the WA community.**



## Benvenuti!

**Welcome to the Perth Italian Festival 2025.**

The Perth Italian Festival WA Inc., a non-profit organization, is delighted to present the Perth Italian Festival on Saturday, April 5th, 2025, at Langley Park, Perth.

This community event promises a vibrant celebration of Italian culture, featuring the finest music, delectable cuisine, exquisite art, and treasured traditions.

The 2024 festival was a tremendous success, drawing 20,000 attendees who enjoyed a truly unforgettable experience. Building on this momentum, we are excited to make the 2025 festival even more spectacular.

We invite you to join us as a valued sponsor and partner, helping to create an extraordinary experience for everyone. Your support will allow us to highlight the rich Italian heritage and strengthen community connections.

In addition, Perth has been named the **2025 Capital of Italian Culture in the World by the Italian Ministry of Foreign Affairs!** This prestigious recognition celebrates our city's deep Italian roots, with the Perth Italian Festival—proudly endorsed by the Italian Consulate—serving as the centerpiece of these celebrations on April 5th, 2025.

## Sponsorship

**Your contribution** is crucial in elevating this festival to new heights. By partnering with us, you will play a vital role in bringing this vibrant celebration to life.

Join us in making the Perth Italian Festival 2025 an extraordinary event that unites and delights the community.



# A Glance at 2024 Perth Italian Festival



#BEITALIAN

**20,000**  
Attendees, Inaugural Festival

**50** Sponsors & Supporters in the Italian Community

**41 Stalls**  
Food, Display, Sponsor Plus Family Fun Activities

**34** Entertainers on 2 Stages Plus Roaming Artists

**330,300** Accumulative Reach via Social Media

Plus TV News, Radio, Newspaper Promotions and Featured articles.

### EVENT HIGHLIGHTS:

Live music, traditional dance performances, Italian cuisine, cultural exhibitions, family-friendly activities, and more.

### AUDIENCE:

Families, food enthusiasts, cultural aficionados, and the broader Perth community.

### IMPACT:

Celebrating Italian culture, fostering community spirit, supporting local businesses, and promoting multiculturalism.

*Free Community Event*



# Partner With Us

## WHY SPONSOR

### THE PERTH ITALIAN FESTIVAL?

- **Brand Visibility:** Showcase your brand to thousands of attendees and reach a broad audience through our extensive marketing campaigns.
- **Community Engagement:** Connect with the community and demonstrate your commitment to cultural diversity and local initiatives.
- **Networking Opportunities:** Engage with other sponsors, local businesses, and community leaders.
- **Positive Impact:** Support the preservation and promotion of Italian culture and heritage in Perth.

## SPONSORSHIP OPPORTUNITIES

### 1 - DONAZIONI LEVEL (DONATIONS)

**AMOUNT: UNDER \$1,000**

#### Benefits:

- o Acknowledgment on the festival website.
- o Certificate of appreciation.

### 2 - AMICO LEVEL (FRIEND)

**AMOUNT: \$1,000 - \$3,000**

#### Benefits:

- o Acknowledgment on the festival website.
- o Small Logo Placement on festival banner.
- o Access to the VIP tent (2 tickets).
- o Certificate of appreciation.

### 3 - BRONZO LEVEL (BRONZE PARTNER)

**AMOUNT: \$5,000**

#### o Naming of an event on Program of the day.

#### Benefits:

- o Provision of space at the event for brand activation.
- o Medium Logo Placement on festival banner.
- o Logo website, social media and e-communications highlighting your brand as a Bronze Partner.
- o Access to the VIP tent (2 tickets).
- o Certificate of appreciation.

### 4 - ARGENTO LEVEL (SILVER PARTNER)

**AMOUNT: \$10,000**

#### Benefits:

- o Provision of space at the event for brand activation.
- o Large Logo Placement on festival banner - Argento Level.
- o Logo website, social media and e-communications highlighting your brand as a Argento Partner.
- o On Stage Acknowledgement during the festival.
- o Logo placement in the Festival Program and half page advert in the Program.
- o Access to the VIP tent (4 tickets).
- o Certificate of appreciation.

### 5 (1) - ORO LEVEL UNO (GOLD PARTNER)

**AMOUNT: \$15,000**

#### o SECOND STAGE NAMING RIGHTS.

#### o Benefits of Argento Level.

- o Second Stage officially called ("Your Brand" Stage ) in all marketing and communications.
- o Signage on stage featuring your company logo.
- o Category exclusivity.
- o Large Logo Placement on festival banner - Oro Level.
- o Logo placement in the Festival Program and full page advert in the Program.

### 5 (2) - ORO LEVEL DUE (GOLD PARTNER)

**AMOUNT: \$15,000**

#### Benefits:

#### o FIRE WORKS NAMING RIGHTS.

#### o All benefits of Argento Level.

- o Fire Works officially called ("Your Brand" Fire Works) in all marketing and communications.
- o Signage on stage featuring your company logo.
- o Category exclusivity.
- o Large Logo Placement on festival banner noting Oro Level.
- o Logo placement in the Festival Program and full page advert in the Program.

### 5 (3) - ORO LEVEL TRE (GOLD PARTNER)

**AMOUNT: \$15,000**

#### Benefits:

#### o MOTOR SHOW NAMING RIGHTS.

#### o All benefits of Argento Level.

- o Motor Show officially called ("Your Brand" Motor Show) in all marketing and communications.
- o Signage on stage featuring your company logo.
- o Category exclusivity.
- o Large Logo Placement on festival banner - Oro Level.
- o Logo placement in the Festival Program and full page advert in the Program.

### 6 - PLATINO LEVEL (PLATINUM PARTNER)

**AMOUNT: \$20,000**

#### Benefits:

#### o MAIN STAGE NAMING RIGHTS.

#### o All benefits of Argento Level.

- o Main Stage officially called ("Your Brand" Stage) in all marketing and communications.
- o Personalised social media promotion.
- o Large Logo Placement on festival banner - Platino Level.
- o Exclusive booth space in prime location.
- o Logo placement in the Festival Program and full page advert in the Program.
- o Access to the VIP tent (6 tickets).

### 7 - DIAMANTE LEVEL (DIAMOND PARTNER)

**AMOUNT: \$50,000**

#### Benefits:

#### o EVENT NAMING RIGHTS.

#### o All benefits of Argento Level.

- o Naming rights to festival event officially called ("Your Brand" Perth Italian Festival) in all marketing and communications.
- o Feature Article in Program.
- o Large Logo Placement on festival banner - Diamante Level.
- o Opportunity for a sponsor representative to address the audience during the Opening Ceremony.
- o Opportunity to host own VIP Marque location.
- o Exclusive booth space in prime location.
- o Logo placement in the Festival Program and full page advert in the Program.
- o Access to the VIP tent (10) tickets.

*Sponsorship Opportunities*

