



Italia Unita Inc. of Massachusetts

Italia Unita, Inc. is a non-profit organization founded in 1995 in East Boston, Massachusetts. Italia Unita promotes Italian culture and the preservation of Italian heritage.



"Unity is what keeps us strong and Italia Unita brings together Bostonians of diverse backgrounds in appreciation of Italian culture. The Italia Unita festival is a magnificent celebration of the music, food, and laughter that embody the Italian tradition. Bring the family... and your appetite!"

Thomas M. Menino
Mayor of Boston

Italia Unita's Italian Festival

Italia Unita's signature event is an annual three-day Italian Festival, which has quickly become one of the most anticipated events in the Metro Boston area and New England. The Festival takes place in July and is a grand celebration of Italian culture. Central Square in East Boston transforms into an Italian-style "piazza" where thousands of people flock to capture the essence of community and unity, as well as, enjoy the festivities. People of all ages and culture sample authentic Italian cooking, enjoy the free entertainment and participate in many of the cultural attractions. The opportunity to greet family and friends, while also spending time with others they haven't seen in years has become one of the highlights of the festival for many people. During the Festival, generations of Italian-Americans appreciate the chance to share the richness of their culture with people of various backgrounds and education. The festival has something for everyone and 2008 will mark the 14th annual Italian Festival.

Sponsor the 14th Annual Festival

Reasons to partner with Italia Unita and share in this major Boston event:

- The Italian Festival has attracted over 1 million people in its 12 years while providing world-class entertainment!
- Free media coverage gives you maximum exposure through print media, radio, TV, flyers, world-wide web and more!
- Italia Unita sets it up... you simply sign up!

Sponsorship Levels

• PLATINUM LEVEL - \$5,000

- Photo opportunity with Italia Unita advertised in local newspapers
- Italia Unita polo shirt and apron
- Company name in premium spacing on recognition board
- Company logo and link on www.italiaunita.org home page
- Electronic signage at festival
- Company banners at festival
- Company logo on flyers (10,000 in circulation)
- Recognition in local newspapers
- Company name on festival agenda brochure

• GRAND SPONSORSHIP LEVEL - \$10,000

- Includes many of the benefits above plus many more!
- A representative from Italia Unita will be assigned as your primary contact to answer questions and facilitate the planning of all marketing opportunities, maximize your company's exposure, review all vendor opportunities and ensure premium spacing on the Italia Unita stage.

Sponsorship packets are subject to change. An Italia Unita representative will be assigned to contact you to discuss the sponsorship levels in detail.

Contact Us

For more information please contact: **Lisa Capogreco, Event Coordinator, Italia Unita, Inc., 35 Bennington Street, East Boston, MA 02128, Phone: (617) 561-3201, Email: italiaunita@verizon.net**