



# Festa d'Italia

VAUGHAN

## SPONSORSHIP OPPORTUNITIES

**Saturday, June 6 and Sunday, June 7**

**Boyd Conservation Park**  
8739 Islington Ave.

[vaughan.ca/festa](http://vaughan.ca/festa)

PRESENTED BY **LiUNA!** LOCAL  
183  
Feel the Power



# A Message from the Mayor

I am excited to announce that the City of Vaughan's **Festa d'Italia is returning this year as an expanded two-day celebration**, taking place from **Saturday, June 6 to Sunday, June 7**.

Italian Canadians have played a vital role in shaping Vaughan – enriching our cultural fabric, strengthening our economy and helping us build the world-class city we are proud to call home. It is because of these remarkable contributions that we proudly celebrate the Italian community through this special festival.

Last year's first ever Festa d'Italia was a resounding success. The energy, passion and sense of community pride we experienced were truly unforgettable – and it was clear that this celebration deserved to grow. Thanks to that incredible response, we are bringing it back bigger and better this year.

Festa d'Italia is a joyful showcase of Italian culture, filled with incredible food, music, art and traditions that reflect the beauty, resilience and success of our Italian community. It is a celebration of who we are, how far we have come and all that we have achieved together. We have so much to be proud of.

This event is also an opportunity to honour the sacrifices of the generations who came before us – immigrants who arrived with hope for a better life and helped shape not only Vaughan, but this great country we proudly call home.

I look forward to welcoming you once again this summer to Festa d'Italia, and I thank you for your continued support in helping bring this meaningful celebration to life.

**Steven Del Duca**  
Mayor of Vaughan



# Festa d'Italia

New for 2026, Festa d'Italia will return as a **TWO-DAY** event on **Saturday, June 6** and **Sunday, June 7** at **Boyd Conservation Park** (8739 Islington Ave., Vaughan)!

Join us for this free celebration of Italian culture and heritage filled with music, entertainment, art, food and so much more. This special event reflects our deep appreciation and pride in the vibrant Italian heritage, rich traditions and valuable contributions that enrich our community. Don't miss this unforgettable celebration!

## When and where will Festa d'Italia take place:

- **Saturday, June 6 from noon to 9 p.m.**
- **Sunday, June 7 from 11 a.m. to 6 p.m.**
- **Boyd Conservation Park**

## This event will include:

- **Headline performances by Pupo & Band**
- **Italian performances**
- **Official ceremony**
- **Activities**
- **Contests**
- **Italian business participant booths**
- **Italian food vendors**





# Sponsorship Levels

Benefits	Presenting \$50,000	Event \$25,000	Stage \$15,000	Fan Experience \$10,000	Activity \$5,000	Community \$2,500
<b>Recognition</b>						
Festa d'Italia "Presented by" corporate logo on all applicable marketing collateral	•					
Company name recognition on applicable marketing materials (listed below)	logo	logo	logo	logo	text	text
<b>Print and signage</b>						
Posters	•	•				
Vaughan City Hall atrium banner	•	•	•	•		
Newspaper ads	•	•	•			
Mobile signs across Vaughan	•					
<b>Digital</b>						
Bridge and billboard signs across Vaughan	SOLD OUT					
Outdoor signs (10) across Vaughan	•					
Static TV ads at Vaughan community centres, libraries and Vaughan City Hall	•	•	•	•		
Post-event Festa d'Italia video (posted on City website and YouTube Channel)	•	•	•	•	•	•
City of Vaughan eNewsletter - Post-event thank you	•	•				
Post-event recognition in Recreation Vaughan eGuide	•	•	•	•	•	•
Company name only in Public Service Announcements	•					
Company name only in News Releases	•					
Company name in radio and TV ads, when applicable	•					
Company name in radio interview, when applicable	•					



# Sponsorship Levels (cont.)

Benefits	Presenting \$50,000	Event \$25,000	Stage \$15,000	Fan Experience \$10,000	Activity \$5,000	Community \$2,500
<b>Web and social media</b>						
Company name listed on <a href="http://vaughan.ca/festa">vaughan.ca/festa</a>	•	•	•	•	•	•
Weblink on <a href="http://vaughan.ca/festa">vaughan.ca/festa</a>	•	•	•	•		
Social media handles on @RecVaughan and @VaughanRecreation	•	•	•			
Event online listings - various websites (i.e. Festival and Events Ontario)	•	•				
Social media ads	•					
<b>Event day</b>						
Recognition on LED main stage screen, when applicable	•	•	•			
Video on LED main stage screen (30 seconds)	•	•	•			
Recognition on LED main stage side screens, when applicable	SOLD OUT	•	•			
Official stage recognition by the Mayor	•	•				
Official stage recognition by the emcee	•	•	•			
Opportunity to provide greetings	•					
Booth: display area for community outreach	•	•	•	•	•	•
Branded passenger transport vehicles	•	•				
Backstage access (for up to five people)	•	•	•	•		
<b>Exclusive opportunities</b>						
First right of refusal for following year's Festa d'Italia	•					
Invitation to Sponsor Appreciation event	•	•	•	•	•	•

# Festa d'Italia 2025

## Key Impressions

### PAID MEDIA IMPRESSIONS

6.3 million impressions | 6.4 thousand clicks



### MEDIA REACH

1.6 million



# 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.

**Mike Recine**  
[mike.recine@vaughan.ca](mailto:mike.recine@vaughan.ca)  
**905-832-2281, ext. 7707**



**vaughan.ca/festa**

