

38th *Houston Italian Festival*



Thursday, October 13 - Sunday, October 16, 2016

On the Campus of the University of St. Thomas

**GIVE BACK TO THE COMMUNITY!**

Contact us at: [info@HoustonItalianFestival.com](mailto:info@HoustonItalianFestival.com)

[www.HoustonItalianFestival.com](http://www.HoustonItalianFestival.com)

**PRODUCED BY THE ITALIAN CULTURAL & COMMUNITY CENTER**



**Italian**  
Cultural & Community Center

The Italian Cultural & Community Center of Houston, a 501(c)(3) non-profit organization produces the *Houston Italian Festival*. The *Houston Italian Festival* gives back to Houston and its surrounding areas while offering a unique opportunity for businesses to introduce their special products and services to an audience of all ages, and at the same time are included among those actively supporting the cultural diversity of this great city. This event helps support:

- **Italian Cultural & Community Center** ([www.iccchouston.com](http://www.iccchouston.com)) – which supports multiple college scholarship programs, the ICCC Italian Language School, the ICCC lecture series, Italian movie series and other learning events offered to promote *Bringing Culture to Life* to the Houston community.
- **MD Anderson Cancer Center Children’s Art Project** ([www.childrensart.org](http://www.childrensart.org)) –programs that make life better for children with cancer through the worldwide sales of seasonal cards, note cards and gift items using original artwork by young cancer patients.
- **University of St. Thomas Scholarship Fund** ([www.stthom.edu](http://www.stthom.edu)) - Founded in 1947 by the Basilian Fathers, the University of St. Thomas offers a Catholic liberal arts education for a lifetime of opportunities and challenges. Students can choose from 32 undergraduate and 10 graduate degree programs. The University’s proximity to downtown and the Texas Medical Center enhances opportunities for internship and networking experiences. Liberal arts degrees provide invaluable training to a wide range of careers including business, teaching, health, communication, law, the arts and many others. Learn more at ShineATust.com.
- **Monarch School** ([www.monarchschoool.org](http://www.monarchschoool.org)) - The Monarch School is dedicated to providing an innovative, therapeutic education for individuals with neurological differences. Monarch offers a learner-centered approach that helps students progress in Four Core Goal areas critical for development. The Monarch School is *shaping lives from the inside out*<sup>TM</sup>.

To continue this great tradition, we appreciate the generosity of area businesses. Please contact us at [info@houstonitalianfestival.com](mailto:info@houstonitalianfestival.com) to inquire as to how your business can help to bring Italian “Culture to Life” for the Houston Community.

# 38th Houston Italian Festival



Bringing Culture to Life!

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## FESTIVAL DEMOGRAPHICS

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### PRODUCED BY THE ITALIAN CULTURAL & COMMUNITY CENTER

(Data based on survey conducted by the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management)



#### Ethnicity

Caucasian	68.1%
Hispanic	13.5%
African-American	5.7%
Asian	3.5%
Multicultural	3.5%
Other	5.7%



#### Household Income

Less than \$20,000	5.0%
\$20,000 - \$39,999	6.6%
\$40,000 - \$59,999	13.2%
\$60,000 - \$79,999	16.5%
\$80,000 - \$99,999	12.4%
\$100,000 - \$149,999	19%
\$150,000 - \$199,999	9.9%
\$200,000 and above	17.4%



#### Age

18-29	16.2%
30-39	23.2%
40-49	19.0%
50-59	20.4%
60+	21.2%

#### Highest Educational Level

Some High School or less	1.4%
Some College	20.7%
College Graduate	46.4%
Master's Degree	27.1%
Doctorate Degree	4.4%



#### Sex

Female	62.8%
Male	37.2%





**SPONSORSHIP OPPORTUNITIES**

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**Ask about items/events available for sponsorship at various levels**

**\$25,000 - Stella d'Italia (In-Kind) OR**

**Stella Grande d'Italia (Cash Only)**

- ◆ Sponsor logo printed alongside the Houston Italian Festival Logo on all print materials (**Stella Grande Only**)
- ◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site
- ◆ Listed in [La Voce Italiana](#) as an official Festival sponsor
- ◆ Sponsor listed on the "Sponsor Board" at the entry gate
- ◆ Company logo on posters and flyers
- ◆ 1 – 3 ½ "x 1 ½" ad on "Sponsor Thank You" page in [LaVoce Italiana](#)
- ◆ Logo in select print advertising
- ◆ Logo on official event T-shirt
- ◆ Sponsor name included in a feature story in [La Voce Italiana](#) newspaper.
- ◆ Sponsor recognition from main stage area during festival
- ◆ Up to 6 sponsor supplied 3' x 5' banners to be displayed at event director's selection
- ◆ 10' x 10' booth space only at the festival for displays and information.
- ◆ 60 admission tickets to the Houston Italian Festival

**\$2,500 - Oro (Gold)**

- ◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site
- ◆ Listed in [La Voce Italiana](#) as an official Festival sponsor
- ◆ Sponsor listed on the "Sponsor Board" at the entry gate
- ◆ Company name mentioned on posters and flyers
- ◆ Company name on official event T-shirt
- ◆ Up to 2 sponsor supplied 3' x 5' banners to be displayed at event director's selection
- ◆ 10' x 10' booth space only at the festival for displays and distribution of information.
- ◆ 10 admission tickets to the Houston Italian Festival

**\$10,000 - Diamante (Diamond)**

- ◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site
- ◆ Listed in [La Voce Italiana](#) as an official Festival sponsor
- ◆ Sponsor listed on the "Sponsor Board" at the entry gate
- ◆ Company logo on posters and flyers
- ◆ 1 – 3 ½ "x 1 ½" ad on "Sponsor Thank You" page in [LaVoce Italiana](#)
- ◆ Logo in select print advertising
- ◆ Logo on official event T-shirt
- ◆ Sponsor name included in a feature story in [La Voce Italiana](#) newspaper.
- ◆ Sponsor recognition from main stage area during festival
- ◆ Up to 5 sponsor supplied 3' x 5' banners to be displayed at event director's selection
- ◆ 10' x 10' booth space only at the festival for displays and information.
- ◆ 40 admission tickets to the Houston Italian Festival

**\$1,500 - Argento (Silver)**

- ◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site
- ◆ Listed in [La Voce Italiana](#) as an official Festival sponsor
- ◆ Sponsor listed on the "Sponsor Board" at the entry gate
- ◆ Company name mentioned on posters and flyers
- ◆ 1 sponsor supplied 3' x 5' banner to be displayed at event director's selection
- ◆ 6 admission tickets to the Houston Italian Festival

**\$5,000 - Platino (Platinum)**

- ◆ Sponsor logo listed on the Houston Italian Festival web page with link to sponsor site
- ◆ Listed in [La Voce Italiana](#) as an official Festival sponsor
- ◆ Sponsor listed on the "Sponsor Board" at the entry gate
- ◆ Company logo on posters and flyers
- ◆ Company Name on official event T-shirt
- ◆ Up to 3 sponsor supplied 3' x 5' banners to be displayed at event director's selection
- ◆ 10' x 10' booth space only at the festival for displays and information.
- ◆ 20 admission tickets to the Houston Italian Festival

**\$500 - Bronzo (Bronze)**

- ◆ Sponsor name listed on the Houston Italian Festival web page
- ◆ Listed in [La Voce Italiana](#) as an official Festival sponsor
- ◆ Sponsor listed on the "Sponsor Board" at the entry gate
- ◆ 2 admission tickets to the Houston Italian Festival