ITALIAN AMERICAN MUSEUM OF LOS ANGELES PRESENTS

TASTE OF Italy

LOS ANGELES

FINE RESTAURANTS
WORLD-CLASS WINES
LIVE ENTERTAINMENT
CELEBRITY CHEFS

LOS ANGELES’ PREMIERE ITALIAN FOOD AND WINE EVENT BENEFITING
THE ITALIAN AMERICAN MUSEUM OF LOS ANGELES

OCTOBER 10, 2020  DOWNTOWN L.A.

SPONSORSHIP OPPORTUNITIES
Taste of Italy at a Glance

Taste of Italy, Southern California’s premiere Italian food and wine event, offers unique and fully customizable activations for over 75 partners each year. Benefiting a 501 (C) 3 non-profit organization, Taste of Italy offers exceptional opportunities to:

- Connect with 2,500 upscale consumers, 53% of which have a household income of $250,000+
- Launch a new product or expose your brand
- Showcase your firm’s philanthropic efforts
- Ensure a high return on investment with exceptional media value
- Entertain clients

ROI

107 Press Hits

Coverage in 137 media outlets

$300K Ad Value

2,500 upscale attendees
ABOUT TASTE OF ITALY

THE TWELFTH ANNUAL TASTE OF ITALY IS LOS ANGELES’ PREMIERE ITALIAN FOOD AND WINE EVENT, FEATURING FINE ITALIAN RESTAURANTS, AUTHENTIC PRODUCTS, AND WORLD-CLASS WINES, WITH LIVE PERFORMANCES IN A SPECTACULAR, HISTORIC SETTING.

FOR ONE EVENING, THE HEART OF HISTORIC DOWNTOWN LOS ANGELES IS TRANSFORMED INTO A CHARMINg PIAZZA, WHERE 2,500 ITALOPHILES JOIN CELEBRITIES, DIGNITARIES, AND PHILANTHROPISTS TO EAT, DRINK, AND MINgLE AT THIS UPSCALE, TICKETED EVENT.

WHY SPONSOR TASTE OF ITALY?

SPONSORING TASTE OF ITALY, A BENEFIT FOR FREE EDUCATIONAL PROGRAMMING AT THE ITALIAN AMERICAN MUSEUM OF LOS ANGELES, A 501 C (3) NON-PROFIT ORGANIZATION, PROVIDES THE OPPORTUNITY TO CONNECT WITH ONE OF SOUTHERN CALIFORNIA’S MOST AFFLUENT, SOPHISTICATED, WELL-TRAVELED, AND CROSS-CULTURAL AUDIENCES WHO VALUE YOUR COMMITMENT TO THE COMMUNITY.

TASTE OF ITALY RECEIVES SIGNIFICANT MEDIA ATTENTION FROM THE LARGEST MEDIA OUTLETS IN THE REGION.

WE ARE HAPPY TO WORK WITH YOU TO CREATE A CUSTOMIZED CAMPAIGN TO REFLECT YOUR BUDgET AND MARKING GOALS.
TASTE OF ITALY OVERVIEW
WHEN: OCTOBER 10, 2020

WHERE: THE 400 BLOCK OF NORTH MAIN STREET IN DOWNTOWN LA.

DEMOGRAPHICS: THE EVENT DRAWS A DIVERSE GROUP OF OVER 2,500 ATTENDEES, MOST OF WHOM ARE EDUCATED PROFESSIONALS, EARN IN EXCESS OF $250,000 ANNUALLY, AND ARE INTERESTED IN CUISINE, TRAVEL, AND FINE LIVING. OVER 65% OF THE ATTENDEES ARE BETWEEN THE AGES OF 25 AND 55.

HIGHLIGHTS: DOZENS OF FINE ITALIAN RESTAURANTS, PURVEYORS OF AUTHENTIC FOODS, AND WORLD-CLASS WINES, AS WELL AS MICHELIN STAR CHEFS, LIVE ENTERTAINMENT, DEMONSTRATIONS, DIGNITARIES, AND CELEBRITIES.

MEDIA COVERAGE: TASTE OF ITALY RECEIVES EXTENSIVE COVERAGE FROM MEDIA OUTLETS INCLUDING KTLA, KNBC, KCRW, KABC, THE LOS ANGELES TIMES, LOS ANGELES MAGAZINE, LA CUCINA ITALIANA, OVER 100 CABLE CHANNELS, AND DOZENS MORE.
# Sponsorship Opportunities and Benefits

## Title Sponsor $50,000

- Named Official Product or Service of Event
- Company Incorporated into Media Interviews and PSAs as Permitted
- Logo Included on 100 Light Pole Banners Displayed on Busy LA Thoroughfares
- On-Site Opportunities for Product Display
- Year-Round Collaboration Opportunities
- Naming of VIP/PreMIere Entrance
- Opportunity to Co-Brand Taste of Italy Gift Bags (2500)
- Company Listed as Title Sponsor in Event Promotional Materials
- Podium Recognition at Event
- Dedicated Social Media Posts
- Recognition as Title Sponsor in Museum Newsletter, Website, and Social Media
- Two Reserved Tables for Ten at Taste of Italy

## Platinum Sponsor $25,000

- Company Incorporated into Media Interviews and PSAs as Permitted
- Logo Included on 50 Light Pole Banners Displayed on Busy Thoroughfares
- On-Site Branding Opportunities
- Company Included in All Event Promotional Materials
- Naming of General Admission Entrance
- Year-Round Collaboration Opportunities
- Recognition as Platinum Sponsor in Museum Newsletter, Website
- Podium Recognition at Event
- Dedicated Social Media Posts
- Reserved Table for Ten at Event

## Gold Sponsor $15,000

- Company Incorporated into Media Interviews as Permitted
- One 10’ x 10’ Corporate Hospitality Tent in Premiere Location at Event or Reserved Table for Ten at Event
- Inclusion in All Event Promotional Materials
- Recognition in Museum Newsletter, Website
- Podium Recognition at Event
- Dedicated Social Media Posts

### Inquire About Personalized Sponsorship Activations
SPONSORSHIP OPPORTUNITIES AND BENEFITS

SILVER SPONSOR $10,000
FIVE AVAILABLE
- COMPANY INCORPORATED INTO MEDIA INTERVIEWS AS PERMITTED
- INCLUSION IN ALL PROMOTIONAL MATERIALS
- RESERVED TABLE FOR TEN AT EVENT
- RECOGNITION AT EVENT
- RECOGNITION IN MUSEUM NEWSLETTER, WEBSITE
- DEDICATED SOCIAL MEDIA POSTS

BRONZE SPONSOR $5,000
TEN AVAILABLE
- COMPANY NAME AND LOGO LISTED IN SELECT PROMOTIONAL MATERIALS
- RESERVED TABLE FOR TEN AT EVENT
- DEDICATED SOCIAL MEDIA POST

PLEASE INQUIRE ABOUT THE FOLLOWING OPPORTUNITIES:
- CATEGORICAL EXCLUSIVITY
- CORPORATE HOSPITALITY TENT/DEDICATED SAMPLING BOOTH
- VEHICLE & PRODUCT DISPLAYS
- PSA INCLUSION
- LIGHT POLE BANNER CAMPAIGN
- MEDIA DINNER
- PRODUCT PLACEMENT
- NAMING RECOGNITION OF TASTE OF ITALY BARS
- NAMING RECOGNITION FOR VIP WELCOME COCKTAIL AND/OR WELCOME BITE
- ENTERTAINMENT AND/OR VALET SPONSOR
- GIFT BAG BRANDING
- FLORAL SPONSORSHIP

INQUIRE ABOUT PERSONALIZED SPONSORSHIP ACTIVATIONS
# Sponsorship Opportunities and Benefits

<table>
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<th>Benefits</th>
<th>Title Sponsor $50,000</th>
<th>Platinum Sponsor $25,000</th>
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<th>Silver Sponsor $10,000</th>
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<td>Banner Advertisement on Museum Website</td>
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### Partial List of Previous Sponsors

- **PARTIAL LIST OF PREVIOUS SPONSORS**
- DRAGO CENTRO
- BRERA
- ANGELINI OSTERIA
- ACCADEMIA BARILLA
- BIRRA MORETTI
- CAFFE FIRENZE
- CA’ MOMI
- RISTORANTE DON LISANDER
- CAFFE ROMA
- CARRARA PASTRIES
- WILLIAMS SONOMA
- SIXTH + MILL PIZZERIA AND BAR
- FACTORY KITCHEN
- PROSCIUTTO DI CARPEGNA
- CELESTINO RISTORANTE
- DELORIMIER WINERY
- PASTA SISTERS
- URBANI TRUFFLES
- DI STEFANO CHEESE
- EATALIAN CAFE
- FERNET BRANCA
- FERRARELLE
- FERRARINI
- GROM
- GRUPPO I VINAI
- TERLATO WINES
- SPECIALTY CELLARS
- ANTICA LOCANDA DI SESTO
- L’ANTICA PIZZERIA DA MICHELE
- N.10 RESTAURANT
- IL FORNAIO
- TOTAL WINE AND MORE
- JONATHAN CLUB
- L’OPERA RISTORANTE
- RAO’S
- OSTERIA CAL MARE
- AMARO RAMAZZOTTI
- LE VIGNE WINERY
- MALFY GIN
- MARINO RISTORANTE
- MAZZOCCHI
- MOSBY WINERY
- MOZZA PIZZERIA
- NERANO
- OBICA MOZZARELLA BAR
- PERONI
- PROSCIUTTO DI PARMA
- PRUNOTTO
- SAN ANTONIO WINERY
- SMERALDI’S
- THE PRINCE OF VENICE
- TOSCANOVA
- VIA ALLORO

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### Past Participants

- **PAST PARTICIPANTS**
- **DRA gO CENTRO**
- **BRERA**
- **ANGELINI OSTERIA**
- **ACCADEMIA BARILLA**
- **BIRRA MORETTI**
- **CAFFE FIRENZE**
- **CA’ MOMI**
- **RISTORANTE DON LISANDER**
- **CAFFE ROMA**
- **CARRARA PASTRIES**
- **WILLIAMS SONOMA**
- **SIXTH + MILL PIZZERIA AND BAR**
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- **NERANO**
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- **PRUNOTTO**
- **SAN ANTONIO WINERY**
- **SMERALDI’S**
- **THE PRINCE OF VENICE**
- **TOSCANOVA**
- **VIA ALLORO**
Event Alert: Taste of Italy, a Night of Italian Food and Wine

L.A.'s Italian American Museum hosts its sixth annual tasting event October 7, 2014

Still full from a summer of food festivals? Well, start revving your appetite up.

L.A. Opera and Participating Restaurants on Live Media Segment
Total Nielsen Audience: 169,513
Total Calculated Publicity Value: $5,880

Taste of Italy PSA Featured on Several Major Networks

2019 Sponsors Received Excess of $75,000 in Advertising.
NAME OF COMPANY/INDIVIDUAL: ______________________________________

ADDRESS: ____________________________________________________________

CITY/ZIP: ______________________________________________________________

PHONE: ________________________________________________________________

E-MAIL: __________________________________________________________________

CONTACT PERSON: ______________________________________________________

TITLE: __________________________________________________________________

PLEASE PRINT AND ACKNOWLEDGE COMPANY NAME AS FOLLOWS:

________________________________________________________________________

SPONSORSHIP LEVEL (PLEASE SELECT)

☐ TITLE SPONSOR ($50,000)
☐ PLATINUM SPONSOR ($25,000)
☐ GOLD SPONSOR ($15,000)
☐ SILVER SPONSOR ($10,000)
☐ BRONZE SPONSOR ($5,000)
☐ CHECK PAYABLE TO THE IAMLA ENCLOSED

☐ CREDIT CARD PAYMENT

NAME ON CARD: _______________________________________________________

CARD NUMBER: _________________________________________________________

EXP. DATE: ________________ CV CODE: __________________________

COMPLETING YOUR SPONSORSHIP

PLEASE REMIT COMPLETED SPONSORSHIP DOCUMENTS TO:

THE ITALIAN AMERICAN MUSEUM OF LOS ANGELES
125 PASEO DE LA PLAZA, SUITE 200
LOS ANGELES, CA 90012
FOR QUESTIONS, PLEASE CALL (213) 485-8432
OR EMAIL TO: INFO@ITALIANHALL.ORG

LOGO

I AM INCLUDING AN ELECTRONIC FILE OF OUR HIGH-RESOLUTION LOGO, I.E., VECTOR, EPS, JPG AT 300DPI.  ☐ Y  ☐ N

LOGO MUST BE RECEIVED BY AUGUST 1ST, 2020 FOR INCLUSION.
ABOUT THE ITALIAN AMERICAN MUSEUM OF LOS ANGELES (IAMLA)

THE IAMLA IS A 21ST CENTURY, INTERACTIVE MUSEUM THAT DOCUMENTS THE HISTORY AND CONTRIBUTIONS OF ITALIAN AMERICANS AND ITALIANS TO SOUTHERN CALIFORNIA AND THE NATION. THE MUSEUM FEATURES EXHIBITIONS AND A VARIETY OF CULTURAL-EDUCATIONAL PROGRAMMING AND EVENTS. EACH YEAR, THE IAMLA WELCOMES 2 MILLION VISITORS, INCLUDING 300,000 STUDENTS, FROM ALL OVER THE WORLD.


THE IAMLA IS A CHARITABLE ORGANIZATION QUALIFIED UNDER SECTION 501 (C)3 OF THE IRS CODE AND YOUR CONTRIBUTION IS TAX-DEDUCTIBLE.

(213) 485-8432 | WWW.IAMLA.ORG | INFO@ITALIANHALL.ORG