



UNICO National

The Largest Italian American Service Organization In the USA



KC Festa Italiana

June 2-4, 2023



www.unicokc.org

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Kansas City Chapter of UNICO National

- **Who We Are**



- UNICO is the largest Italian-American service organization in the U.S. with over 140 chapters
- We promote the image of Italian Americans, serve the community & contribute to charitable, cultural & educational organizations
- We are 501C-3 non-profit, volunteer organization
- Our Kansas City chapter is one of the largest & most successful in the county

- **What We Do**



- UNICO Kansas City has awarded \$732,500 in higher education scholarships since 2004
- UNICO Kansas City has donated over \$100,000 to local charities over the past five years
- UNICO Kansas City annually donates countless volunteer hours at community & charitable events

- **Why We Do It**



- “SERVICE ABOVE SELF” - All members pledge to honor UNICO's motto
- We take tremendous pride in helping serve our local Kansas City community
- We are grateful for the opportunity to do it

- **Accolades**
 - The Northland Lifestyle Magazine called Festa Italiana *"The festival event of the summer"*
 - Kansas City's Visitors Bureau nomination as one of 4 finalist in Kansas City's top ethnic festival's
 - Nominated as one of the 4 finalists in Kansas City's top family festivals
- **When**
 - Friday June 2nd, Saturday June 3rd and Sunday June 4th 2023
- **What**
 - Delicious authentic, Italian food, outstanding desserts, beverages, excellent entertainment, multiple vendors & a bit of Italian culture
- **Where**
 - Our 16th year at Zona Rosa
- **Attendance**
 - 40,000+ average annual attendance
 - All proceeds fund UNICO's annual scholarships & local charities
- **Importance**
 - Festa Italiana is KC UNICO's largest fundraiser

Snapshots from the Festa Italiana



Main Stage Entertainment



Relaxing, La Vita Dolce Atmosphere



Three days of entertainment & events



Fun for Families & Friends



Festa Italiana: Potential Sponsorship Opportunities



Sponsorship Benefits	Title	Premium	Platinum	Gold	Silver	Bronze
• Brand: Title sponsor promoted & showcased all weekend	X					
• Signage: Large 3' x 30' Banner across main stage skyline	X					
• Live Event: Pre-Recorded 30-second video advertisement played on big screens between acts all weekend	X	X				
• Philanthropic: \$1,000 scholarship naming rights for one year awarded at Festa	X	X	X			
• Live Event: Complimentary beverage tickets	100	100	50			
• Live Event: VIP table for dinner & wine for up to 10	2 nights	2 nights	1 night	1 night		
• Print: Advertisement in official Festa publication	Full-page	Full-page	Full-page	1/2 page	sponsor page	
• Live Event: Complimentary vendor booth; includes a tent	X	X	X	X	X	
• Signage: 4 X 4 Banner displayed all weekend at Festa	X	X	X	X	X	
• Brand: Corporate logo on Festa promotions & Website	X	X	X	X	X	X
• Live Event: Business name mentioned throughout Festa on main stage	X	X	X	X	X	X
• Brand: Logo on main stage rolling video between acts	X	X	X	X	X	X
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000