



**Little Italy Association of San Diego – DI&P Committee
Friday, March 15, 2024 at 9:00am**

**Little Italy Association Office – Conference Room (2210 Columbia Street) or via
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/87131565061>
or call 1-669-900-6833 / Meeting ID: 871 3156 5061 / Password: 3898**

- 1. Introductions / Perry Meyer, Chair**
- 2. Non-Agenda: Public Comment & Announcements**
- 3. Review of February 23, 2024 Minutes** **Action Item** **P. 3-5**
- 4. Confirmed & Proposed Events**
 - a. Little Italy Mercato / Brijet Myers Every Sat. & Wed.
 - b. The Bulls of St. Agata Charge Little Italy / Nick Angulo Sun., 4/19
 - c. Mission Fed ArtWalk / Curt Brooker Sat. & Sun., **P. 6**
4/27 & 4/28
 - d. Taste of Little Italy / Curt Tue. & Wed.,
6/18 & 19
- 5. New Events, Promotions, Fundraising & Councils**
 - a. Joe Musgrove Mural on ALSCO / Chris **Action Item**
 - b. Olive Public Relations / Sydney Costales & Cree Jones **P. 7-10**
 - c. Little Italy Merchandise / Chris **P. 11-21**
 - d. 2024 Little Italy San Diego Sponsor Guide & Agreement / Chris
- 6. Streetscape Improvements & Venues**
 - a. Little Italy Venues / Curt
 - i. Keep it Downtown Networking & Marketing Event
 - ii. Little Italy Venues Reservation Calendar **P. 22**
 - b. Stella Artois Sponsorship of The Big Red Chair / Curt
- 7. Old Business**

It is the practice of the LIA to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.

 - a. Capital Outdoor Kiosks
- 8. Adjournment** **Action Item**
- 9. Next Meeting: Third Friday of the Month at 9:00am
Little Italy Association Office – Conference Room**

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ 619-233-3898 ▪ mail@LittleItalySD.com ▪ LittleItalySD.com
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and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



Little Italy Association of San Diego – DI&P Committee
Friday, February 23, 2023, at 9:00am
Little Italy Association Office – Conference Room (2210 Columbia Street)

Present: Steve Galasso, Jeri Keiller, Jack Pecoraro, David Rodger, Perry Meyer, Audrey Hermes, Kathi Meyer, Jacob Rocha, Hannah Reynolds, Bianca Beale, Brijet Myers

Staff: Christopher Gomez, Dianne T. Serna, Nick Angulo, Jenn Von Stauffenberg, Sydney Costales

MINUTES:


<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. by Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Kathi Meyer announced that Meyer Fine Art is hosting a new show on Saturday, February 24, 2024, from 3:00pm-6:00pm.	2. No action taken
3. Review of October 20, 2023, Minutes	3. The minutes from October 20, 2023, DI&P meeting were reviewed	3. Steve Galasso moved to approve the minutes. Perry Meyer seconded the motion. Unanimously approved.
4. Review of November 17, 2023, Minutes	4. The minutes from November 17, 2023, DI&P meeting were reviewed	3. Steve Galasso moved to approve the minutes. Kathi Meyer seconded the motion. Unanimously approved.


<p>5. Confirmed Events</p> <p>a. 2024 Master Event Calendar</p> <p>b. Little Italy Mercato & Wednesday Market / Catt</p> <p>c. The Bulls of St. Agata Charge Little Italy/ Nick Angulo</p> <p>d. Mission Fed Artwalk</p>	<p>5.a. Chris shared the Master Event Calendar on Page 10.</p> <p>5.b. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market.</p> <p>5.c. Nick Angulo reported that the Bulls of Agata will take place in Little Italy on Saturday, April 14, 2024, from 3:30pm-6:30 pm.</p> <p>India Street will be closed between Fir & Grape.</p> <p>5.d. Jacob Rocha shared that Mission Federal Artwalk will be celebrating their 40th Anniversary this year. The event will take place on April 27 and 28, 2024.</p>	<p>5.a. Perry Meyer moved to approve the 2024 Master Calendar. Audrey Hermes seconded the motion. Unanimously approved.</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p>
<p>6. New Events, Promotions, Fundraising & Councils</p> <p>a. So San Diego Little Italy Tours/ Chris</p> <p>b. Olive Public Relations/ Sydney Costales</p> <p>c. Public Relations & Social Media RFP-Update/ Chris</p>	<p>6.a. Bianca Biele presented her Tour Company, So Diego to the committee.</p> <p>Chris asked the committee to approve staff to take this information to Finance for consideration for an Official Little Italy Tour.</p> <p>6.b. Sydney Costales gave a PR and Social Media update.</p> <p>c. Chris asked the committee to hold off on this item.</p>	<p>6.a. David Rodger moved to allow staff to take this to Finance for consideration. Steve Galasso seconded the motion. Unanimously approved.</p> <p>6.b. No action taken</p> <p>6.c. No action taken</p>


<p>d. 2024 Little Italy San Diego Sponsor Guide & Agreement/ Chris</p>	<p>d. Chris shared a draft form of the Little Italy San Diego Sponsor Guide and Agreement on pages 18-28.</p>	<p>5.d. No action taken</p>
<p>e. 2024 Reinstating eNews in March/ Nick</p>	<p>e. Nick Angulo shared that he will be overseeing the eNews Letters. Nick stated that letters will be reinstated in March.</p>	<p>5.e. No action taken</p>
<p>f. San Diego Info Center Kiosk Program/ Chris</p>	<p>f. Chris reported that Little Italy has 2 panels of advertisement at the Embarcadero Kiosk.</p>	<p>5.f. No action taken</p>
<p>7. Streetscape Improvements & Venues a. Little Italy Venues/ Curt b. Stella Artois Sponsorship of the Big Red Chair/ Curt c. Capital Outdoor Kiosk/ Chris</p>	<p>7.a. Jacob Rocha gave an update on Little Italy Venues. Jacob reported that the Female Makers Market will take place March-December, with the Dreamers Market taking place from May-December of this year. These markets can potentially bring in \$24,000 to the Association. 7.b. Chris shared that Stella Artois would like to sponsor the Big Red Chair again for \$40,000 7.c. Chris reported that Capital Outdoor Kiosk is in place.</p>	<p>7.a. No action taken 7.b. No action taken 7.c. No action taken</p>
<p>8. Old Business</p>	<p>8. Nothing to report.</p>	<p>8. No action taken</p>
<p>9. Adjournment</p>	<p>9. Meeting Adjourned</p>	<p>9. Meeting Adjourned by consensus</p>
<p>10. Next Meeting</p>	<p>10. DI&P will go Dark for the month of December.</p>	<p>10. No action taken</p>


Minutes taken by: Dianne T. Serna, Staff.

STREET CLOSURE DATES & TIMES


 Thurs. 4/25 @ 7am - Mon. 4/29 @ 11am:
W. Fir from Kettner to India
W. Cedar from Kettner to India
W. Beech from Kettner to Columbia

 Fri. 4/26 @ 7am - Mon. 4/29 @ 11am:
W. Cedar from India to Columbia

 Fri. 4/26 @ 7am - Sun. 4/28 @ 11:59pm:
W. Fir from India to Columbia
W. Date from Kettner to India
W. Date from Columbia to Union
W. Cedar from Columbia to State

 Fri. 4/26 @ 9pm - Sun. 4/28 @ 11:59pm:
India St. from W. Grape to W. Ash
Fir St. from Columbia to State (ADA Only)

LITTLE ITALY MERCATO (SEPARATE EVENT)

 Sat. 4/27 from 5:30am - 4:00pm
W. Beech from Columbia to Front
W. Cedar from State to Front

NOTE: All North-South roads between closed East-West blocks will remain open, with the exception of India Street.

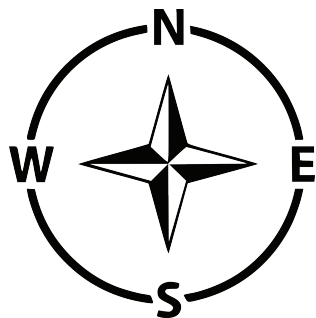


**MISSION FED ARTWALK 2024
STREET CLOSURE MAP & SCHEDULE**

EVENT DATES & HOURS
Saturday, April 27: 11am - 6pm
Sunday, April 28: 10am - 5pm

LEGEND

-  ArtWalk Booths
-  Driveway Access (One-way Street)
-  Driveway Access (Two-way Street)
-  Handicap Parking Only
-  Hard Street Closure
-  Public Parking
-  Rideshare Pickup/ Drop-Off





LIA DI&P Meeting PR and Social Report Friday, March 15, 2024

PITCHING

Recap

- Taste of Little Italy (long leads)
- Date Night in Little Italy
- Mother's Day in Little Italy (long leads)

Upcoming Focus

- Bulls of Sant'Agata
- Women Owned Businesses
- Spring in Little Italy

WRITING

Recap

- Bulls of Sant'Agata
- Spring in Little Italy
- Marine Band Summer Concert - Long Leads

Upcoming

- San Diego Downtown News April
- Big Names in Little Italy

Bulls of Sant'Agata

SECURED OPPORTUNITY

- **3/8 secured opportunity with FOX 5**
 - Will feature event in upcoming article

SECURED INTEREST

- **3/7 secured interest with KPBS**
 - Flagged event for consideration

Women Owned Business

SECURED COVERAGE

- **3/6 secured online coverage on Gente Bonita Magazine**
 - Article featured different women owned businesses in Little Italy, including Stefanie Bales

- **3/6 secured social coverage on Gente Bonita Magazine**
 - Instagram post featured different women owned businesses in Little Italy, including Audrey Hermes
- **3/6 secured broadcast coverage on KUSI (News at 7:00 am)**
 - Segment featured Remedy Holistic Pharmacy as part of Women's History Month
- **3/6 secured broadcast coverage on KUSI (News at 7:00 am)**
 - Segment featured Remedy Holistic Pharmacy as part of Women's History Month
- **3/6 secured broadcast coverage on KUSI (News at 6:00 am)**
 - Segment featured Remedy Holistic Pharmacy as part of Women's History Month
- **3/6 secured broadcast coverage on KUSI (News at 6:00 am)**
 - Segment featured Remedy Holistic Pharmacy as part of Women's History Month
- **3/5 secured social coverage on Gente Bonita Magazine**
 - Instagram post featured different women owned businesses in Little Italy, including Dr. April Segal
- **3/4 secured social coverage on Gente Bonita Magazine**
 - Instagram post featured different women owned businesses in Little Italy, including Stefanie Bales

SECURED OPPORTUNITY

- **3/6 secured opportunity with CBS 8**
 - Scheduled segment for 3/19 featuring two women owned businesses
- **2/26 secured opportunity with Presidio Sentinel**
 - Will include list of women owned businesses in upcoming article
- **2/26 secured opportunity with Gente Bonita Magazine**
 - Will include businesses in upcoming article, would like to do gift card giveaway
- **2/26 secured opportunity with DoSD**
 - Will include businesses in upcoming guide

Other

SECURED COVERAGE

- **3/7 secured online coverage on San Diego Uptown Downtown News**
 - Contributed article featured different things to do outdoors in Little Italy
- **3/7 secured newsletter coverage on San Diego Uptown Downtown News**
 - Newsletter included contributed article featured different things to do outdoors in Little Italy
- **3/7 secured online coverage on ABC 10**
 - Online share of segment that featured the start of Restaurant Week including an interview with Porto La Boca in Little Italy
- **3/7 secured online coverage on Yahoo! Finance**
 - Syndicated ABC 10 article that featured the start of Restaurant Week including an interview with Porto La Boca in Little Italy
- **3/4 secured broadcast coverage on ABC 10 (News at 6:00 am)**
 - Segment featured the start of Restaurant Week including an interview with Porto La Boca in Little Italy
- **3/4 secured broadcast coverage on ABC 10 (News at 5:00 am)**
 - Segment featured the start of Restaurant Week including an interview with Porto La Boca in Little Italy
- **3/4 secured broadcast coverage on ABC 10 (News at 11:00 pm)**
 - Segment featured the start of Restaurant Week including an interview with Porto La

Boca in Little Italy

- **3/4 secured broadcast coverage on ABC 10 (News at 6:00 pm)**
 - Segment featured the start of Restaurant Week including an interview with Porto La Boca in Little Italy
- **3/1 secured print coverage on San Diego Uptown Downtown News**
 - Contributed article featured different things to do outdoors in Little Italy

SECURED INTEREST

- **2/27 secured interest with PubClub**
 - Would like to write article about Little Italy happy hours and fun events/promotions

Organic

SECURED COVERAGE

- **3/7 received online coverage on TechAdvocate**
 - Article included San Diego's Little Italy as one of the top Little Italy neighborhoods in the country

General

- Met with Jeri, Cynthia, and Joey to discuss outreach to hyper local community
- Reviewed and provided feedback on sponsorship packages
- Attended the community panel in partnership with the Little Italy Neighborhood Coalition

Social Media

Highlights / Recap

- Gained 1,234 total new followers on all platforms
- Earned over 943K total impressions (3% increase)
- Garnered over 22K total engagements (22% increase)

Analytics (Last 30 days as of March 8)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	759	93682	1988	115654
 Little Italy	463	97757	20060	827547
● TikTok				
○ Followers: 1077 (+12)				
○ Likes: 2356				

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Mar 5, 2024 · Little Italy

Step back in time to the origins of Little Italy, where the bustling fishi...

Reach	10,300
Engaged users	492
Clicks	102
Other clicks	232
Engagement rate per reach	4.8%
Engagement rate per impression	4.3%



Feb 23, 2024 · Little Italy

Savoring the simple joys: a cozy corner in the piazza, good compan...

Reach	4,324
Engaged users	291
Clicks	13
Other clicks	47
Engagement rate per reach	6.7%
Engagement rate per impression	5.2%



Feb 12, 2024 · Little Italy

Wagging tails and wet noses – that's the vibe in our dog-friendly...

Reach	3,684
Engaged users	284
Clicks	29
Other clicks	67
Engagement rate per reach	7.7%
Engagement rate per impression	6.5%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 29, 2024 · Little Italy San Diego

Our Roman Empire? Pasta. 🍝📍 @romanwolvessd @sandiegoma...

Reach	9,344
Comments	9
Likes	459
Saves	108
Engagement	776
Engagement rate per reach	8.3%
Engagement rate per impression	7.9%



Mar 2, 2024 · Little Italy San Diego

Fresh catches await at the @littleitalymercato 🥰 #LittleItalyS...

Reach	6,595
Comments	10
Likes	236
Saves	6
Engagement	295
Engagement rate per reach	4.5%
Engagement rate per impression	4.4%



Feb 12, 2024 · Little Italy San Diego

Wagging tails and wet noses – that's the vibe in our dog-friendly...

Reach	3,450
Comments	4
Likes	258
Saves	3
Engagement	273
Engagement rate per reach	7.9%
Engagement rate per impression	7.5%



2024



LITTLE ITALY SAN DIEGO
SPONSOR OPPORTUNITIES





One of the most well-known and largest Little Italy communities in the nation, Little Italy San Diego embodies a nostalgic charm of an old-world Italian city with a contemporary vibe. A neighborhood that originally took shape in the 1920's, Little Italy continues to highlight the Italian-immigrant contributions within the 48-square-blocks. The community embraces the cultural nuances with the many public landmarks – from the Piazzas and the bocce courts at Amici Park to the various Italian staples in the neighborhood and the beloved Little Italy Mercato. Additionally, Little Italy is known to be a culinary haven, offering a spectrum of delicious delights ranging from true authentic Italian cuisine to modern tastings. Little Italy San Diego continues to be a place that locals and tourists look to for a memorable night out with friends or daytime adventures for the entire family.

A nonprofit 501(c)(3) corporation for the public's benefit, the Little Italy Association (LIA) advocates on behalf of its members' best interests in the areas of public safety, beautification, promotion and economic development, while preserving the unique cultural resources that exist in the Little Italy neighborhood of Downtown San Diego. The Association stands as the only district management corporation of its kind for any Little Italy neighborhood in the United States.

WHO WE REACH

Location + Audience

Located just North of Downtown San Diego, Little Italy encompasses a diverse demographic deeply influenced by the neighborhood's rich Italian heritage. With its unmistakable Italian influence and deep-rooted traditions, residents embody the essence of family and community pride. From the authentic piazzas lining the streets to the numerous festivals and events throughout the year, Little Italy serves as a dynamic hub where generations converge in celebration. The neighborhood prioritizes the preservation of its distinct Italian identity while embracing the new trends of the younger generations. In Little Italy, residents and visitors alike value tradition, family ties, and the diverse community life within this historic neighborhood.



Our monthly newsletter reaches **7,620+ unique subscribers** and has an average **41% open rate**.



Our events attract a **wide demographic in age and ethnicity** with attendance for events ranging from **300 to 100,000**.



FACEBOOK
97,000+
Followers



INSTAGRAM
93,600+
Followers



TIKTOK
1,067+
Followers

**Data snapshot as of February 14, 2024.*



TASTE OF LITTLE ITALY

June 18 & 19, 2024 from 4:00pm to 8:00pm

Taste of Little Italy is a vibrant culinary event that serves as a true reflection of the diverse flavors within the neighborhood. By showcasing a variety of local businesses, this event offers a delightful journey through the authentic tastes of Little Italy. Attendees have the opportunity to savor the rich culinary heritage of the community while supporting and celebrating the unique offerings of neighborhood establishments.

TASTE OF LITTLE ITALY REACH



*Marine Band
San Diego
Summer Concert*

MARINE BAND SUMMER CONCERT

July 27, 2024 from 7:00pm to 8:00pm

The Marine Band San Diego Summer Concert, presented by the Little Italy Association of San Diego, transforms the Piazza della Famiglia into a vibrant hub of community spirit. Featuring the dynamic performance of popular music group "Sound Strike," composed of talented Marines, the event captivates locals and visitors alike. As attendees enjoy the live entertainment, the concert not only unites neighbors but also demonstrates unwavering support for our local Marines.

MARINE BAND SAN DIEGO SUMMER CONCERT REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



CASINO DI PIAZZA

August 23, 2024 from 7:00pm to 11:00pm

Whether you love to gamble or feeling extra lucky, the Little Italy Association, in partnership with Vici Luxury Rentals, invites the community to Casino di Piazza! The unforgettable experience promises an evening of craft cocktails provided by the Little Italy Food Hall, light hors d'oeuvres, Blackjack, Craps and Roulette. Test your luck at the most elegant Italian garden casino experience in San Diego under the stars. Proceeds from Casino di Piazza will benefit the Little Italy Association's continued beautification and maintenance of the Piazza della Famiglia.

CASINO DI PIAZZA REACH



ITALIAN HERITAGE CONCERT SERIES

Multiple Dates in October with TBA

In honor of Italian Heritage month, the Little Italy Association hosts an Italian Heritage Concert in October. Guests will enjoy a breathtaking performance from well-known Italian artists, celebrating local talent and the rich Italian culture. Soak in the beauty of the Piazza della Famiglia during an elegant evening of buona musica e buona compagnia, good music and good company. Wine and charcuterie will be available for purchase to enhance the upscale experience.

ITALIAN HERITAGE CONCERT SERIES REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



TRICK-OR-TREAT ON INDIA STREET

October 27, 2024 from 3:30pm to 7:30pm

Head down to Little Italy for a spine-tingling evening of authentic trick-or-treating on India Street just days before Halloween. Perfect for all those who are looking to show off their very best costumes, the evening will be filled with thrills and endless delights for all ages, as families walk through the neighborhood and collect treats and tricks from local businesses and neighbors. The 10,000-square-foot space will be activated with Halloween-themed music and decked out with Halloween décor and photo opportunities. To protect all the trick-or-treaters running around, India Street will be closed for families to be able to safely enjoy their day of trick-or-treating.

TRICK-OR-TREAT ON INDIA STREET REACH



LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

December 7, 2024 from 4:00pm to 8:00pm

The Little Italy Tree Lighting is a festive reflection of the neighborhood's spirit, capturing the essence of the holiday season with a delightful display of lights and decorations. In addition to creating a merry atmosphere, the event spotlights local businesses, offering a platform for them to showcase their products and services. Attendees not only experience the magic of the tree lighting ceremony but also have the opportunity to support and celebrate the unique offerings of the neighborhood's businesses, contributing to the festive and communal atmosphere of Little Italy.

LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



LITTLE ITALY MERCATO

Every Saturday from 8:00am to 2:00pm
Every Wednesday from 9:30am to 1:30pm

Known to be one of the best farmers markets in San Diego, the Little Italy Mercato connects the community with a multitude of local vendors, makers, artisans and more. Every Wednesday from 9:30 am to 1:30 pm and Saturday from 8:00 am to 2:00 pm, make your way down to Little Italy and stroll through the six city blocks on West Date Street from west of Kettner Boulevard to Front Street. Whether you're looking to buy something or came down just to admire the interesting vendors, the Little Italy Mercato is the perfect place to get to know the faces behind the local vendors in your neighborhood.

LITTLE ITALY MERCATO REACH

ATTENDEES
21,000+
EVERY SAT.

ATTENDEES
4,000+
EVERY WED.

FACEBOOK
22,000+
FOLLOWERS

INSTAGRAM
40,400+
FOLLOWERS

SPONSOR OPPORTUNITIES

FLAGSHIP EVENTS

SPONSORSHIP LEVEL	Community Partner \$1,500	Exhibitor \$3,500	Select Partner \$7,500	Premier Partner \$15,000	Legacy Partner \$25,000
Hyperlink Logo on Little Italy Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage*				AVAILABLE	✓
"Presented by" on All Collateral					✓



October 2024
8,000+ Attendees



December 2024
65,000+ Attendees

** TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

SPONSOR OPPORTUNITIES

ANCILLARY EVENTS

SPONSORSHIP LEVEL	Community Partner \$1,000	Exhibitor \$3,000	Select Partner \$5,000	Premier Partner \$7,500	Legacy Partner \$10,000
Hyperlink Logo on Little Italy Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage*				AVAILABLE	✓
"Presented by" on All Collateral					✓



June 2024
1,500 Attendees
(Ticketed)



July 2024
2,000+ Attendees



August 2024
300 Attendees
(Ticketed)



October 2024
800 Attendees
(Ticketed)

** TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

SPECIALTY EVENTS & OTHER OPPORTUNITIES

Little Italy is the home of many amazing events and activations including specialty events, like the Little Italy Mercatos, that have their own sponsorship opportunities. Please email events@littleitalysd.com for more details.

Every Saturday in 2024
Attendance
21,000+ a Week



Every Wednesday in 2024
Attendance
4,000+ a Week



The Little Italy Association has created many other opportunities for sponsors to gain visibility from the hundreds and thousands of San Diegans and visiting guests that come to Little Italy to shop, dine, and enjoy our dynamic and historic community and public spaces.

Some opportunities include:

- Piazza Spanning Banners
- Street Spanning Banners
- Branding "The Big Red Chair"
- Pedestrian Pole Banners
- Piazza della Famiglia Activations
- Donor Tiles in the Various Piazzas

For more information about the above opportunities or others, please email events@littleitalysd.com.



LITTLE ITALY ASSOCIATION OF SAN DIEGO

**2210 Columbia Street
San Diego, CA 92101**

619.233.3898

LittleItalySD.com

**A Non-Profit 501c3 Corporation
Fed Tax ID No. 33-0752255**

Little Italy San Diego 2024 Sponsorship Agreement Form

Please select event and level that you would like to sponsor.

FLAGSHIP EVENTS

Check one of the options below.

- Trick-or-Treat on India Street (10/27)
- Little Italy Tree Lighting & Christmas Village (12/7)

FLAGSHIP SPONSORSHIP LEVELS

Check one of the options below.

- Legacy Partner / \$25,000**
Premier Partner + "Presented by" on All Collateral.
- Premier Partner / \$15,000**
Select Partner + Zone/Area Naming Rights.
- Select Partner / \$7,500**
Community Partner + Activation Space.
- Exhibitor / \$3,000**
Community Partner + 10x10 Booth Space.
- Community Partner / \$1,500**
Hyperlink Logo on Website + Logo on Printed Collateral (Event Day).

ANCILLARY EVENTS

Check one of the options below.

- Taste of Little Italy (6/18 & 19)
- Marine Band Summer Concert (7/27)
- Casino di Piazza (8/23)
- Italian Heritage Concert Series (TBD)

ANCILLARY SPONSORSHIP LEVELS

Check one of the options below.

- Legacy Partner / \$10,000**
Premier Partner + "Presented by" on All Collateral.
- Premier Partner / \$7,500**
Select Partner + Zone/Area Naming Rights.
- Select Partner / \$5,000**
Community Partner + Activation Space.
- Exhibitor / \$3,000**
Community Partner + 10x10 Booth Space.
- Community Partner / \$1,000**
Hyperlink Logo on Website + Logo on Printed Collateral (Event Day).

CONTACT INFORMATION

Name: _____

Company (If Applicable): _____

Address: _____

Phone: _____ Email: _____

I hereby agree to sponsor the above event and level I have selected on behalf of myself/business.

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association of San Diego

Mail to: 2210 Columbia Street, San Diego, CA 92101

Email to: Events@LittleItalySD.com

The Little Italy Association of San Diego (LIA) is a 501(c)(3) Corporation. Any contributions made to LIA, are considered tax-deductible. Please consult with your financial advisor for more details. Federal Tax ID #33-0752255.





Special Events 2024

3/23/24	Mutti Brand Activation
3/24/24	Female Maker Market
4/11/24	HG Fenton- Mommy & Me Meetup
4/27/24	Mission Fed ArtWalk
4/28/24	Mission Fed ArtWalk
5/6/24	Private Event Hold
5/10/24	HG Fenton- Silent Disco
6/11/24	Private Event Hold
6/13/24	Private Event Hold
5/19/24	Dreamers Market
5/26/24	Female Maker Market
6/6/24	HG Fenton: Movie night
6/18/24	Taste of Little Italy
6/19/24	Taste of Little Italy
8/11/24	Dreamers Market
9/1/24	Female Maker Market
9/10/24	Private Event Hold
12/8/24	Dreamers Market
12/22/24	Female Maker Market