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**EVENT  
SPONSOR  
GUIDE**

**ABOUT THE EVENT.** The Taste of Little Italy is back and ready to welcome the reopening of California. With new guidance from the State coming on June 15th, the Little Italy Association is bringing back the Taste as you knew it before the pandemic but will still have some slight modifications in order to ensure public safety. This year the Taste will be held over two days and each day will have two different time slots allowing for attendees to be spaced out more and minimize congestion. As attendees meander through the 48-square-blocks of Little Italy they will sample mouthwatering bites from over 20 culinary gems. Each evening different restaurants will be showcased. The Taste Passport will be provided to ticketholders as a guide, listing all participating restaurants, menu offerings and COVID-19 procedures.



Upon arrival, attendees will check-in at their scheduled time in the Piazza della Famiglia where they will be given their Taste Passport. Guests will then make their way to each restaurant stop, taking away their "tastes" to enjoy at their leisure.



**STRATEGIC MARKETING.** Working with Olive Creative Strategies, our dedicated PR team, Taste of Little Italy implements a 6-month long public relations campaign that garners nationwide, and in some cases, international attention. Articles about the event are featured in such publications as Westways, the San Diego Union-Tribune, San Diego Magazine, San Diego CityBeat, the Daily Bulletin and many more. During the weeks leading up to the event, TLI media spots can be seen on local news outlets such as KUSI, FOX 5 and ABC 7.

**PREVIOUS SPONSORS.**



**PRINTED MATERIALS.**

Taste Passport

Promotional Poster

Promotional Postcard



**SPONSOR BENEFITS.**

**PRESENTING\***

**SUPPORTER**

**EXHIBITOR**

**\$10K**

**\$7K**

**\$3K**

Sponsor spokesperson inclusion on broadcast media opportunities



Sponsor inclusion in event title

Taste of Little Italy presented by (Sponsor)

Category exclusivity



Sponsor hospitality area



Logo inclusion

Broadcast, Signage & Printed Materials

Signage & Printed Materials

Printed Materials

Event activation space

10'x20' (Tent Provided)

10'x20' (Tent Provided)

10'x10'

Logo on website



*\*This is a two-year commitment at \$10K per year.*

Aside from the above sponsorship tiers, Taste of Little Italy is happy to create a custom-tailored sponsorship package to best suit your company's expectations and budget needs. Our team can also assist you in creating an Italian or food-inspired activation to better integrate into the event.



**LITTLE ITALY  
EVENTS**

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