

Sponsorship

Since the Festival will be open to the public with no admission, Classic Artist Entertainment (CAE) is expecting a minimum of 175,000 attendees over the 5-day run, with as many as 300,000 being the possible attendance. Sponsorships are necessary to the success of such an event, and CAE is offering major visibility in advertising and PR materials and events (radio, television and print), banners and signage throughout the site and city, prominent placement in the Program Book, as well as on-site presence with booths available to all major sponsors. We are seeking major sponsors for:

The Mario Lanza Stage \$25,000.00 (5 days)

The Sergio Franchi Stage \$25,000 (5 days)

The Enrico Caruso and Mario Lanza Opera Tent \$25,000 (5 days)

(featuring exhibits of memorabilia from the Enrico Caruso Museum in New York City, presented by its curator Aldo Mancusi; the Lanza Legend Archive in Los Angeles, presented by Mario Lanza's sole surviving son Damon Lanza and Robert Dolfi, the family historian, along with lectures and demonstrations by our featured artists).

The Artists' Tent (20 local artists displaying and selling a variety of Italian-themed works). \$20,000 (5 days)

Each day of the **festival** is available as a sponsorship as well, at \$20,000 per day.

Banner Sponsors 10 @ \$5,000 (5 days).

Fireworks Sponsor for the closing night (VJ Day) \$25,000.

CAE will also be publishing 50,000 copies of a glossy, full-color program book, and advertising space will be available in that book.

Vendors

CAE expects to have space for 50 10' x10' merchandise stands for the sales of hard goods (hats, t-shirts, jewelry, books, souvenirs, etc.) at \$1250.00 for the 5-day event, and another 10-15 stands at \$1500.00 for the event for food and beverage sales not covered by our agreement with the Pinelli-Marra Restaurant Group