



KIDS PLAY AREA • EATING CONTESTS • LIVE ENTERTAINMENT  
ITALIAN FOOD • BEER & WINE GARDEN • BOCCE COURTS

FRIDAY • SATURDAY • SUNDAY  
AUGUST 16TH - 18TH  
FREE ADMISSION

Villa  
CESARE  
SCHERERVILLE





# Benvenuto!

Villa Cesare is home to Cesare Battisti Lodge #27, an Italian American, non-for-profit organization. Our lodge has been making contributions to charities and organizations, both local and abroad, for a century.

We are proud to be hosting our 3rd Annual Festa Italiana at Villa Cesare from August 16-18. Festa Italiana celebrates the music, culture, food and spirit of Italy. Although new to the community, the fest attracted approx. 7,500 guests last year.

We are currently seeking partnerships in order to provide the community with a free, fun, safe and festive atmosphere, while exposing our wonderful culture to Northwest Indiana!

We encourage you to create a rewarding and mutually beneficial partnership with us at Festa Italiana!

Visit us online at [www.VillaCesare.com](http://www.VillaCesare.com)

## Contact:

**Jon Biancardi**  
Festival Chairman

**EMAIL**  
[villabocce@gmail.com](mailto:villabocce@gmail.com)

**CELL PHONE**  
219-616-4842

**ADDRESS**  
900 Eagle Ridge Dr  
Schererville, IN 46375





# FOOD · FUN · FAMILY



KIDS  
PLAY  
ZONE





# MARKETING STATISTICS



attendance

7,500  
VISITORS

57%  
MALE

43%  
FEMALE



age

5%  
UNDER 21

31%  
21 - 35

42%  
36 - 50

22%  
OVER 50



website

8,898  
VISITORS

31,114  
PAGE VIEWS



email

5435  
SUBSCRIBERS

1685  
OPENS

31%  
OPEN RATE



collateral

1000  
EVENT SCHEDULES

10  
4' X 8' BANNERS

100  
EVENT TSHIRTS



social

184,700  
TOTAL REACH

7,194  
FACEBOOK FANS



more exposure

THE TIMES, WJOB, TOWN PLANNER, NWI LIFE,  
LOCAL 219, LA NOSTRA VOCE, FRA NOI,  
3X STAGE MENTIONS PER DAY, INTERNAL NEWSLETTERS

# SPONSORSHIP OPPORTUNITIES

## ☐ **PRESENTING \$3,000 (one available)**

- All features from both the Supremo & Primo sponsorship levels
- Your company's logo, exclusive on one 4'x16' banner centered above our Main Stage
- Logo inclusion in all email campaigns, no less than SIX, including FESTA, Club Members & Villa Cesare databases (5.000+ subscribers)
- FOUR tickets to four Villa Cesare Events throughout the year including Easter Brunch, Mother's Day Brunch, St. Patrick's Day, Cinco De Mayo & more
- FOUR tickets to our FESTA Wine Pairing Event

## ☐ **SUPREMO \$2,000 (three available)**

- All features from the Primo sponsorship level
- Your company's logo, exclusive on two 4'x6' banners, prominently displayed on the right and left hand side of our Main Stage.
- Exclusive Single Event Billing as "Official FESTA ITALIANA Sponsor" with premium size & placement of your company's logo on all related print and electronic marketing materials. Single events include Bocce Courts, Spaghetti Eating Contest and more
- Logo inclusion on sidebar in all FESTA email campaigns

## ☐ **PRIMO \$1,000 (eight available)**

- All features from the Festa sponsorship level
- Logo inclusion on various 4'x6' banners throughout the fest
- Social media mentions on various Villa Cesare platforms

## ☐ **FESTA \$500 (multiple available)**

- Logo inclusion on all FESTA marketing materials, both print and digital, including t-shirts, brochures, posters, flyers, digital signage, email, print communications & the Villa Cesare official website





# FESTA ITALIANA 2019 TAX-DEDUCTIBLE SPONSORSHIP FORM

Villa Cesare 900 Eagle Ridge Drive Schererville, IN 46375 • 219-322-3011 • FEIN#: 35-1042604

## PLEASE PRINT

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## YES! I want to help. I want to:

☐ Become a sponsor. GREAT! – Please read this form to choose your sponsorship level.  
Also please email your company logo to villabocce@gmail.com

☐ Make a general donation. Donation amount: \$\_\_\_\_\_

## Payment Options:

☐ My check is enclosed. ☐ I pledge to pay later. Please contact me to make payment arrangements.

☐ Please charge my credit card.

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

3-Digit Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_

Return form with financial commitment to:

Cesare Battisti Lodge PO Box 466, Schererville, IN 46375 • Phone: (219) 322-3011

☐ Please contact me – I would like to learn more about Cesare Battisti Lodge #27.

