

Fall Festival



**The Italian Cultural Foundation at Casa Belvedere
Annual Signature Fundraiser
Friday, October 13 • Saturday October 14 • Sunday October 15**

ABOUT US: The Italian Cultural Foundation (ICF) at Casa Belvedere is a 501(c)(3) public charity founded in 2009 to educate the public on all things authentically Italian via arts, educational and cultural programs. Preserving the foundation owned, 1908 Roebling-Stirn mansion, is also an integral part of the ICF Mission.



Dom Chianese at 2021 Festival/Car Show



School Trips



Wine School



Cooking Class



Nonno's Garden



Limoncello Making



Ballroom Dancing



Bocce Tournament

The ITALIAN CULTURAL FOUNDATION'S FLAGSHIP FUNDRAISER SINCE 2010!

This event attracts thousands of car enthusiasts, lovers of all things Italian, local families and more from the NYC metro-area and beyond. The weekend extravaganza takes place on a 2.5 acre campus overlooking the Verrazzano Bridge & New York Harbor.



New for 2023: A SENSATIONAL KICK-OFF GALA

Friday, October 13

Razzle Dazzle

ROARING '20s Extravaganza

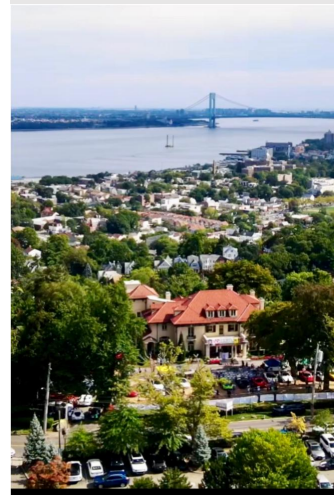
- Live Jazz Band
- Festivities throughout Casa
- Speakeasy with Spirit Tastings
- Fancy Food & Great Cocktails
- Roaring '20s Photo Exhibit
- Live Auction
- By Invitation Only: Belvedere Club members & guests, \$250 per ticket, more info to follow



Saturday, October 14 - Sunday October 15

Fall Festival and Italian Luxury Car Show

- 60+ Luxury Italian Vehicles on Display
- Live continuous entertainment
- Cooking Demonstrations
- Specialty Food Vendors
- Beer/Wine/Spirit Tastings
- Kids Zone
- Raffle Prizes, Silent Auction, Contests & more
- Open to the Public



REACH A CAPTIVATED & ENGAGED AUDIENCE

500+ Casa Belvedere Members
15,000+ social media followers

3,000+ event attendees
20,000+ email subscribers



Audience Demographics

Car Enthusiasts
Interested in music, arts and culture
Look for family fun activities
Love outdoor festivals
Ages 35-65

Luxury Car Owners
Disposable income for entertainment, food
Enjoy Al Fresco Dining & Fine Dining
Highest Household Income of all NYC boroughs
More likely to be homeowners

PAY IT FORWARD WHILE RAISING BRAND AWARENESS

Proceeds from the Fall Festival will benefit The Italian Cultural Foundation's College-Bound Students Scholarship Program, as well as help underwrite mission-driven public arts, cultural and educational program offerings at Casa Belvedere. Also, 10% of the Festival 2023 proceeds will benefit On Your Mark, which provides innovative and comprehensive community-based services to people with intellectual and developmental disabilities across their lifespan. www.onyourmark.org











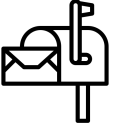



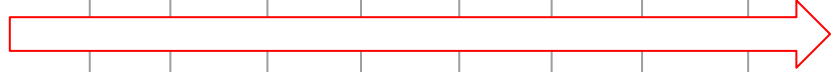
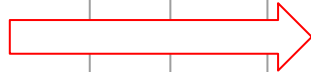
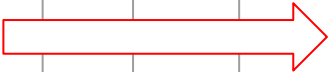

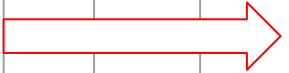

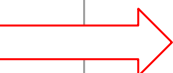





On Your Mark delegation participating in the Fall Festival at Casa Belvedere



Gina Biancardi, Italian Cultural Foundation President, awarding two college-bound students with \$2,500 scholarship to each, to continue annually through their senior year.

2+ MONTHS OF CONSTANT COMMUNICATION ACROSS PAID, EARNED, AND OWNED MEDIA CHANNELS WITH OVER 1.2M PLANNED IMPRESSIONS

		8/27	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	
Paid  	Radio placements 										
	Print + Digital Ad Campaign     										
Owned   	Weekly Email Blast Link and Mention										
	Dedicated E-Newsletter Feature										
	Blog Posts										
	Dedicated Social Media Posts										
	Direct Mail to 500+ Belvedere Club Members										
	Live Social Media Posting										
	Event highlights on social media										
	Post-Event Recap Email										
Earned 	Earned Media outreach										

SPONSORSHIP OPPORTUNITIES 2023

\$10,000 Center Stage Title Sponsor

- **10' x 4'** Branded Banner at Center Stage
- 75" Full Screen Digital Ad in rotation
- Six tickets to our Roaring '20s Extravaganza
- Branded specialty cocktail at Roaring '20s Extravaganza
- Company logo at center of Step & Repeat
- 15 Festival admission tickets
- Company Logo on staff & volunteer T-shirts
- Logo on Festival landing page, e-mail blasts, & dedicated social media posts
- Live DJ recognition

\$5,000 Spotlight Sponsor

- **Category Exclusivity**
- Pop Up Booth with product sampling
- **10' x 4'** branded banner at Car Display
- 75" Full Screen Digital Ad in rotation
- Four tickets to our Roaring '20s Extravaganza
- Company logo on perimeter of Step & Repeat
- 10 Festival admission tickets
- Logo on Festival landing page, email blasts & dedicated social media posts
- Live DJ recognition

\$2,500 Presenting Sponsor

- **2' x 6'** Branded Banner at Bocce Courts
- 75" Full Screen Digital Ad in rotation
- Two tickets to our Roaring '20s Extravaganza
- Six Festival admission tickets
- Company logo on Step and Repeat
- Logo on Festival landing page
- Live DJ recognition

\$1,500 Supporting Sponsor

- **2' x 6'** Branded Banner at Kids Zone or Parking Lot
- 1/2 Screen Digital ad on
- 75" Jumbo screen
- 4 Festival admission tickets
- Two tickets to our Roaring '20s Extravaganza
- Logo on Festival landing page

SPONSORSHIP ACTIVATION EXAMPLES



Center Stage Branded Banners



Car Display Branded Banners



Bocce Court Branded Banners



Kids Zone Branded Banners



Pop-Up Booth



Logo on Step and Repeat



75" Digital Screen Ad

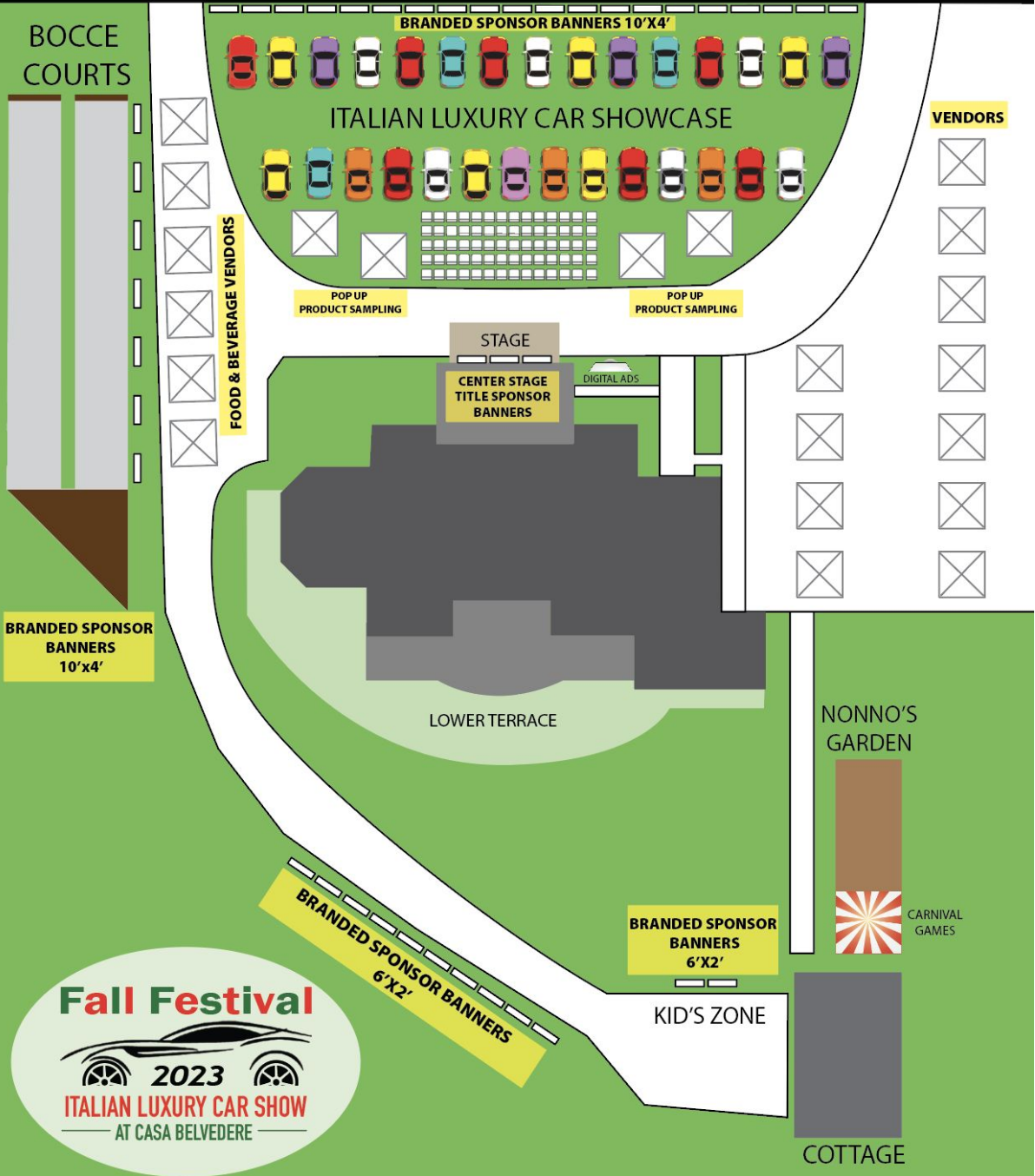
COLAVITA
a trusted family brand
 . trusted family brand, Colavita started out in Italy, making Italian Extra Virgin Olive Oil
 Colavita offers the widest selection of fine Italian products in one place.



Festival e-journal advertisement

ENTRANCE

HOWARD AVENUE



PAST SPONSORS



Casa Belvedere has been featured in:

The Amazon Prime hit series **The Marvelous Mrs. Maisel** and the HBO series **Boardwalk Empire**



- [Staten Island Lifestyle](#)
- [Industry Magazine](#)
- [IndustryM.com](#)
- [Italian Tribune](#)
- [Indulge Magazine](#)
- [National Italian American Foundation](#)
- [NYC Arts](#)
- [NYC Go](#)
- [Staten Island Parent](#)
- [Staten Island NYC Living](#)
- [National Trust for Historic Preservation](#)
- [American Express & National Geographic](#)
- [New York Times](#)
- [New York 1 TV](#)
- [Spectrum News / NY 1](#)
- [The Staten Island Advance](#)
- [VisitStatenIsland.com](#)
- [We The Italians](#)
- [Auto Car Show](#)
- [I-Italy Vision](#)

The Italian Cultural Foundation at Casa Belvedere has been recognized on the Federal, State and City levels via awards and grants by the National Trust for Historic Preservation; NYS Council on the Arts; NYS Historic Preservation Office; NYC Department of Cultural Affairs; NYC Landmarks Preservation Commission; NY Landmarks Conservancy and more.

THANK YOU!

For more information, visit [our website](#)

For all inquiries, email or call Joyce:
joyce@casa-belvedere.org; 718-273-7660

Fall Festival



2023

ITALIAN LUXURY CAR SHOW

AT CASA BELVEDERE



THE
ITALIAN CULTURAL FOUNDATION
AT CASA BELVEDERE

The 1908 Roebling-Stirn mansion turned Casa Belvedere is a NYC landmark, listed on the National Register of Historic Places.

The Italian Cultural Foundation at Casa Belvedere is a 501(c)(3), not for profit organization.
Donations are tax deductible to the full extent permissible by law.