



ITALIAN CANADIAN CULTURAL ASSOCIATION OF NOVA SCOTIA

FESTA ITALIANA HALIFAX



SPONSORSHIP OPPORTUNITIES 2026

Help Bring Halifax's Little Italy to Life

THE EXPERIENCE

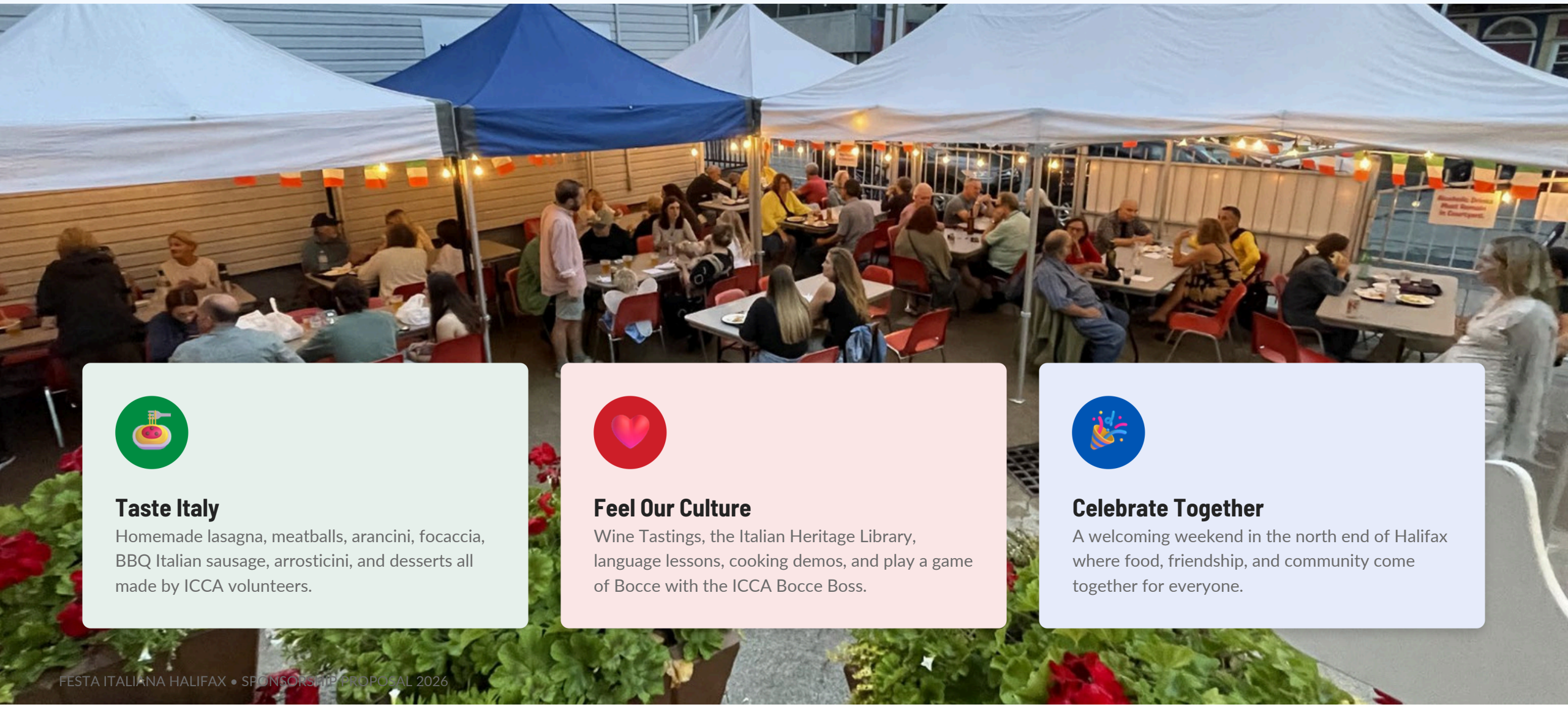
BENVENUTI IN ITALIA!

Welcome to Italy ... Halifax's Little Italy.



ITALIAN CANADIAN CULTURAL
ASSOCIATION OF NOVA SCOTIA

www.iccans.org



Taste Italy

Homemade lasagna, meatballs, arancini, focaccia, BBQ Italian sausage, arrosticini, and desserts all made by ICCA volunteers.



Feel Our Culture

Wine Tastings, the Italian Heritage Library, language lessons, cooking demos, and play a game of Bocce with the ICCA Bocce Boss.



Celebrate Together

A welcoming weekend in the north end of Halifax where food, friendship, and community come together for everyone.

OUR STORY

CELEBRATING ITALIAN CULTURE

In 2026, the ICCA proudly marks half a century of preserving Italian heritage, building community, and sharing Italy's traditions with Nova Scotians. Every September, the ICCA, located on Agricola Street, transforms into Halifax's own Little Italy – a weekend of food, culture, and hospitality organized entirely by volunteers.

40+

**Years of the
Italian Weekend**

2,000+

**Festa Guests
in two days**

1000+

**Homemade Italian
Sausages Grilled**

120+

**Dedicated Volunteers
Making it Happen**

SUPPORTING OUR 50TH ANNIVERSARY AND THE FESTA ITALIANA

The Italian Canadian Cultural Association of Nova Scotia recognizes the support of the Province of Nova Scotia through the Department of Communities, Culture and Heritage. We are pleased to work in partnership with the Province of Nova Scotia to develop and promote our cultural resources for all Nova Scotians.



SEPTEMBER 11-12, 2026

FESTA ITALIANA AT A GLANCE

FRIDAY, SEPT 11

GNOCCHI NIGHT

6PM-10PM

- Gnocchi Pomodoro/ Tricolori Menu + Desserts
- Cherubini BBQ with Italian Sausages & Arrostiticini
- Italian Wine Tasting Session —7 PM
- Discover Italian Culture
- Piazza Open Until 10 PM

SATURDAY, SEPT 12

TUTTI ITALIANO

12 PM - 10 PM

- Full Festival Food Menu + Desserts + Cherubini BBQ Continues
- Children's Fishing Game and Face Painting —1-5PM
- 3 Italian Wine Tasting Sessions —3, 5 & 7 PM
- Discover Italy on all 3 floors of the ICCA
- Piazza Open Until 10 PM

FESTA ITALIANA HOURS: Friday 6-10 PM • Saturday 12-10 PM | Food service closes at 9 PM, Piazza open until 10 PM



Signature Italian Cuisine



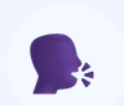
ICCA Espresso Bar



Kids Activities



Italian Cooking Demo



Learn to Speak Italian



Plan a Trip to Italy



Visit our Italian Library



Explore ICCA History

MARKETING VALUE FOR YOUR BRAND

ICCA AUDIENCE & REACH



2,000+

Festa Guests 2025

2,600+

Email Subscribers

22,000+

Website Visitors*

2,220

Social Media Followers

338,100

Social Media Reach*

87,600

Social Media Viewers*

* Stats from Aug 1, 2025, to July 1, 2026

YOUR BRAND WILL BE SEEN THROUGH

 Email Marketing

 FestaitalianaHalifax.ca

 iccans.org

 Festa Signage

 Grand Hall Slideshow

 La Voce Newspaper Ad

 Social Media

 Festa Program

PARTNERSHIP BENEFITS

WHY PARTNER WITH THE ICCA?

Every dollar raised from the Festa Italiana goes back into the ICCA – sustaining our cultural programming, language and cooking classes, and community events all year. Grazie Mille!



Increase Your Brand Visibility

Reach engaged Festa attendees across print, digital, and online channels and on site.



Support Cultural Programming

Fund language and cooking classes, heritage projects, and cultural events all year long.



Preserve Italian Heritage

Help us honour 50 years of Italian culture and traditions in Nova Scotia.



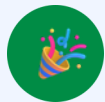
Share Italian Culture

Bring authentic food, music, and tradition to thousands of Nova Scotians.



Strengthen Community

Stand alongside 120+ volunteers who, with your support, make the Festa possible.



Celebrate 50 Years

Be part of the ICCA's landmark anniversary milestone and celebrations in 2026.



Our goal is to make sure every guest who walks through our doors knows who helped make their experience at the Festa Italiana possible!

SPONSORSHIP LEVELS OF SUPPORT

ONE ONLY

PRIMO
\$5,000

The premier partner leading Festa Italiana Halifax. This partnership comes with exclusive benefits and premium placement in all marketing materials, on-site and online.

COMUNITÀ
\$2,500

Strengthen community in Nova Scotia via the ICCA's Italian cultural festival.

FAMIGLIA
\$1,500

Create welcoming experiences for families and visitors of all ages.

TRADIZIONE
\$1,000

Supporting the preservation of Italian traditions, heritage, and culture.

SUPPORTO
\$500

Help bring the Festa Italiana celebration to life for all participants.

Your sponsorship connects your business with more than 2,000 guests while supporting one of Nova Scotia's longest-running cultural traditions.

Food  **Culture**  **Community**  **Family**

COMPARE YOUR BENEFITS

SPONSORSHIP BENEFITS COMPARISON

Benefits	Primo \$5,000	Comunità \$2,500	Famiglia \$1,500	Tradizione \$1,000	Supporto \$500
Event Signage Recognition	✓	✓	✓	✓	✓
Event Program Recognition	✓	✓	✓	✓	✓
Marketing Email Mentions**	5	3	2	1	-
Social Media Mentions	5	3	2	1	-
Complimentary Festa Passes, brandedwithyourlogo	50	30	20	10	5
Sponsor Recognition on Slideshow in Grand Hall	✓*	✓	✓	✓	✓
Mention during LIVE Festa Announcements	✓*	✓	✓	-	-
La Voce Community Newspaper Ad (Fall 2026)	full page	½ page	¼ page	-	-
Website Listing (to October 31, 2026)	✓*	✓	✓	-	-

*Primo Sponsorship also receives 5 slides in the Slideshow, Top listing on all signage, 5 mentions during the Festa announcements and website listing to December 31, 2026

** Confirm sponsorship by August 1, 2026, to receive all marketing benefits.

Questions? Or looking for a customized sponsorship? We'd be happy to create one for your business. Contact us at: office@iccans.org

NAMED EXPERIENCE OPPORTUNITIES

MOMENTI SPONSORSHIPS

Attach your brand or name as the exclusive signature experience at the Festa Italiana.



Piazza Italia d'Agricola

\$1,500

1 available

SOLD

Help create the welcoming outdoor gathering place at the heart of Halifax's Little Italy. Includes logo placement on Piazza signage.



Italian Wine Tasting

\$500

4 available

Introduce guests to the flavours, regions, and traditions of Italy with our Sommelier-led wine tasting paired with traditional antipasti. (Sponsor all 4 for \$1,750)



Craft Beer

\$500

1 available

Help us offer guests the local flavours with your Nova Scotia Craft Beer as the EXCLUSIVE brand sold at Festa.



Cider or Coolers

\$500

2 available

Ensure guests feel refreshed with your cider or coolers as the ONLY options available at Festa.

NAMED EXPERIENCE OPPORTUNITIES, CONTINUED

MOMENTI SPONSORSHIPS

More signature moments to show your support to the community and guests at the Festa Italiana.



ICCA Espresso Bar

\$500

1 available

SOLD

Showcase your brand as people experience the aroma of Espresso, Cappuccino and more at the ICCA Espresso Bar in our Clubroom.



Family Fun Experience

\$250

2 available

Create a fun time for children and families of all ages by supporting the "Andiamo a Pescare" fishing game and Face Painting. Your support covers game prizes and keeps face painting free for every child.



Bocce Team Sponsor

\$250

2 available

Cheer on guests as they learn to play the traditional Italian game of Bocce on our indoor Bocce court. During the event, guests can play and each sponsor represents a "team" for every game.



Travel to Italy

\$500

1 available

SOLD

Spark guests' imagination with travel inspiration and destination experiences. This spot offers a space for a booth in our Destination Italy area.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

TO SUPPORT THE FUN AT FESTA



Festa Raffle Sponsor

\$250

3 available



Italian Heritage Sponsor

\$250

2 available



Italian Memories Sponsor

\$250

2 available



Volunteer Hospitality Sponsor

\$250

2 available

All Experience Sponsorships include acknowledgement at the event and in promotional material, along with 5 branded complimentary Festa passes (unless noted otherwise).

HELP BRING HALIFAX'S LITTLE ITALY TO LIFE



We'd love for you to be part of AtlanticCanada'slargestand longest-runningItaliancultural festival while helping preserve and celebrate Italian culture for future generations.

BECOME A SPONSOR

SPONSORSHIP LEVELS

Primo

Comunità

Famiglia

Tradizione

Supporto

Experience and Momenti Sponsorships

Our community notices who shows up for them. We'll make sure they know it's you and your business.

Contact our Festa Italiana Sponsorship Committee:

 902.453.5327

 office@iccans.org

 FestaItalianaHalifax.ca AND iccans.org



*Scan to view full
sponsorship package online.*