

BELLA VITA FEST

Little Italy's Brand
New Italian Cultural
event.

CHALK - WINE -
MUSIC - FOOD



BELLA VITA FEST

New to 2023, ArtWalk San Diego is happy to host a brand new Italian cultural event, Bella Vita, taking place on October 21 & 22, as a part of Italian Heritage Month. Key elements of Bella Vita are chalk artists creating street paintings live before your eyes, Italian live music and an Italian wine garden. The event will take place in the heart of Little Italy, San Diego, attracting thousands of art lovers and tourists throughout the weekend.

QUICK FACTS

 Little Italy, San Diego

 Italian Music Performances

 10,000 attendees

 Italian Wine Garden

 40 live chalk artists

 Italian Food Vendors



DEMOGRAPHICS

Bella Vita welcomes an affluent, well-educated demographic, while incorporating San Diego's premier Italian dining scenes.

Being part of Bella Vita offers you an unsurpassed opportunity to connect with the Little Italy community and its visitors and get your brand in front of thousands of people in your target market.



60%
Female attendees



40%
Male attendees



\$100k+
Over 30% of attendees earn more than \$100k annually



70%
Attendees with Bachelor's degree or higher



58%
Percentage of attendees age 37 or older

SPONSOR LEVELS AND BENEFITS

Bella Vita offers multiple sponsor options to suit every need and budget. We would be happy to work with you to create a unique sponsor package exact to your vision

- **Chalk Square Sponsor - \$1k**

One of our experienced chalk artists will create a custom chalk design for your business live at the event

- **Exhibitor - \$3k**

- 10x10 Exhibitor Booth
- Provided tent, table and chairs
- Logo on limited event signage
- Link to Sponsor website on event website

- **Bella Vita Partner - \$12k**

- 10x20 Sponsor Booth
- Logo on all event signage
- 2 dedicated social posts (30k followers)
- Link to Sponsor website on event website
- (select benefits from lower tiers included)

- **Stage/Area Sponsor - \$20k**

- Branding on all performance areas
- custom curated art-related incentive
- 10x20 Exhibitor Booth
- Logo on event signage
- Link to Sponsor website on event website

- **Presenting Sponsor - \$35k**

- Bella Vita Fest Presented by (Sponsor)
- Logo inclusion on broadcast media ads
- Custom-tailored 20'x40' event activation -10 VIP parking passes
- (select benefits from lower tiers included)

- **Title Sponsor - \$50k**

- Sponsor name inclusion in Event title
- Spokesperson inclusion in broadcast media
- Logo on all digital and print assets
- Custom-tailored 40'x40' event activation
- Custom-tailored Interactive art activity
- (select benefits from lower tiers included)



We receive hundreds of inquiries over the years about bringing live chalk art back to the district of Little Italy, so we are extremely excited to be able to host this type of event in the area, focusing on this beloved ancient art form.

CONTACT US!

Our team is happy to coordinate an in-person or virtual consultation with your brand representatives to curate a custom-tailored sponsorship package. Whether it be a demo, product sampling, showcase, or one of our well-known custom art-related incentives, we are excited to work with you to create your ideal activation.

Feel free to reach us via the contact info below:

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WE LOOK FORWARD TO YOUR ACTIVATION!