



THE BEST OF ITALY

sponsorship package

gala dinner

.it magazine special edition



THE BEST OF ITALY

gala night

22 October 2016

Join us for a spectacular night of events to celebrate the 25th anniversary of the Italy-America Chamber of Commerce.

Street exhibit

A great opportunity to showcase your products and brand to the Miami community.

Expected visitors: 1,000 people

Charity concert

High-profile musicians will perform for the benefit of the Chamber at the historic Olympia Theater in Miami.

Expected audience: 800 people

Gala dinner

Hosted at the breathtaking Alfred I. DuPont Building, the gala dinner will feature *Made in Italy Ambassador* awards ceremony.

Expected distinguished guests: 300 people

Awards ceremony

The Best of Italy awards recognize the outstanding contribution of selected business leaders in spreading the Italian excellence in the United States.

Awards candidates: Alessi - Bulgari - Cucinelli
Pininfarina - Zegna - Rosso - Elkann - Versace

All events will be covered by Italian and American media. Don't miss this opportunity to partner with us.





THE BEST OF ITALY

.it magazine special edition

The Italy-America Chamber of Commerce is preparing a 25th anniversary special edition of the *.it italian trade* magazine. The 25th anniversary edition will focus on the Best of Italy's design, fashion, culture and lifestyle.

The *.it* special edition will include:

- Interviews with Italian business leaders
- Interviews with Italian personalities
- Interviews with representatives of Italian brands in the United States (sponsors only)
- Articles about Italian brands in the United States (sponsors only)
- Editorial contribution by university professors
- Distribution of 3,000 printed copies and digital publication on the IACC website

Sponsors will have the opportunity to publish articles and interviews, and to place an ad in the publication. Please refer to the sponsorship benefits list for details.



THE BEST OF ITALY



sponsorship benefits

Sponsorship levels vary and may be tailored your marketing needs. Sponsorship packages ensure maximum exposure within the actual event and beyond.

Overall sponsorship benefits include:

- Contribute to showcasing Italy in the United States in one of the most sophisticated and cosmopolitan cities in the world: Miami
- Co-brand your company with the prestigious *Italy-America Chamber of Commerce Southeast*
- Reach elite business leaders with a special interest in luxury products
- Raise your brand awareness by being presented side by side with some of the most renowned Italian companies
- Network with distinguished event guests such as government officials and executives of international companies
- Take part in an exceptional event that will shape the future of Italian brands in Miami

Secure your sponsorship opportunity by 29 July 2016 to ensure the best placement in our communication products.

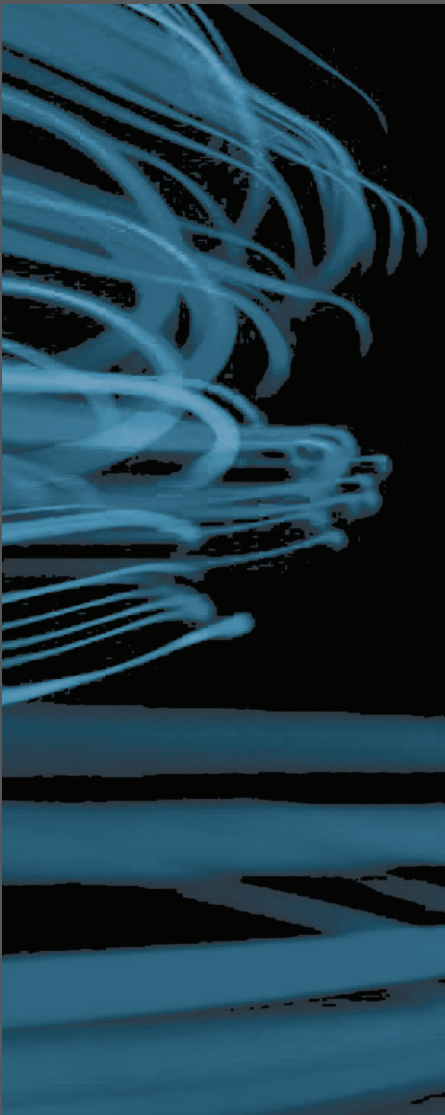


THE BEST OF ITALY

silver sponsorship

\$5,000

- Table of 10 at the gala dinner
- Company logo display on sponsor's table
- Full page advertisement on *.it magazine special edition*
- Logo or company line listing on all select media advertising where sponsorship level is detailed
- Invitation to a VIP pre-event party
- Contact details of all media participating at the gala
- Sponsor presentation on the IACC official Facebook page (strong of over 1,700 followers) as well as on the IACC website with a description of the company and a link to the corporate website.
- Logo display on the event registration webpage



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gold sponsorship

\$10,000

- Table of 10 with preferred seating at the gala dinner
- Double page advertisement and feature article or interview in *.it magazine special edition*
- Product display in the cocktail area of the gala
- Logo display on the event registration webpage
- Logo on “step and repeat” at the event
- Company logo display on sponsor’s table
- Logo or company line listing on all select media advertising where sponsorship level is detailed
- Invitation to a VIP pre-event party
- Contact details of all media participating at the gala
- Sponsor presentation on the IACC official Facebook page (strong of over 1,700 followers) as well as on the IACC website with a description of the company and a link to the corporate website.



THE BEST OF ITALY

platinum sponsorship

\$20,000



- Table of 10 with preferred seating at the gala dinner
- Double page advertisement and feature article or interview in *.it magazine special edition*
- Product display and information desk in the cocktail area of the gala
- Logo display on the event registration webpage
- Logo on “step and repeat” at the event
- Logo projection on the main screen during the event
- Special recognition in Master of Ceremony’s remarks
- Opportunity to include branded collateral in gift bags
- Company logo display on sponsor’s table
- Logo or company line listing on all select media advertising where sponsorship level is detailed
- Invitation to a VIP pre-event party
- Contact details of all media participating at the gala
- Sponsor presentation on the IACC official Facebook page (strong of over 1,700 followers) as well as on the IACC website with a description of the company and a link to the corporate website.

THE BEST OF ITALY

presenting sponsorship

\$50,000



- Exclusive designation as presenting sponsor of gala event (your company presents: *The Best of Italy*)
- Event exclusivity: no other company in the same industry will be permitted to be a presenting sponsor
- Opportunity to speak at the event
- 2 tables of 10 with preferred seating at the gala dinner
- Logo on the *.it magazine* cover, double page advertisement in premium position and feature article or interview in the magazine
- Welcome desk at the gala room entry, product display and information desk in the cocktail area of the gala
- Company name and logo in all event press releases and all event displays, and communication products
- Authorization to use images and video of the event
- Fast-track registration with personal event assistant
- Special recognition by the Master of Ceremony
- Opportunity to include branded collateral in gift bags
- Invitation to a VIP pre-event party
- Contact details of all media participating at the gala
- Sponsor presentation on the IACC official Facebook page (strong of over 1,700 followers) as well as on the IACC website with a description of the company and a link to the corporate website.



THE BEST OF ITALY

sponsorship form

deadline: 29 July 2016

Please complete the form below to confirm your sponsorship and return to:
Andrea Paglialunga, Events Manager -- paglialunga@iacc-miami.com -- fax: (305) 577-3956.
[Thank you for supporting the IACC Southeast.](#) An IACC staff member will contact you shortly to discuss event arrangements, sponsorship benefits and recognition.

Contact information

Company name

Contact person

Contact e-mail address

Contact phone number

Address

City/State/Zip code

Sponsorship packages

\$5,000 Silver sponsor

\$20,000 Platinum sponsor

\$10,000 Gold sponsor

\$50,000 Presenting sponsor

Payment information

Please send me an invoice

I have enclosed a check

Please charge my credit card

Card Type: Visa Mastercard AmEx Discover

Card Number

Expiration Date

Security Code

\$ _____
Cost

Signature

Date