



GELATO FESTIVAL™ *America*

GELATO FESTIVAL

Since 2010, the nine editions of Gelato Festival have attracted more than 3,000 artisans to travel almost 30,000 miles to compete in 80 festivals across Europe. The mission of Gelato Festival America is to spread the culture of artisanal Italian gelato in the United States. Originating in Florence, Italy, Gelato Festival assembles all-star lineups of the biggest names in gelato artistry to compete against one another with an original flavor they have created specifically for the festival. The event gives visitors the opportunity to experience the secrets of high-quality gelato, learn about the production techniques by watching the artisans at work in the “laboratory,” and taste all the competing flavors, voting for their favorite one.





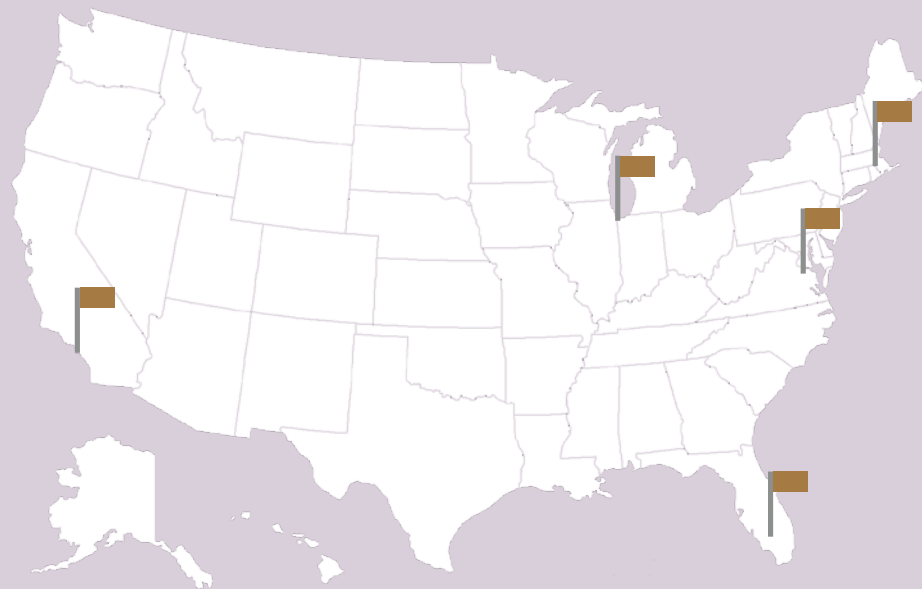
The Gelato Festival is picking up where 16th century Renaissance artist Bernardo Buontalenti left off, spreading the culture of artisan Italian gelato throughout the world!

Artisans and chefs will go through a rigorous selection process to compete in each city with a unique flavor specifically conceived for Gelato Festival America. The winners will then compete in an American Final. Ultimately, the 36 victorious competitors from across the globe will vie for the title of World Champion in the 2021 Gelato Festival World Masters Final in Italy.

3 FOOD AREAS

It is a fun community event that includes three main food areas: a mobile kitchen where all the frozen desserts are made fresh every day by the chefs in front of the attendees, a Gelato School where you can learn how to make gelato but also have fun with contests and games and tasting venue where you can taste all the flavors including those competing.





CALENDAR

Miami February 4
Press Conference La Centrale

Miami March 16-17
Brickell City Center at The Lawn
Partners: La Centrale and Brickell City Center

Boston June 1-2
Boylston Plaza
Partner: Eataly

Chicago August 17-18
Taylor Street
Partner: Little Italy Festa

Washington DC September 7-8
City Market at O
Partner: City Market at O

Los Angeles September 28-29
West Hollywood Park
Partner: City of WH and WH Chamber of Commerce

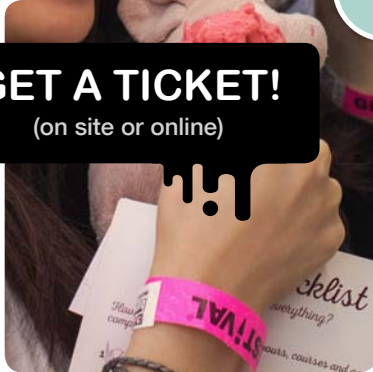
THE FESTIVAL

How does it work?

1

GET A TICKET!

(on site or online)



3

ATTEND THE CLASSES

(learn tricks by the best chefs around!)



TASTE EVERY FLAVOR

(they're all unique)



2

VOTE FOR YOUR FAVORITE FLAVOR!

(it might end up in the world masters final)



5

ENJOY THE ENTERTAINMENT

(check out our website for the full schedule)



4

ACHIEVEMENTS 2018

- 14 tour days
- 7 days B2B
- 1 day media & stakeholder
- over 50.000 visitors
- 50 gelato chefs in competition
- over 150 gelato chefs and professionals present during the tour
- over 350.000 cups given
- 112 hours of courses realized in the Gelato School



SOCIAL MEDIA

2018

Facebook

Event performances:

New Jersey: 50.400 people reached

Chicago: 25.100 people reached

Washington DC: 593.600 people reached

Dallas: 584.600 people reached

Santa Barbara: 50.900 people reached

Phoenix: 99.100 people reached

Tucson: 77.700 people reached

Instagram 2339 followers

Newsletter sent to 10.000 subscribers

PRESS

“Gelato Festival America Returns With The World’s Largest Mobile Dessert Laboratory”

“Giving you an insider look at gelato production, this expandable 38’ Gooseneck trailer—valued at over \$1 million—is going to be the world largest frozen dessert laboratory on wheels. Inside the 800 square-foot space when fully expanded, you’ll find up to eight chefs operating the most innovative machines by Carpigiani enough to produce 6,000 pounds of gelato per day, with large windows plus cameras and screens to live stream the entire production process.”

Forbes, July 2018

“Italy’s Gelato Festival is a seriously delicious competition”

“The coolest thing is this: all of the gelato you can taste at the festival is made in the Buontalenti trailer.”

Washington Post, September 2017



PRESS

Article top 10

City	Outlet	Journalist	Journalist Job Title	Subject	Title	Date
Washington DC	The Washington Post Online	Vicky Hallett	Freelancer		Chef Sierra Georgia will work her magic at the Gelato Festival's D.C. debut	07/09/2018
National	Forbes Online	Irene S. Levine	Journalist	Covering travel and lifestyle	Gelato Festival America: A Taste Of Authentic Italy Coming To Your Town	09/08/2018
National	Forbes Online	Eustacia Huen	Contributor	Covering food, luxury and tennis	Gelato Festival America Returns With The World's Largest Mobile Dessert Laboratory	19/07/2018
Boulder	Yelp	NON			Gelato Festival America in Boulder	Unavailable
Scottsdale	Arizona Republic One	NON			Beer, chocolate, taco: 14 best food, drink events in Phoenix in October	29/09/2018
Chicago	Patch	Julie Kudlacz	Account Executive at Motion PR	PR, pitching, media monitoring and event management	Chicago Premium Outlets Hosts International Gelato Festival	23/08/2018
Jersey City	TimeOut	NON			Gelato Festival America, Calendar List	23/07/2018
Washington DC	NBC Washington	Sophia Barnes	Staff Writer	the scene, local, entertainment	For Your Weekend: Gelato, Short Films, Neighborhood Fests	07/09/2018
Chicago	Arlington Heights Daily Herald	Scott C. Morgan	Staff Writer	Covering Chicago-area performing arts via features	Chicago Premium Outlets to Host All-You-Can-Eat International Gelato Festival	23/08/2018
Scottsdale	Phoenix New Times	New Times Staff			I Scream, You Scream, We'll All Scream for Gelato at Scottsdale Festival	10/10/2018
Jersey City	Jersey Journal	Samuel Carliner	Journalist	Covering news	Gelato festival draws thousands to Jersey City	11/08/2018

The Washington Post

Forbes

yelp

azcentral.

Patch

TimeOut
THE BEST OF THE CITY

NBC4
WASHINGTON, D.C.

Daily Herald
Big History. Local Focus.

PHOENIX
NewTimes


nj.com
True Jersey.

RADIO & WEB

Top 8

Chicago	WGN TV	Kristina Miller @Kmilllib	Producer at WGN-TV Midday News segments	TV Production	Midday Fix: "Chicago Mix" Popcorn Gelato and details on this weekend's Gelato Festival America	24/08/2018
Chicago	Fox32 Chicago	Brittney Payton	Reporter	Domestic Lifestyle, Entertainment, General Assignment News, Recipes	Gelato Festival America comes to Chicago in 2018	22/08/2018
Chicago	WGN Radio	Curtis Koch	Producer for Blackhawks hockey and The Dave Plier Show	Sports Coverages	Who wants Gelato?! Hannah Stanley chats with chef Scott Fischer	19/08/2018
Chicago	WGN Radio	Jasmine Cooper	Producer, Writer, Editor, Voice Over	Covering news, lifestyle	Sapori Antichi Bar Italiano brings the true Italian bar experience to Chicago	10/08/2018
Washington DC	Fox 5	NON			DC Gelato Festival coming to DC	29/08/2018
Washington DC	WUSA9	NON			DC's first gelato festival is this weekend	06/09/2018
Washington DC	WJLA/ABC7	Sam Ford	General Assignment Reporter		The Gelato Festival of America Heads to DC	07/09/2018
Santa Barbara	KeyT	Oscar Flores	Digital Journalist		Mid-October Weekend Picks	12/10/2018



The background of the page is a photograph of an outdoor festival. On the left, a large blue canopy tent is set up. In the center and right, a crowd of people is walking and talking. Some are wearing light blue t-shirts. In the foreground, several women are looking at a menu or brochure. To the right, a pink gelato stand is visible, featuring a sign with a gelato ball and a cone. The scene is bright and sunny, with palm trees and other greenery in the background.

TENT SPONSORSHIP PACKAGES

Each Sponsor package comes with a tent where the sponsor may hold promotional activities (i.e. contests, games) and/or where a Gelato Chef may prepare a gelato flavor related to the company's brand or products. The Gelato will be served for free to all paid ticket holders.

Any activity must be approved by Gelato Festival.



PLATINUM SPONSOR

5 EVENTS / CITIES

Included

- Dedicated 10'x10' tent with logo and branding for each event
- A Gelato Chef to prepare and offer a special gelato flavor to all the attendees
- Logo presence on the website, in the event page
- Promotion on all the event pages and Social Media profiles
- Placement in all PR communications of the event(s)
- Logo in the visitors' map for each event
- Business representative at the award ceremony of each event

Optional

- Personnel
- Branded shirts
- Possibility to organize a special prize for the event
- Free tickets
- Communication plan provided separately

Pricing \$80,000

GOLD SPONSOR

5 EVENTS / CITIES

Included

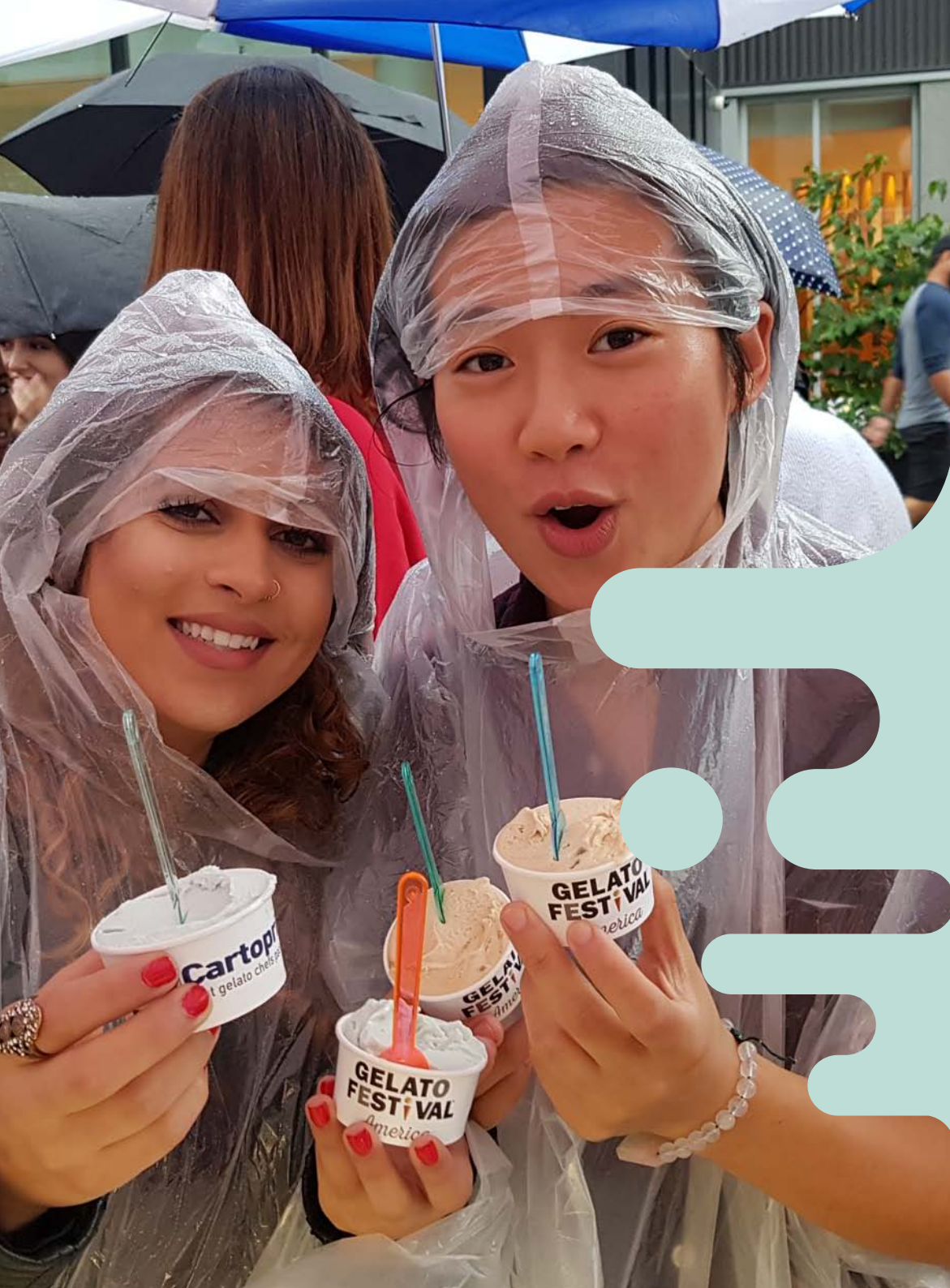
- Dedicated 10'x10' tent with logo and branding for each event
- Logo presence on the website, in the event page
- Promotion on all the event pages and Social Media profiles
- Logo in the visitors' map for each event

Optional

- Personnel
- Branded shirts
- Possibility to organize a special prize for the event
- Free tickets
- Communication plan provided separately

Pricing \$45,000





SILVER SPONSOR

5 EVENTS / CITIES

Included

- Dedicated 10'x10' tent with logo and branding for each event
- Logo presence on the website, in the event page
- Logo in the visitors' map for each event

Optional

- Personnel
- Branded shirts
- Possibility to organize a special prize for the event
- Free tickets
- Communication plan provided separately

Pricing \$35,000

BRONZE SPONSOR

Included

- Dedicated 10'x10' tent with logo and branding for each event
- Logo presence on the website, in the event page
- Promotion on all the event pages and Social Media profiles
- Placement in all PR communications of the event(s)
- Business representative at the award ceremony

Optional

- Personnel
- Branded shirts
- Possibility to organize a special prize for the event
- Free tickets

* Communication plan provided separately

** Tent not included

Pricing \$10,000





BASE SPONSOR

Included

- Dedicated 10'x10' tent with logo and branding for each event
- Logo presence on the website, in the event page
- Promotion on all the event pages and Social Media profiles

Optional

- Personnel
- Branded shirts
- Possibility to organize a special prize for the event
- Free tickets

* Communication plan provided separately

** Tent not included

Pricing \$7,000

BRAND SPONSOR

5 EVENTS / CITIES

Included

- Logo presence on the Website, in the event page
- Promotion on all the event pages of the most Social Media
- Logo in the visitors' map of each event
- Optional
- Free tickets

* Communication plan provided separately

** Tent not included

Pricing \$20,000





LOCAL BRAND SPONSOR

1 EVENT

Included

- Logo presence on the Website, in the event page
- Promotion on all the event pages of the most Social Media
- Logo in the visitors' map of each event
- Optional
- Free tickets

* Communication plan provided separately

** Tent not included

Pricing \$3,000

SPONSORS

As of February 2019



Strategic Partners

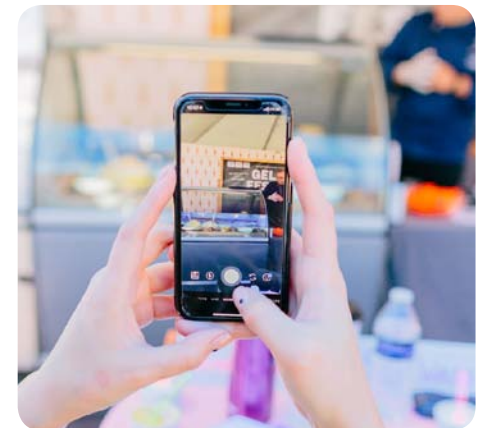


Main Sponsors

Technical Sponsor

HIGHLIGHTS

Images 2018



HIGHLIGHTS

Images 2018



HIGHLIGHTS

Images 2018



HIGHLIGHTS

Video Santa Barbara 2018

[CLICK [HERE](#) TO WATCH THE VIDEO]



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