



**San Francisco Italian Athletic Club Foundation**  
**FESTA ITALIANA and**  
**103rd STATUTO RACE**  
**June 1 and 2, 2024**



**Festa Italiana and  
103rd Statuto Race  
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The SFIAC Foundation is a 501(c)(3) non-profit organization created to support the charitable endeavors of the SFIAC, a North Beach social organization. The Foundation seeks to promote, preserve and celebrate Italian culture and heritage for historic Italian North Beach and the greater San Francisco community.

The Festa Italiana was created as a public event to celebrate Italian culture and highlight our mission. The Festa is a free, fun, family event open to the public. Enjoy live music, authentic Italian cuisine, wine tasting, and exhibits. Browse through the Italianissimi inspired products of the vendors, sip a beverage, and stroll to the live music.



## Festa Italiana

JUNE 1 and 2, 2024 | SAN FRANCISCO

PERFORMANCES	VENDORS	EXHIBITS
<ul style="list-style-type: none"><li>● Live Music and Dancing on Jimmy Fallon and more.</li><li>● 13 Time World Champion Tony Gemignani Pizza Acrobatics</li><li>● Fratello Marionettes</li><li>● Ricci Dancers</li></ul>	<ul style="list-style-type: none"><li>● Authentic Italian Food</li><li>● Gio Gelati</li><li>● Giovanni's Cannoli</li><li>● Wine and Beer</li><li>● Spritz</li><li>● Mocktails and Elixirs</li><li>● Crafts, Fashion and Art</li><li>● Books</li></ul>	<ul style="list-style-type: none"><li>● Interactive "Kids" Corner"</li><li>● Italian Vespas</li><li>● Cultural and Art</li><li>● Charitable and Cultural Organizations</li></ul>

Fun for the whole family

For those that love Italian food, there's no better place to be.

Experience how Italy has shaped Art, Fashion, and Design.

# Festa Musical Entertainment



We are excited to announce our entertainment for 2024:

- Headliner Vanessa Racci is climbing the charts with a mix of retro jazz and music made famous by Italian Americans. From major venues to local clubs, Ms. Racci is amplifying the Italian American story, one song at a time. Vanessa recently released her second album, *Jazzy Italian*.
- Cory “C Pez” Pesaturo is revolutionizing the accordion. The only person to win World Championships in acoustic, digital and jazz accordion. He has been featured on Jimmy Fallon and performed at the White House four times.
- We are excited to welcome back Sonomo and Nino Lane.
- Sunday features the return of the **“Symphony of Accordions”** featuring Mike Trucco Band, Tatiana Semichastnaya, Ron Borelli Group, Bella Ciao featuring Tom Torriglia and il Sole featuring Steve Albini.

# 103rd Statuto Race

## June 2, 2024

The first Statuto Race was held in North Beach in 1919. The Statuto Race commemorates the creation of the first Italian Constitution (Statuto Albertino) and is a running tradition in San Francisco for over 100 years.

The race offers an 8k run and 2 mile walk for over 500 participants. The race starts and finishes at the SF Italian Athletic Club in the heart of North Beach, Little Italy. For the first time ever, the post race festivities of a post race brunch and awards will segue into the second day of Festa with entertainment, food, drink and vendors. We are seeking additional sponsors and vendors that would be suited for a footrace. Runner receive an iconic Italian salami for their efforts #runningforsalami.



# Building on the success of Festa 2023

7,000 ATTENDEES

28 CURATED VENDORS

MARQUEE CORPORATE SPONSORS INCLUDING; ITA AIRWAYS, CAPO ISETTA, BSN SPORTS, ACQUA PANNA, DE CECCO, NIAF, ORBIS PAYMENT SYSTEMS, PERONI, PG&E AND COLUMBUS CRAFT MEATS



## THANK YOU TO OUR GENEROUS SPONSORS



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FOUNDATION  
SERVING COMMUNITIES SINCE 1952



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# NUMEROUS FEATURES IN MAJOR MEDIA



Combining and expanding our two signature events into an epic weekend elevated the Statuto Race and Festa Italiana to new heights. The television coverage alone generated a viewership of 639,430 people at a market value of \$146,636. All four major networks covered the event including live broadcasts and in-studio appearances prior to the weekend. We were featured in radio segments on KNBR *Murph and Mac* and 107.7 *“The Bone” Lamont and Tonelli*. Our event was featured on the “Total SF” podcast with Heather Knight of the NY Times and Peter Hartlaub of the SF Chronicle with an episode titled “The Story Behind SF’s Official Instrument”. They interviewed the SFIA’s own accordion expert Tom Torriglia and Nick Figone about how the accordion became SF’s “official instrument” and decision to feature an accordion festival.

Featured in numerous print and online media outlets; including, dedicated article in *SF Chronicle*, *The Standard*, *Fun Cheap*, *Hoodline* and *Do the Bay*.

Our sponsors and donors are thrilled with the exposure they received from this incredible effort.

# Event Host Levels Festa and Statuto

## Two Day Event



Bronze	Silver	Gold	Platinum Main Stage Sponsor
<b>\$1,500</b>	<b>\$3,500</b>	<b>\$7,500</b>	<b>\$25,000</b>
<i>Benefits:</i>	<i>Bronze Level Benefits plus:</i>	<i>Silver Level Benefits plus:</i>	<i>Gold Level Benefits plus:</i>
<ul style="list-style-type: none"> <li>● Recognition onsite and in the SFIAC Newsletter</li> <li>● Logo and Link on Statuto site.</li> <li>● Ad in Commemorative Statuto Race Guide and Program</li> <li>● Placement in goody bag</li> <li>● 2 race entries.</li> </ul>	<ul style="list-style-type: none"> <li>● Company name on Statuto tee</li> <li>● Branding/recognition in press materials</li> </ul>	<ul style="list-style-type: none"> <li>● Logo displayed on banner with other gold sponsors</li> <li>● Logo inclusion on press materials and digital marketing.</li> <li>● Product access to attendees</li> <li>● Minimum five social media posts dedicated to your sponsorship.</li> <li>● 4 race entries</li> </ul>	<ul style="list-style-type: none"> <li>● Dedicated prominent banner over the stage.</li> <li>● Featured placement on Statuto tee</li> <li>● VIP introduction on main stage</li> <li>● Advertising space SFIAC Newsletter for one year.</li> <li>● Sponsor Vendor Exhibit Space.</li> <li>● Minimum ten dedicated social media posts.</li> <li>● 8 race entries</li> </ul>



# Individual and Family Sponsorship Levels



Individual Sponsor	Family Sponsor
<p data-bbox="510 390 649 438"><b>\$250+</b></p> <ul data-bbox="274 554 656 583" style="list-style-type: none"><li data-bbox="274 554 656 583">• Name recognition onsite</li></ul>	<p data-bbox="1219 390 1358 438"><b>\$500+</b></p> <ul data-bbox="948 554 1547 622" style="list-style-type: none"><li data-bbox="948 554 1547 622">• Name recognition onsite and in the SFIAC Newsletter</li></ul>

# Event host levels comparison



	Bronze	Silver	Gold	Platinum
Price	\$1,500	\$3,500.00	\$7,500.00	\$25,000.00
Opportunities	unlimited	10	4	2
On site recognition	•	•	•	•
Inclusion in Press Materials		•	•	•
Program Recognition		•	•	•
Top Venue Signage/Social Media			•	•
Provide Swag to attendees			•	•
Advertising space SFIAC Newsletter*				•
Sponsor Vendor Exhibit Space**				•

\*Size: Business Card; Term: One year

\*\*Covers the cost for vendors; (1) opportunity for outside, (1) inside SFIAC banquet hall



# Custom Sponsorship Opportunities

Product, prizes and more

Contact [gina@sfiacfoundation.org](mailto:gina@sfiacfoundation.org)  
with your proposal.



Contact [gina@sfiacfoundation.org](mailto:gina@sfiacfoundation.org) with any questions.  
Please see accompanying intake form to sponsor.



GRAZIE MILLE