L’ALTRA ITALIA
2015-2016
BUILDING CULTURAL EVENTS IN CANADA
in partnership with [ICFF] Italian Contemporary Film Festival

L’ALTRA ITALIA
IN COLLABORAZIONE CON
ISTITUTO ITALIANO DI CULTURA | CONSOLATO D’ITALIA A TORONTO | ITA
L’Altra Italia was founded in 2002 in Toronto. It is a not-for-profit organization dedicated to highlighting the Italian arts and culture and establishing a two-way cultural interaction between Canada and Italy. Members of our organization are business professionals, academic and communities leaders.

With the success of the cinema screenings (a unique showcase of contemporary Italian films), L’Altra Italia is now an organization that presents year-round programs. Our initiatives have drawn an outpouring of support from the community, from both the Italian Institutional Organizations and local sponsors. Each year we have grown as a cultural entity and continue to initiate more ambitious programs and events.

L’Altra Italia, although predominantly made up of Italian Canadians, is open to all those that have an interest in Italy and its culture.

The Association’s projects, like any other not-for-profit organization, are carried out thanks to the voluntary activity of its members who also contribute by searching for new sponsors or by developing contacts with whomever can provide any sort of support.

In a multicultural and hospitable country such as Canada, where many diverse events occur, L’Altra Italia is a promoter, a catalyst and an amplifier of several events in different sectors: exhibitions, conferences, conventions, seminars, all related to cultural and artistic themes. L’Altra Italia organizes

The Association collaborates with public institutions, media, institutes, companies and private bodies which in turn support and sponsor L’Altra Italia, thus providing more value and strength to its many projects.

We want to thank you for the support and enthusiasm that you will bring to this venture.

By supporting L’Altra Italia, you will gain access to our knowledgeable audiences, including first generation and established Italian Canadians, professionals and diverse segments of Toronto’s population who are drawn as much to Italian culture as to the art of cinema. Programming at L’Altra Italia appeals to specific communities, interests and tastes, also allowing you to focus your marketing efforts on valuable niche markets. Your investment in L’Altra Italia will allow you to promote your brand and products, entertain clients, reward employees, and demonstrate your support for Italian culture in Canada.

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The “Al Cinema con L’Altra Italia” is a cinematographic program year round. It includes the screening of 9 quality Italian contemporary films that have been recognized by international critics and received acclaim of audiences and juries. Each movie is accompanied by a reception allowing our members to taste the flavour of Italian wine and food provided by our sponsors considered ones of the most famous Italian restaurants in the city.

Main location of our screening is the prestigious Tiff Bell Lightbox, home of the Toronto International Film Festival. Being able to bring our reviews in this temple of international cinema is a very important accomplishment for L’ Altra Italia.

As a result of the acclaimed success we are delighted to announce that we are also branching out into the wonderful city of Vaughan and specifically utilizing the facility at the Colossus theatre.

Our extension aims to include parallel programs so that both the city of Toronto and the city of Vaughan members benefit from identical film screening among other program components.

We are proud to highlight that our association has more than 10,000 followers all over the year which contributes to the frequent sold out of events.

L’ Altra Italia in collaboration with the General Consulate of Italy in Toronto, presents “Cinema Sotto le Stelle”.

This review that is held during the summer in the evocative garden of the General Consulate of Italy give to our members the opportunity to watch two Italian contemporary movies under the stars.
Throughout the 2015-2016 season we will embark again on the discovery of Italian regional cultures through food and wine.

L’Altra Italia will host regular culinary events of specific regions where food and wine specialties will be introduced in conjunction with poetry, music, history and folklore.

We all know and praise “Italian Cuisine” which is thought an abstract concept as “Mediterranean Cuisine” is. In fact, in Italy there are several regional culinary traditions that are influenced by a particular history, culture or environment and that differ from each other because of the many different ingredients and methods of cooking.

For this reason we decided to begin our journey to discover Italian regional cuisine. We will enjoy authentic regional dishes and come to understand and better appreciate the local areas that originate these great traditions.

OTHER EVENTS

- Concerts
- Eno-Gastronomic events
- Theatre Shows
- Round Tables
- Meet and Greet
1 Web site
with blogs and links to all our sponsors

2 Prestigious Theatres:
Tiff Bell Lightbox (Toronto) + Cineplex Colossus (Vaughan)

9 Italian contemporary movie:
Canadian Premieres and North America premiere

20 Annual Events:
Cinema, Concerts, Eno-Gastronomic events, Theatre Shows and more

1,000 Likes on Facebook

750 Followers on Twitter

5,000 Contacts with weekly newsletters

5,000 Copies of the annual program guide
Those who wish to actively support our association may select from one of the unique sponsorships options and gain access to our knowledgeable audiences, including first generation and established Italian-Canadian and diverse segments of Toronto’s population who love Italian culture.

L’Altra Italia offers a choice of four different sponsorship levels:

- **Platinum Sponsors**: $5,000+hst
- **Diamond Sponsors**: $2,500+hst
- **Gold Sponsors**: $1,500+hst
- **Silver Sponsors**: $750,00+hst

*Numage Trading: one of our Platinum Sponsors

*Ferrero: one of our Diamond Sponsors
**PLATINUM SPONSORS**

$5,000+hst

- Opportunity **to speak** prior to one of the L’Altra Italia film screenings
- **Personal thanks** from the podium
- **Reserved VIP seats** inside theatre
- **Reserved VIP booth** at Maison Mercer
- **Logo/name** recognition on:
  - L’Altra Italia Banner
  - L’Altra Italia Poster
  - Logo + link on the L’Altra Italia homepage (year round)
  - All print advertisement
  - Pre-show sponsor reel prior to all screenings
  - E-mail blast (more than 5,000 contacts)
- **Full-page colour ad** in prominent position of the program guide (Choice of outside back cover, front inside cover or back inside cover)
- **Pre-movie commercial** (30 sec. advertisement) prior to all movies in the L’Altra Italia program
- **E-mail blasts** including news from our Platinum Sponsors
- **Promotional material** at all film screenings (to be provided by sponsor)
- **3 free personal memberships cards** to L’Altra Italia (Toronto + Vaughan) of $600.00+hst value, plus 6 complimentary guest passes.

**DIAMOND SPONSORS**

$2,500+hst

- **Personal thanks** from the podium
- **Reserved VIP booth** at Maison Mercer
- **Logo/name** recognition on:
  - L’Altra Italia Poster
  - L’Altra Italia Banner
  - L’Altra Italia website with hyperlink (year round)
  - All print advertisement
  - Pre-show sponsor reel prior to every L’Altra Italia screening
  - Mail blast (more than 5,000 contacts)
- **Full-page colour ad** in program guide
- **Pre-movie commercial** (30 sec. advertisement)
- **Promotional material** at all film screenings (to be provided by sponsor)
- **Email blasts** including news from our Diamond Sponsors (more than 3,000 contacts)
- **2 free personal memberships cards** to L’Altra Italia (Toronto + Vaughan) of $400.00+hst value, plus 4 complimentary guest passes.

*Ferrero: one of our Diamond Sponsors*
GOLD SPONSORS
$1,500+hst

- **Reserved VIP booth** at Maison Mercer
- **Logo/name** recognition on:
  - L’Altra Italia Banner
  - L’Altra Italia website with hyperlink (year round)
  - Pre-show sponsor reel prior to every L’Altra Italia screening
- **Full-page** colour ad in program guide
- **Promotional material** at all film screenings (to be provided by sponsor)
- **2 free personal memberships cards** to L’Altra Italia (Toronto + Vaughan) of $ 400.00+hst value, plus 4 complimentary guest passes.

*Sponsorship includes:

- Nespresso Sales and Service Partner
- 647. 861.1321
- Contact: Fulvio De Lorenzis for more information

*Sponsorship includes:

- redboxx

SILVER SPONSORS
$750+hst

- **Logo/name** recognition on:
  - Pre-show sponsor reel prior to every L’Altra Italia screening
- **Half-page** colour ad in program guide
- **1 free personal memberships cards** to L’Altra Italia (Toronto + Vaughan) of $ 200.00+hst value, plus 2 complimentary guest passes.

*Quality Cheese: one of our Silver Sponsors