

# L'ALTRA ITALIA

## 2016-2017

BUILDING CULTURAL EVENTS IN CANADA

in partnership with



FESTIVAL  
DU FILM ITALIEN  
CONTEMPORAIN  
ITALIAN  
CONTEMPORARY  
FILM FESTIVAL



IN COLLABORAZIONE CON  
ISTITUTO ITALIANO DI CULTURA | CONSOLATO D'ITALIA A TORONTO | ITA

# WELCOME TO L'ALTRA ITALIA

## ABOUT US

Founded in 2002, L'Altra Italia is a non-profit organization dedicated to highlighting Italian arts and culture and establishing a two-way cultural interaction between Canada and Italy.

With a range of events surrounding the cinema, food, music, and innovation from Italy, L'Altra Italia welcomes over 1000 professionals, academics, and community leaders from Toronto and the GTA.

What began as a grassroots film club among friends with a soft spot for Italian Cinema, L'Altra Italia has, in 15 years, drawn an outpouring of support from the community. Each year, we have grown as a cultural entity and continue to initiate more ambitious programs and events.



In multicultural Canada, L'Altra Italia is a promoter, catalyst, and amplifier of events in different sectors: exhibitions, conferences, conventions, seminars, and arts programming, all related to the cultural theme of Italy and the Italian-Canadian identity.

Supporting L'Altra Italia means gaining access to our knowledgeable audiences, including first, second, and third generation Italian-Canadians; professionals and inspired segments of Toronto's population who are drawn as much to Italian culture as to the art of cinema.

We invite you to join in the momentum of our organization!



# A RANGE OF AMAZING EVENTS

## EXCLUSIVE FILM SCREENINGS

With films rarely seen or distributed in Canada, in partnership with ICF, L'Altra Italia presents the richness and diversity of Italian and Canadian contemporary filmmakers.



## MUSIC CONCERTS

L'Altra Italia members regularly receives discounts on special concerts by Italian or Italian-Canadian musicians in and around the GTA!



## ENOGASTRONOMIC EVENTS

L'Altra Italia partners with organizations and restaurants around the city to bring its members the best 'nights out' around, featuring the best Italian-inspired food & drink!



## INSPIRATIONAL TALKS

Members are regularly wow-ed by fascinating 'In Conversation With...' events, which feature high-profile Italian and and Italian-Canadian professionals and artists at the top of their field.

# L'ALTRA ITALIA DEMOGRAPHY

## OUR MEMBERS

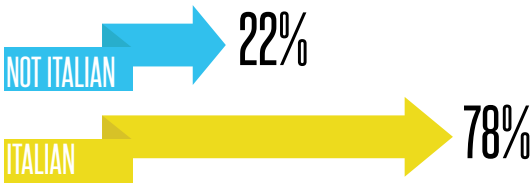
L'Altra Italia delivers a demographic profile comprised of Toronto and GTA-based, upper income, middle aged consumers who are brand loyal with a strong interest in supporting Toronto's cultural richness and diversity.



## ATTENDANCE

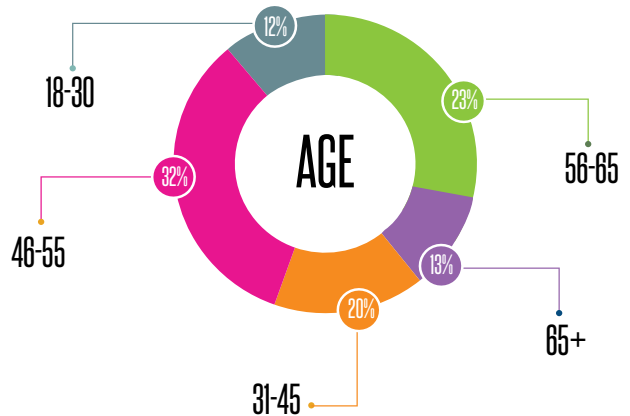
1,000 MONTHLY 12,000 ANNUAL

## CULTURAL BACKGROUND



By sponsoring L'Altra Italia, you will gain access to our knowledgeable and well-to-do audiences, including first generation and established Italian Canadians; professionals whose values consistently align with the Italian Tradition; quality, excellence, and a taste for all things made or inspired by Italy.

## GENDER



Toronto

Vaughan

Brampton

Richmond Hill

Mississauga

Markam

## GEOGRAPHIC FOCUS

# SPONSORSHIP ELEMENTS

## 5000 PROGRAM GUIDES

The most comprehensive source of information about the organization, read cover to cover and kept as a reference year-round by L'Altra Italia members. Copies are distributed strategically around the GTA and available at each and every L'Altra Italia event!

## PRE-MOVIE COMMERCIAL

Make a huge impression by screening your company's 30 second commercial for our audiences prior to each and every screening!

## SPEAKING OPPORTUNITIES

All eyes and ears on you! Your company is given an exclusive opportunity to address our audience at one of our sold-out events!

## PRE-SHOW SPONSOR REEL

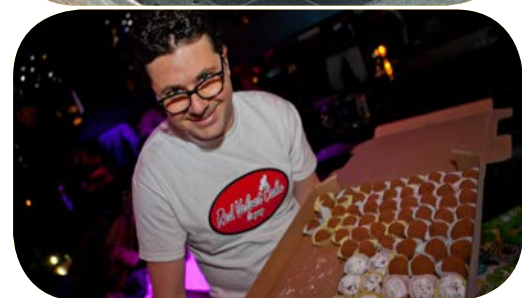
Played before each and every film screening as audiences enter the theatre and take their seats, as well as projected during receptions, giving maximum exposure to our sponsors' advertising.

## BI-MONTHLY NEWSLETTER

Year-round, L'Altra Italia sends out an e-newsletter informing our 10,000 members and contacts of news, activities, and events.

## WEBSITE

The website is the most important tool for communicating with members, and includes information about coming events, highlights from past events, and special discounts for members!



# SPONSORSHIP CHART

PLATINUM

\$ 5.000  
+HST

DIAMOND

\$ 2.500  
+HST

GOLD

\$ 1.500  
+HST

SILVER+

\$ 1.000  
+HST

SILVER

\$ 750  
+HST

## LOGO PLACEMENT

L'Altra Italia poster	✓	✓			
Monthly email newsletter (1000 contacts)	✓	✓			
All print advertising	✓	✓			
Banner/retractable	✓	✓	✓		
Website (with hyperlink)	✓	✓	✓	✓	
Program booklet	✓	✓	✓	✓	✓

## ADVERTISING AND RECOGNITION

Receive personal thanks from podium	✓				
1 personalized "news from sponsors" email blast	✓				
Speaking opportunity prior to one film screening	✓	✓			
30" commercial prior to all screenings	✓	✓			
Color advertisement in program guide	✓ Prime Location	✓ Full Page	✓ Full Page	✓ Half Page	✓ Half Page
Pre-show sponsor reel	✓	✓	✓	✓	✓ Logo only

## PERKS

Reserved VIP seats for each film screening	✓				
Access to the VIP booth	✓	✓	✓	✓	
Membership cards	3	2	2	2	1
Guest passes (per year)	6	4	4	4	2

# CONTACT US

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