

Sponsor Philadelphia's Italian Market Festival!



South 9th Street has been home to the Italian Market Festival for half a century.

On one weekend each year, up to 100,000 people celebrate on six continuous city blocks—with a financial impact of half a million dollars. From babies to mature adults and everyone in between, we've got ALL your target markets here at Philadelphia's largest block party!

Take this wonderful opportunity to introduce your products to a broad spectrum of consumers. Sponsors will be included in our multi-tiered media campaign, which includes radio, print, and Internet exposure.

Sponsorship levels are available for all budgets: title sponsor, presenting sponsor, supporting sponsor, stage sponsors, and activity area sponsors.

ASK ABOUT SPONSORING OUR CLASSIC GREASE POLE CLIMBING CONTEST!



Join the Fun! Contact Michele Gambino: 215.783.6366 • italianmarketinfo@gmail.com

ABOUT THE ITALIAN MARKET FESTIVAL

Everyone's Italian on May 20th & 21st (11am to 6pm) when the nation's oldest continuously operating outdoor market throws its annual festival. It's an extravaganza for the senses — streets lined with vendors offering every Italian delicacy possible, live entertainment, fun contests and more! Leashed pets are welcome.

Highlights include:

- the Procession of Saints;
- the Grease Pole Climbing Contest;
- three different stages of LIVE entertainment;
- and Food, Food and more Food!

ABOUT THE ITALIAN MARKET

The South 9th Street Italian Market runs along 9th Street from Wharton to Fitzwater Streets. The market began in the mid-to-late 1880s.

Today, while the outdoor vendors and many of the original Italian businesses remain, the market has diversified to reflect new waves of immigration. Unique gift and service providers provide a well-rounded shopping experience.

The South 9th Street shopping district hosts one million visitors a year across all demographic and income ranges. We house over 200 active businesses which are open daily.



**SOUTH 9TH STREET
ITALIAN MARKET FESTIVAL**
MAY 20 & 21, 2017, 11AM – 6PM • PHILADELPHIA, PA
www.italianmarketfestival.com