

MISSISSAUGA

Italifest

CELEBRATING ITALIAN HERITAGE

AUGUST 11-12, 2023
Celebration Square | Mississauga, ON

MISSISSAUGA ITALFEST

CELEBRATING ITALIAN HERITAGE



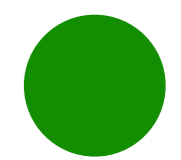
Mississauga’s Premier Festival

Mississauga ITALFEST is Mississauga’s first and premier Italian festival. Named one of the Top 100 Festivals & Events in Ontario, since its inaugural year in 2013, ITALFEST takes place annually in August and is a free event celebrating the beauty of Italian music, heritage and culture. We are thrilled to welcome 2023 after our record-breaking attendance in 2022, while celebrating our milestone 10th Anniversary.

ITALFEST features delicious food and crafts from a variety of vendors and artisans, cultural and family-oriented activities, entertainment from local and international talent, a thriving “mercato” (market) and more. The festival spotlights a community rich in heritage, entertainment, culinary delights, family fun and diversity in Ontario.



“Mississauga is proud to be home to a vibrant Italian community who have helped build Mississauga into the world-class city it is today.”
— Mayor Bonnie Crombie, City of Mississauga



AN EPICENTER OF ITALIAN CULTURE

CELEBRATING CENTURIES OF TRADITION



Heritage

A celebration of culture with traditional dance performances, bocce and scopa tournaments, soccer challenges, displays of art and historical pieces and a tribute to the featured Region..



Entertainment

Live concerts by legendary Italian artists direct from Italy. Performances from local and emerging Italo-Canadian talent, and a variety of family entertainment for all ages to enjoy.



Culinary

Culinary experts, celebrity Chefs, live cooking, food demos, pasta and watermelon eating contests, and a variety of incredible vendors of authentic Italian and International selections.



Artisan

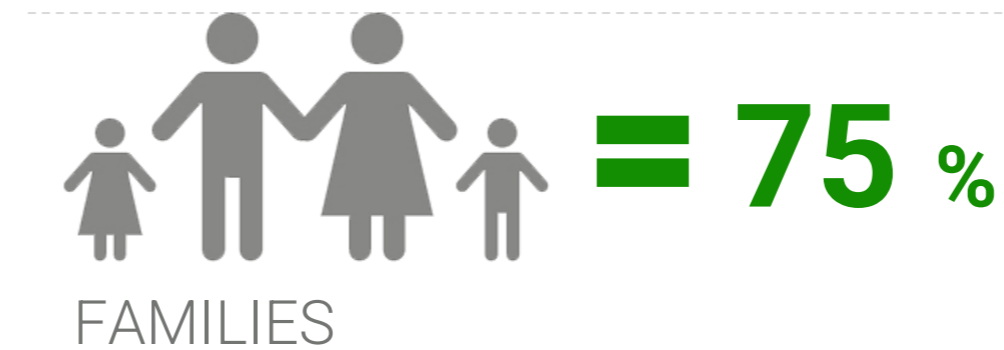
A thriving marketplace of independent local vendors displaying merchandise, creations and crafts. From jewelry to pottery, clothing to framed prints, and popular services.



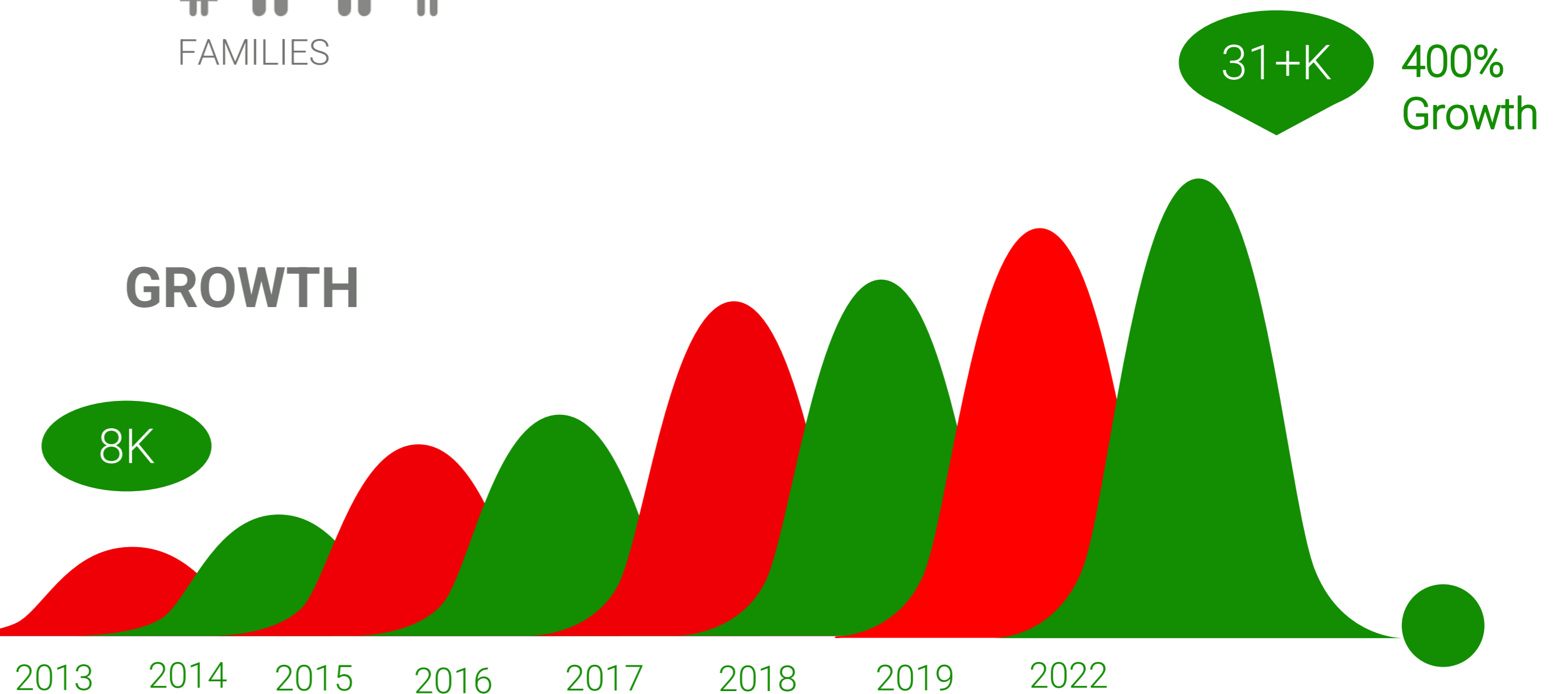
ATTRACTING OVER 31,000 ATTENDEES

FROM MISSISSAUGA, THROUGHOUT ONTARIO AND ACROSS CANADA & USA

AUDIENCE PROFILE



GROWTH

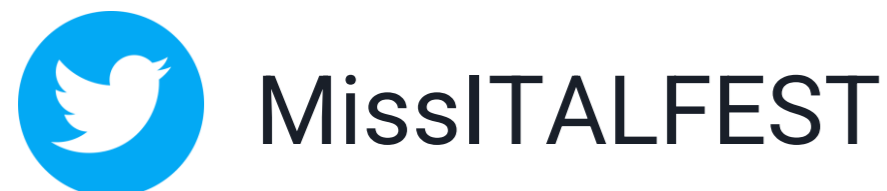


ENGAGING THE COMMUNITY

ONLINE AND THROUGH SOCIAL MEDIA

During 2022's live festival, our social networks increased over 60%, represented by an 19% growth on Facebook, 1.6% growth on Twitter and 46% growth on Instagram. In the months leading up to the event, our website traffic generated more than 33,100 pageviews while marketing and media efforts resulted in more than 9M impressions.

Our 2021 Virtual Taste Of Mississauga Italfest saw a significant 50% increase of Facebook engagement, the most popular choice to view the production.



LET'S GET SOCIAL!

Follow. Like. Share.

MISSISSAUGA ITALFEST MEDIA STATS

A Virtual Taste of Mississauga Italfest

Facebook – 39,750 Views; 88,748 People Reached; 6,815 Engagements

From those views, **93.6%** were from Canada, **1.2%** were from the USA and **1.4%** from Italy.

YouTube – 573 Views

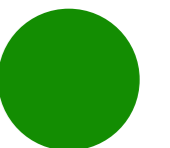
Italian Heritage Month – Flag Raising (English and Italian)

YouTube – Total of 104 Views

Facebook – 883 People Reached, 211 Engagements

Italfest launched its first ever YouTube channel in 2021. As more content is added and people subscribe, we expect views to increase.

In 2022, we documented **33,100 page views** to the website. During COVID we upgraded our operating system, and although stats were low during COVID 2020 we were happy to see an estimated **20,000 page views** in 2021 and significant growth in 2022 with a **65% increase**.



A TASTE OF FOOD, WINE, ART & HERITAGE

EXPERIENCE SOME OF ITALY'S FINEST IN THE HEART OF MISSISSAUGA



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ENTERTAINMENT FROM INTERNATIONAL TALENT

AND LOCAL EMERGING ARTISTS

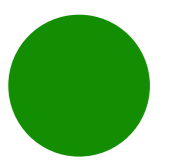


PAST PERFORMERS & ENTERTAINERS INCLUDE:

- | | |
|-------------------------|-------------------------|
| I Santo California | Chef Luciano Schipano |
| Bobby Solo | Chef Massimo Capra |
| Flag Throwers of Faenza | Baci Duo |
| I Cugini di Campagna | Taranta Cabaret |
| Sandro Giacobbe | DJ Danny D |
| Frank Spadone | Mary Panacci |
| Rosina Parmiggiano | Frankie Cole Band |
| Guido Grasso | Neena Rose |
| Craig the Comic Juggler | Fred D'Angelo |
| Bruno Monardo | Claudio Santaluce |
| Amore Grande | Chef Gianni Ceschia |
| Viva Trio | Chef Gianluca Franciolo |
| Pino Gioia | Dik Dik |
| Alessandro Montelli | Armando |
| Sarah & Matt | Roberta Battaglia |
| Joe | Manuela Villa |



AUGUST 11-12, 2023 | MISSISSAUGA CELEBRATION SQUARE



YOUR BRAND TAKES CENTRE STAGE

WITH OPPORTUNITIES FOR ACTIVATIONS, SIGNAGE AND UNIQUE CUSTOMER EXPERIENCES

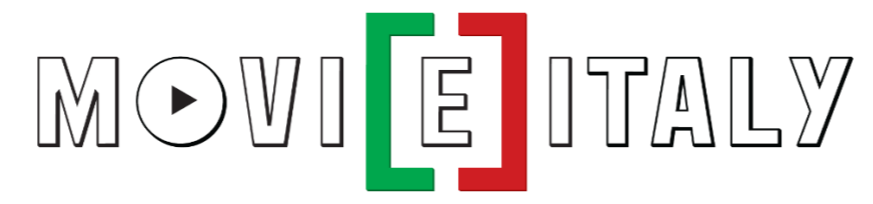
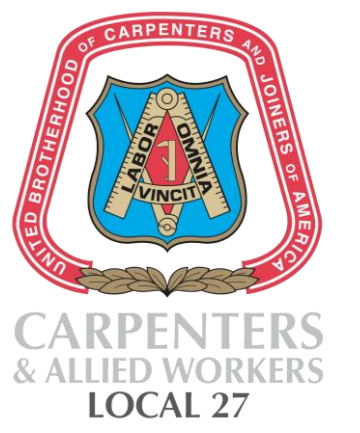


REACH A LOYAL COMMUNITY

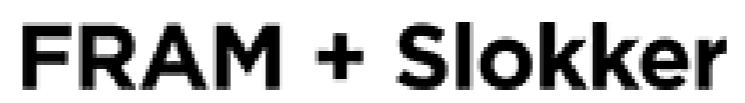
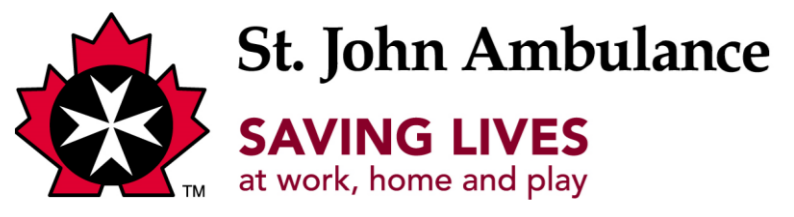
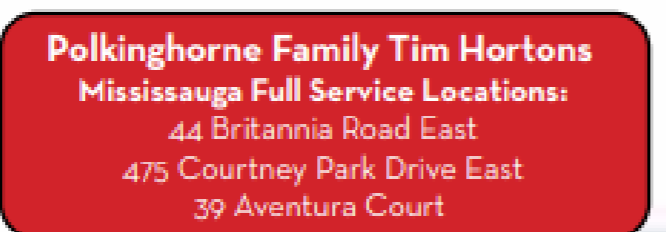
Connect and engage with one of the most active and spirited cultures in Mississauga. Opportunities are available for on-site presence and activations, product sales and demonstrations, promotional experiences, advertising and signage through various vendor and sponsorship options. Choose an existing level or let us customize a package for you!

ALWAYS IN GOOD COMPANY

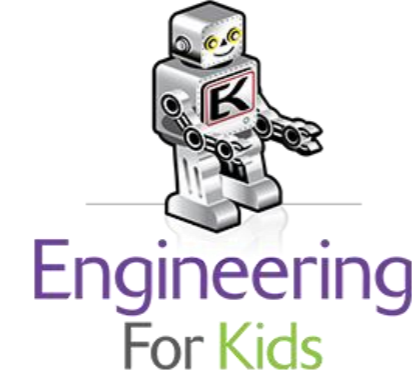
JUDGING BY SOME OF THE SPONSORS, COMMUNITY PARTNERS AND FRIENDS WE KEEP



Innovate. Connect. Grow.



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WHAT THEY ARE SAYING

A FEW WORDS FROM OUR BIGGEST SUPPORTERS



“ Mississauga ITALFEST is a highly anticipated festival, a jewel in our city’s line up of premier events throughout the summer and one that I am extremely proud to support. ”

BONNIE CROMBIE
MAYOR, CITY OF MISSISSAUGA



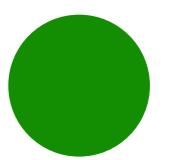
“ Mississauga ITALFEST is an outstanding event. It is a valuable contribution to the city of Mississauga and is enjoyed by all who attend, regardless of age or ethnicity. ”

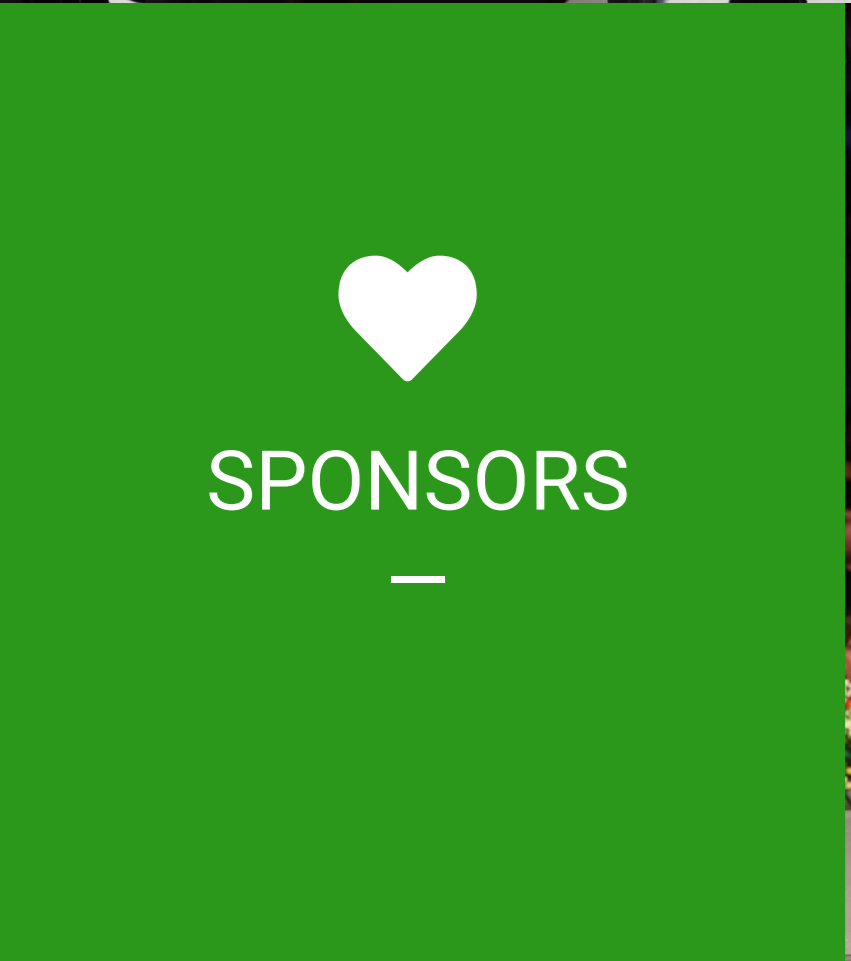
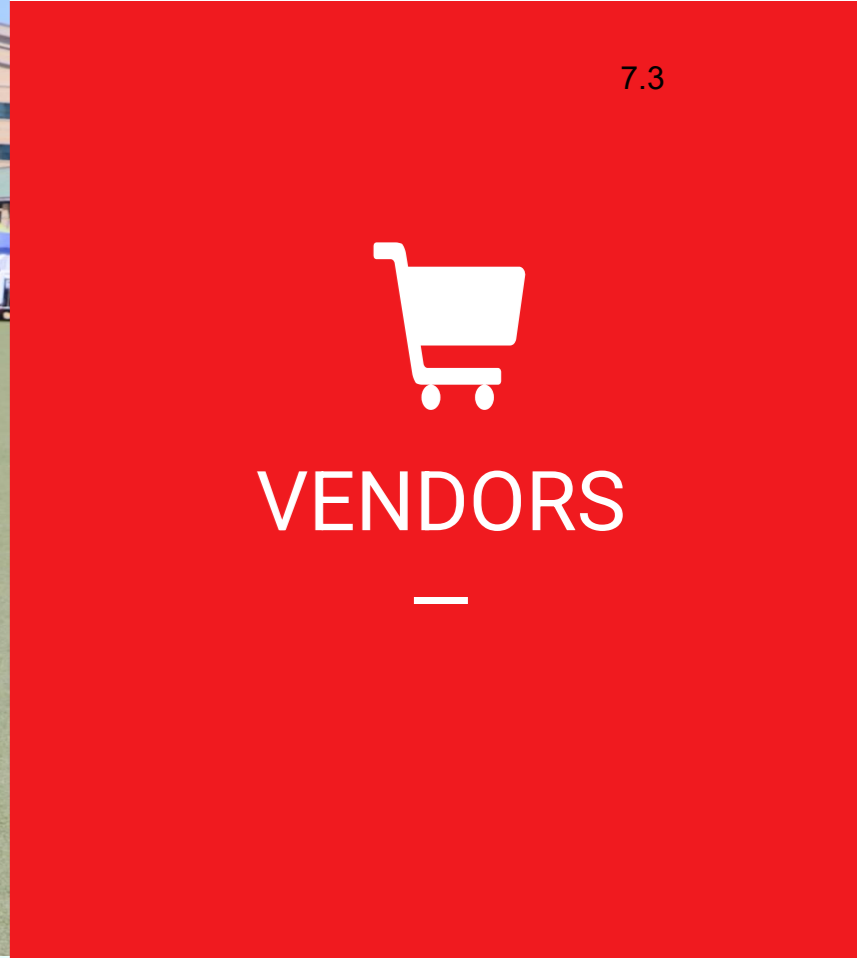
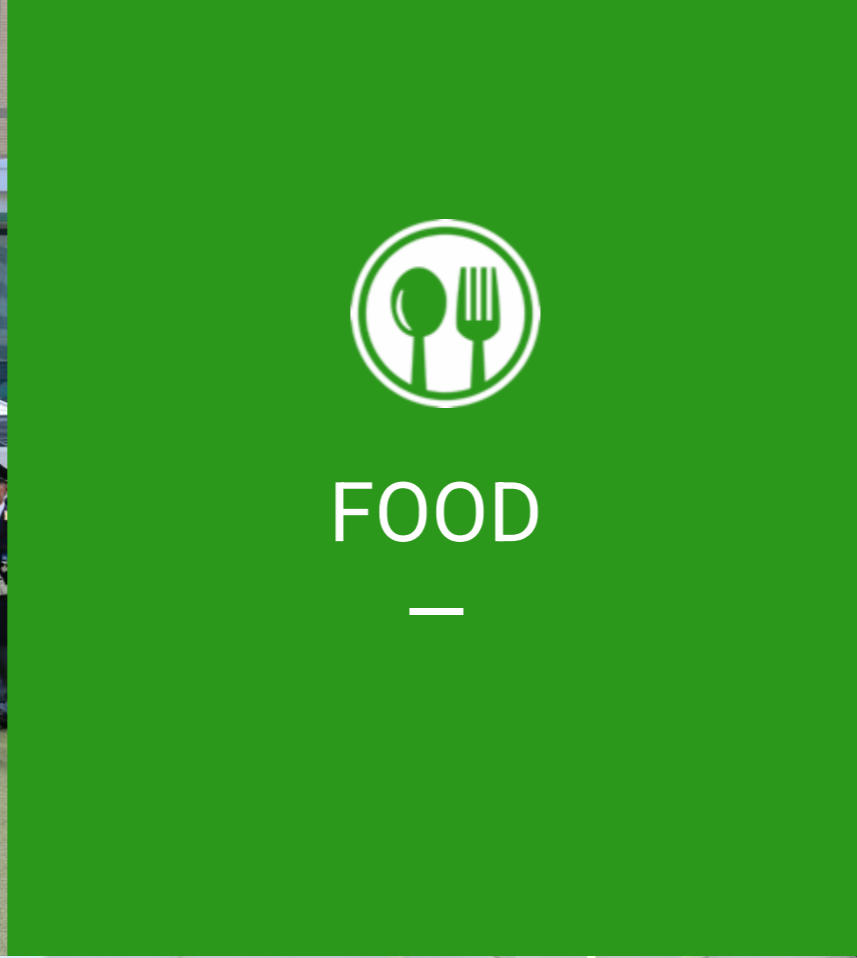
LENNY LOMBARDI
PRESIDENT, CHIN RADIO/TV INTERNATIONAL



“ Mississauga ITALFEST was founded by a group of passionate people who saw the importance of sharing Italian Heritage and passing down time honoured traditions for generations to come. For a few days, everyone can feel just a little bit Italian. ”

PATTI JANNETTA-BAKER
PRESIDENT & CO-FOUNDER,
MISSISSAUGA ITALFEST







CONTACT US



Our Office

1525 Trotwood Ave.
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L5G 3Z8



Event Location

Celebration Square, Civic Centre
300 City Centre Drive
Mississauga, ON
L5B 3C1



Phone

Main: (647) 966 4100/(416) 805-9721
Sponsorship Committee
Patti Jannetta, Robert Martellacci,
Melissa Palladino, Frank Stendardo



Email / Website

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THANK YOU FROM THE MISSISSAUGA ITALFEST™ TEAM!

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