



DA PIU' DI 55 ANNI, AL CENTRO DELLE RELAZIONI ITALO-INDIANE
FOR MORE THAN 55 YEARS, AT THE CENTER OF INDO-ITALIAN RELATIONS



officially recognised by



Ministero delle Imprese
e del Made in Italy

member of



ASSOCAMERESTERO
ASSOCIATION OF ITALIAN CHAMBERS
OF COMMERCE ABROAD

FESTA ITALIANA 2023

Celebrating Timeless Italian Style

Deck for Sponsors | July 2023



INTRO

*festa*23
ITALIANA

Festa Italiana is the annual flagship event of the IICCI - Indo Italian Chamber of Commerce and Industry. Year **2023** will mark its **14th edition**.

A celebration of timeless Italian lifestyle, Festa Italiana brings the best of the Italian way-of-life and brands to India: fashion, furniture, design, food & wine, motors, education, art, culture, and much, much more!

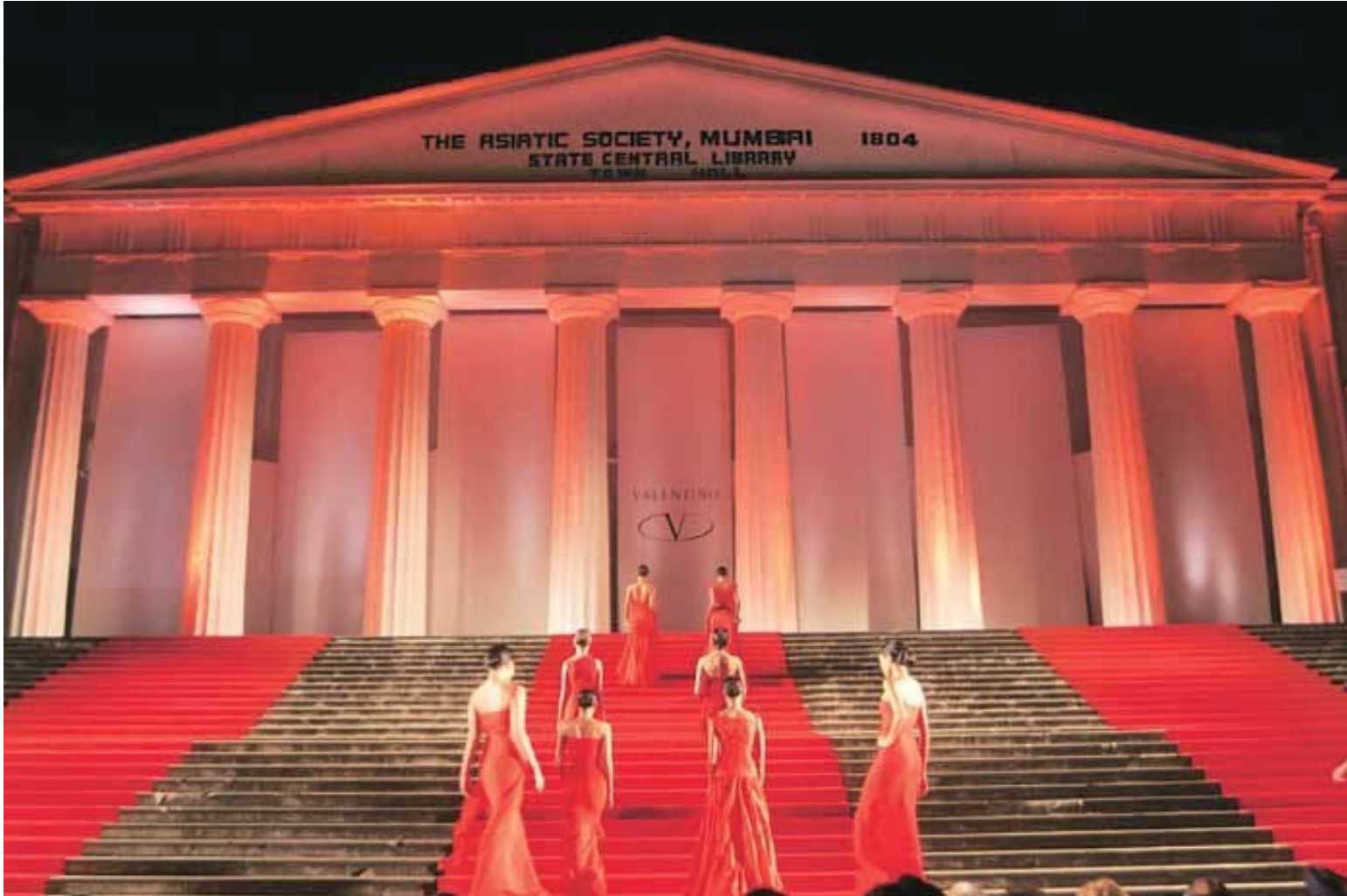
In 2023, Festa Italiana will span between the months of November and December, and will cover the Indian cities of Mumbai, Delhi, Kolkata.





FESTA's LEGACY

*festa*23
ITALIANA



Festa Italiana 2004 | Valentino Fashion Show at Asiatic Library, Mumbai



Festa Italiana 2004 | Ermenegildo Zegna Fashion Show - Delhi



FESTA's LEGACY

*festa*23
ITALIANA



Festa Italiana 2008 | Italian Furniture & Interiors Brands @ Nehru Center - Mumbai



FESTA's LEGACY

*festa*²³
ITALIANA



Festa Italiana 2018 | Italian brands @ Taj Lands End - Mumbai



FESTA's LEGACY

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ITALIANA



Festa Italiana 2018 | Impresa Awards @ Taj Lands End - Mumbai



FESTA's LEGACY

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Festa Italiana 2018 | Italian brands @ Taj Lands End - Mumbai



FESTA's LEGACY

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FESTA's LEGACY

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ITALIANA





FESTA's LEGACY

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ITALIANA



Festa Italiana 2019 | Italian brands @ Taj Lands End - Mumbai



DATES & LOCATIONS

- MUMBAI – Saturday 25th November 2023 | Mahalaxmi Race Course
- DELHI – Friday 1st December 2023 | The Chanakya

FORMAT & SECTORS

- A one-evening **show** and **display** of Italian lifestyle brands in the *fashion & accessories, furniture & design, food & wine, cars & bikes* sectors with an Italian wine dinner
- Organisation of sector-specific **panel discussions** with media, operators and brand ambassadors

ADDITIONAL ACTIVITIES & POSSIBLE SYNERGIES

- **Italy as a touristic destination** – in collaboration with ENIT – Italian Tourism Board
- **Week of Italian Cuisine in the World** – Masterclasses and dinners with Italian food & wine





FESTA 2023: PROGRAM



	MUMBAI			DELHI		
	Thu 23 Nov 23	Fri 24 Nov 23	Sat 25 Nov 23	Thu 30 Nov 23	Fri 1 Dec 23	Sat 2 Dec 23
BRANDS SHOWCASE						
Italian lifestyle brands exhibition			Mahalaxmi Race Course		Chanakya Mall	
Fashion Styling						
PANEL DISCUSSIONS						
Luxury Industry		Bocconi Campus - Powai		Embassy of Italy – Italian Cultural Center		
Fashion Industry		Marangoni Campus - Worli				
Architecture, Furniture & Design	IICCI VIVITALIA – Lower Parel					Embassy of Italy – Italian Cultural Center
Food & Wine						
Tourism						



FESTA 2023: TARGET AUDIENCE

*festa*23
ITALIANA

VIP & PERSONALITIES

- Fashion designers and editors of fashion magazines
- Architects, interior designers, and editors of furniture & design magazines
- Chefs, sommeliers, and editors of food&wine magazines
- Actresses, actors, producers
- Industrialists and tycoons
- Bloggers and influencers

BUSINESS OPERATORS

- IICCI Members and Indian importers, distributors, and retailers of Italian brands
- Representatives of sector associations and institutes

ACADEMIA & ALUMNI

- Faculty members of Colleges, Universities and Institutes in the focus sectors
- Indian Alumni of Italian fashion and design universities



MARCOM PLAN

MEDIA PARTNERSHIPS – We shall hire a PR agency with the objective to bring onboard one media partner and engage with bloggers/influencers in each focus sector:

FASHION and ACCESSORIES <ul style="list-style-type: none">- Vogue- ELLE	FURNITURE and DESIGN <ul style="list-style-type: none">- AD- Architecture + Design- ELLE Décor- Inside Outside- DOMUS India	FOOD & WINE <ul style="list-style-type: none">- Ambrosia- Uppercrust- Others
MOTORS <ul style="list-style-type: none">- Car India- Autocar India- Bike India- Motoring World India- Others	TOURISM & TRAVEL <ul style="list-style-type: none">- Conde' Nast Traveller- National Geographic Traveller- Travel + Leisure- Lonely Planet India- Others	NEWSPAPERS (lifestyle) <ul style="list-style-type: none">- HT- Mid Day- Mumbai Mirror- Bombay Times- Times of India- Others



FESTA 2023: PACKAGES for SPONSORS



	TITLE SPONSOR (2 cities)	MAIN SPONSOR (2 cities)	SPONSOR (1 city)	SUPPORTER (1 city)
	3,500,000 INR 40,000 EUR	1,000,000 INR 12,000 EUR	500,000 INR 6,000 EUR	250,000 INR 3,000 EUR
Private dinner with diplomatic officials and Ambassador in Delhi / Consul General in Mumbai	YES	NO	NO	NO
Logo in: • invites, “save the date” and communication pre and post event • on-site branding	Mention “Presented by” before Festa logo	Mention “Main Sponsors” after Festa logo	Mention as “Sponsor” after “Main Sponsor”	Mention as “Supporter” after “Sponsors”
Speaker slot at the opening of the exhibition and before the fashion styling	YES	NO	NO	NO
Exhibition space (2x2 m)	YES	YES	YES	NO
Invitees for the event	15	10	5	2
Catalogue	2 pages + logo	1 page + logo	Half page + logo	logo
Social Networks promotion (Facebook, Instagram, Twitter, LinkedIn)	At least 8 dedicated posts	at least 4 dedicated posts	2 dedicated post	2 dedicated post
Media coverage – articles on leading sector magazines and newspapers	20% discount	10% discount	5% discount	No discount applicable



PLATINUM MEMBERS

*festa*23
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Banking Partner



GOLD MEMBERS





GRAZIE

IICCI - The Indo-Italian Chamber of Commerce and Industry
c/o VIVITALIA - 11th Floor, Urmi Estate, 95, Ganpatrao Kadam Marg, Lower Parel West, Mumbai 400013, Maharashtra
P: +91 2267728186 | E: iicci@indiaitaly.com | W: www.indiaitaly.com

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