Italian Week Ottawa 2026

Sponsorship Package

Partner With Us

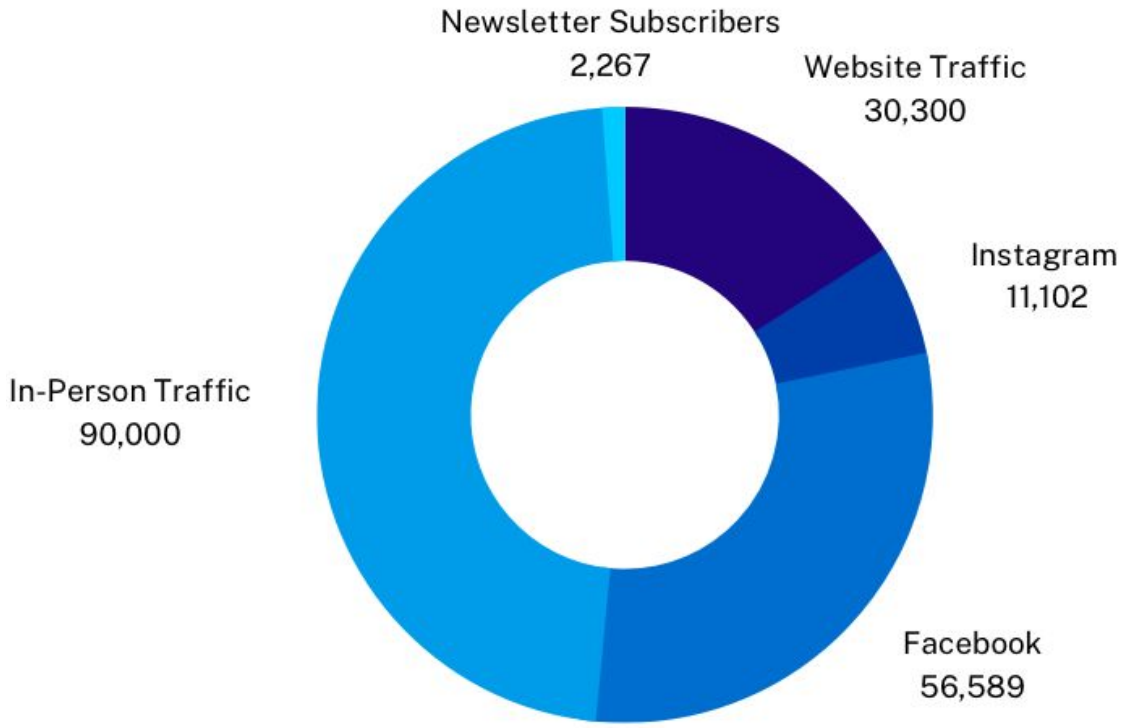
As one of the oldest and largest cultural festivals in Canada, Italian Week Ottawa grows every year. Attended by over 150,000 Ottawa residents and tourists who look forward to the tradition of Italian Week.

Through sponsorship of our Festival, you will extend your advertising reach to a large group of prospective clients and/or customers, while contributing to the cultural health of the community.

Festival dates: June 11-21, 2026

Total Reach Across All Platforms

- Over 10,000 followers across social media
- 250,000+ impressions in May-June
- 55% average open rate on emails
- Additional impressions from our earned media on CTV, Rogers TV, CHIN Radio Ottawa, etc.



Masterclass Series Sponsor – $10,000

Sponsor **all three** masterclasses. Our sold-out masterclasses are one of the top highlights for festival attendees. We bring in professional presenters and share unique and engaging perspectives to these classes.

This year, the masterclasses include cocktail-making, an intimate 3-course gourmet dinner experience, and a hands-on gnocchi cooking class.

Benefits:

- Recognition as “Masterclass Series Sponsor” on Italian Week Ottawa website
- Recognition on all social media posts and newsletters pertaining to the Masterclass Series
- Recognition as the “Masterclass Series Sponsor” in media (TV and radio)
- Opportunity to introduce Masterclass presenters
- Opportunity to have your company’s marketing materials displayed at each Masterclass
- Recognition on all printed collateral pertaining to the Masterclass Series, if available
- Complimentary tickets to the Masterclass Series

Masterclass Sponsor – $4,000

Sponsor **one** of the three masterclasses. Our sold-out masterclasses are one of the top highlights for festival attendees. We bring in professional presenters and share unique and engaging perspectives to these classes.

Benefits:

- Recognition as “Event Sponsor” on Italian Week Ottawa website
- Recognition in all social media posts and newsletters pertaining to the sponsored masterclass
- Opportunity to connect with audiences at the sponsored masterclass
- Opportunity to have your company’s marketing materials displayed at the sponsored masterclass
- Recognition on printed collateral pertaining to the sponsored masterclass, if available
- Two (2) complimentary tickets to the sponsored masterclass

Literary Event Sponsor – $3,000

Italian Week Ottawa is pleased to host Liana Cusmano, a prominent Italian-Canadian writer, poet, spoken word artist, filmmaker, and arts educator for an intriguing evening of storytelling, poetry, a fireside chat, and more.

Benefits:

- Recognition as “Event Sponsor” on Italian Week Ottawa website
- Recognition in all social media posts and newsletters pertaining to the literary event
- Opportunity to have your company’s marketing materials displayed at the literary event
- Opportunity to introduce the author at the event

Pizza Crawl Sponsor – $2,000

Italian Week Ottawa is excited to work with four prominent pizzerie in Little Italy on **Pizza Crawl in Little Italy**. This will also incorporate a historical walking tour as the tour group walks through Little Italy from one pizzeria to the next, highlighting the importance and heritage of the local community in the area. Participating pizzerie: Giovanni's Snack Bar, Joe's Italian Kitchen, Schoolhouse Pizza, and Farinella.

Benefits:

- Recognition as "Event Sponsor" on Italian Week Ottawa website
- Recognition in all social media posts and newsletters pertaining to this event
- Opportunity to offer your company's marketing materials to tour participants

Italian Karaoke Sponsor – $1,500

Italian Week Ottawa is thrilled to host an Italian Karaoke and Discoteca Night of fun and music at The Prescott. Participants will be encouraged to dress according to the themed event for a chance to win door prizes and awards.

Benefits:

- Recognition as “Event Sponsor” on Italian Week Ottawa website
- Recognition in all social media posts and newsletters pertaining to the Karaoke event

Every Contribution Shapes Italian Week

While our title sponsors provide the foundation for Italian Week Ottawa, the festival truly comes to life through the generosity of our entire community.

- **Diverse Ways to Give:** From gift cards and professional services to artisan baskets, your in-kind donations bring our festival to life. By using these items as prizes and raffle highlights across our various events, we generate the support necessary to ensure our cultural programming remains low-cost for everyone to enjoy.
- **Impact:** No contribution is too small to make a difference in celebrating our heritage.
- **Time:** The greatest gift of all is time. Reach out to learn more about volunteer opportunities with Italian Week Ottawa.

Let’s Chat!

We can do something fun and unique to showcase your business. Let's chat about the benefits of sponsorship, and how Italian Week Ottawa can customize our partnership.

Deadline to sponsor: May 15, 2026.

Email sponsorship@italianweekottawa.ca to secure your Sponsorship today.

Grazie!