

FESTA ITALIANA 2011

Souvenir Program Book

At one time, Washington, D.C., had its very own Little Italy! The area around Holy Rosary Church, at 3rd and F Streets N.W., was once home to a thriving Italian neighborhood, complete with frequent *feste* – street festivals – like the ones in New York, Chicago and many Italian cities.

In 1998, Washington's active and growing Italian community came together to revive the traditions of their ancestors, and **Festa Italiana was born!** The inaugural festival that year drew some 1,500 of the metro area's Italian-Americans and those interested in Italian culture ... and it has grown every year since!

We invite you to join us this year, **our 13th Anniversary**, for a true celebration of Italian and Italian-American culture and tradition. The largest Italian festival in the D.C. area, and the *only* one in Washington proper, will be held this year on **Sunday, October 9, 2011**. On tap will be plenty of food, music, dances, history, crafts, trade demonstrations, games, performances and events for children, exciting raffles ... and so much more!

Festa Italiana advertisers enable us to celebrate **Italian heritage and culture** and keep our growing **Washington tradition alive!** Your support will be directly applied to continuing this annual celebration and supporting the cultural diversity that Washington, D.C. thrives on!

We look forward to your support. Please fill out the attached advertiser registration form and send the completed forms to the FIF, Inc Treasurer, shown at the bottom of the form.

Grazie mille!

Joe Onofrietti, President
Festa Italiana Foundation, Inc. of Washington, DC

*Note: All contributions and donations to Festa Italiana 2011
are tax exempt to the fullest extent allowed by law.*

Advertising deadline is September 10, 2011.

The Festa Italiana souvenir program is 8 ½" x 11". All advertisements are black and white, and should be provided to Festa Italiana as "press-ready" PDF files with images at 300 dpi.

*For more information on acceptable file formats, please contact Joan Dall'Acqua at
jd@acquagraphics.com or 703-402-4298*

FESTA ITALIANA 2011
SOUVENIR PROGRAM BOOK
ADVERTISER REGISTRATION FORM

I AM APPLYING TO PLACE AN ADVERTISEMENT IN THE FESTA ITALIANA 2011 SOUVENIR PROGRAM BOOK. (Check size of ad being placed)

___ Business card, B&W (3 ¾" x 2")	\$35	___ Full page, B&W (7 ½" x 10")	\$300
___ ¼ page, B&W (3 ¾" x 5")	\$80	___ Full page, color, cover (7 ½" x 10")	\$500
___ ½ page, B&W (7 ½" x 5")	\$150		

(Please note that advertisements must be paid for in full at time of application to be accepted.)

Print Name: _____
(First) (Last)

Business Name _____ Tax ID Number _____
(Self, Business, Organization)

Address _____
(Street) (Apt#)

_____ (City) (State) (Zip Code)

Phone _____ Fax _____

E-mail Address _____

Signature _____

All should be "press-ready" PDF files with images at 300 dpi.

Please provide advertising material to Joan Dall'Acqua
E-mail: jd@acquagraphics.com
703-402-4298

Advertising Deadline is September 10, 2011

Please mail two (2) copies of the ADVERTISER REGISTRATION FORM, and applicable FEES with check made payable to Festa Italiana Foundation, Inc., to:

Jordan Gozzi, Treasurer
FESTA ITALIANA FOUNDATION, INC. OF WASHINGTON, D.C.
908 N. Wayne Street, Apt. #101
Arlington, VA 22201
(703) 629-1357

Accepted on behalf of Festa Italiana Foundation, Inc.

Signed: _____ Dated: _____
(FIF, Inc. Treasurer)

A copy of the FIF, Inc. accepted *Advertiser Registration*
will be returned to the applicant.