

EVENT'S CONCEPT PRESENTATION

# Melbourne Italian Festa 2023



Royal Exhibition Building  
Sunday, November 26, 2023

Organiser



Naming Sponsor



In collaboration with



IL GLOBO

Partners



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MUSEUMS  
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# About the Festa



The Melbourne Italian Festa is a magical gathering where the Italian community and everyone who's head over heels for Italian culture come together: mouthwatering food, delicious wines and beers, lively music that makes you dance like no one's watching, and a vibrant atmosphere.

This isn't just any event; it's a grand celebration of all the enchanting elements that define Italy's irresistible charm. **The inaugural edition of this revitalised concept marks the beginning of a remarkable journey, set to continue for the next three years, with the ambition of evolving into Australia's premier Italian Festa.**





# A new stunning venue!

**Royal Exhibition Building**  
Indoor Activity

**Museum Plaza**  
Outdoor activity

**Over 8000sqm available!**

## Royal Exhibition Building Indoor

Nestled in historic charm, this iconic UNESCO World Heritage site exudes grandeur and cultural significance. Its ornate architecture and spacious interiors provide the perfect backdrop for celebrating Italian traditions, food, art, and music.

Join us in this remarkable setting, where the past meets the present, and immerse yourself in the heartwarming spirit of the Italian festa like never before.

## Museum Plaza Outdoor

Nestled in the heart of the city, the plaza offers a dynamic fusion of modernity and tradition, providing the perfect backdrop for a celebration of Italian culture, cuisine, and artistry.

Join us for a captivating experience where the essence of Italy comes alive through engaging exhibits, delectable food, and lively performances. Let Museum Plaza elevate the Italian Annual Festa to new heights of excitement and authenticity.

# Outdoor



## Piazze Italiane

Vivere all'italiana



Outside, the excitement roars on with a stage hosting lively mass entertainment that'll make your heart race. Dance to both traditional and modern beats, soaking in the contagious energy.

Imagine a bustling Italian piazza, where food vendors tempt you with authentic flavours. Kids and families bond over games, while car and bike exhibitions rev any enthusiast's engine.

- stage with dance floor
- food & drinks vendors
- liquor licensed area
- kid games & playground
- food courts
- resting areas
- street art & buskers



# Indoor



## Salotti Italiani

Eccellenze in vetrina



There's a vibrant stage showcasing the inspiring talents of young Italians, along with sophisticated live performances that'll leave you speechless.

If you're a foodie, you're in for a treat with cooking demos. Plus, dive into a world of flavours at the food and beverage stalls, explore Italian artistry and crafts, and immerse yourself in captivating art, fashion and design displays.

- stage with seatings
- food & wine stalls
- craft & manufacturing stalls
- art, fashion & design displays
- cooking demo
- slow food corner
- tourism & clubs
- cocktails and mocktails bar
- coffee and patisserie

# Indoor



## Fiera del Panettone

Panettone Festival



Get ready to immerse yourself in the rich culinary traditions of Italy at the Fiera del Panettone, where the best Italian artisans crafting panettone in Australia come together to celebrate this beloved treat.

This event isn't just about Christmas; it's a celebration of the versatility and diversity of panettone, showcasing how this delectable delicacy can be a part of everyday culinary delights.

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# Indoor



## Mercatino di S.Lucia

Italian Festive Market



Bancarelle di S.Lucia, Mercatini di Natale, or Christmas Markets, are a delightful tradition, and they're about to come alive in all their splendour at the Royal Exhibition Building during the Italian Festa.

Picture charming stalls adorned with twinkling lights, offering unique gifts, festive treats, and a warm, inviting atmosphere that will transport you straight to an Italian winter wonderland.

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# Festa Audience 20,000+



## 2022

In 2022, our audience numbers hit an impressive mark, and this year, fuelled by robust advertising efforts and the larger, more centrally located Royal Exhibition Building, we're geared up to not only match but exceed that record.



## 2023

The new venue opens its doors to a larger crowd, offering not just expanded space but also a richer array of entertainment options.



# Festa Promotion



## Media Coverage

- Il Globo TV
- Rete Italia
- Il Globo Newspaper
- Segmento Magazine
- SBS Radio
- What's on

## Social Media Coverage

- Facebook
- Instagram
- LinkedIn
- TikTok

## Public Relations

- Media Launch
- Invitations to Italian and Australian Institutions
- Invitations to all the Italian Clubs and Associations in Melbourne
- Advertising and promotion through our partners' events (i.e. Italian Gala Dinner organised by the Italian Chamber of Commerce)



**Total reach**  
100,000 families

# Our Partners & Sponsors



## Partners



## Naming sponsor



## Main Sponsor

**MUSEUMS  
VICTORIA**

## Silver Sponsors



## Bronze Sponsors and contributors



## Melbourne Italian Festa

Proud to be Italians

**...more to come!**



# Thank you



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