



OPERA

is in the AIR

ITALIANA

*"Music is a great blessing.
It has the power to elevate and liberate us.
It sets people free to dream.
It can unite us to sing with one voice."*

Nelson Mandela



2022
SPONSORSHIP
PACKAGE

WASHINGTON D.C.
June 4, 2022
Lincoln Memorial
National Mall

NEW YORK
June 27, 2022
Naumburg Bandshell
Central Park

MIAMI
November 29, 2022
Amphitheater
Bayfront Park

A photograph of a conductor in a white shirt and a woman in a purple dress on a stage. The conductor is holding a baton and pointing towards the right. The woman is looking up and pointing her finger. The background is dark with blue and yellow stage lights.

OPERA ITALIANA

OUR MISSION

Opera Italiana is in the Air's core mission is to make the beauty of Italian opera accessible to everyone and enjoyable for all, to inspire and connect new and diverse audiences and artists. Our high-quality open-air performances are fun, informal and free of charge. **Philanthropy is a strong component in our offering** and it has seen us develop socially responsible projects

tailored to cities' individual needs, such as joining forces with the Memorial Sloan Kettering Music Therapy department, a renowned Milan Hospital for the Elderly as well as an Orphanage for young immigrants, where the magic of opera serves as a fun teaching tool for Italian language and culture to facilitate integration.

A large outdoor orchestra of musicians in white t-shirts and khaki shorts is performing in a park. They are surrounded by a large, diverse audience seated on the grass. The background is filled with lush green trees under a bright sky. The text 'THE EVENT & SOCIAL RESPONSIBILITY PROJECTS' is overlaid in white on the left side of the image.

THE EVENT & SOCIAL RESPONSIBILITY PROJECTS

Created in 2017 from the idea of the Founder and Music Director, Alvis Casellati, and thanks to the Foundation for Italian Art and Culture, the warm support of the City of New York and the American media, *Opera Italiana is in the Air* has since become an unmissable event in the NYC summer, captivating audiences through performances of the highest levels of musical artistry.

Successfully replicated at the Regatta Park in Miami in April 2019, at the Galleria Umberto I in Naples in October 2019 and in September 2020 at the Castello Sforzesco in Milan, in 2022 the event is due to be hosted for the first time in Washington D.C., and again in Miami and New York.

For all venues, *Opera Italiana is in the Air* is acting in full coordination and cooperation with the Italian Embassy, Italian Consulates and Italian Cultural Institute and also with special Guest Stars acting as “Ambassadors” because of their diverse backgrounds and commitments to social improvement.

It is an opportunity for Sponsors and our Institutions not to miss!



The orchestra will be composed of principal players with their students, who are from a variety of the top music schools and represent many ethnic groups as they co-create music together. This is also a fundamental aspect of promoting the arts that we are advocating for our community.



Through this, we make the beauty of Italian opera accessible to everyone and enjoyable for all, this way we inspire and connect with new and diverse audiences. Our concerts have been fun, informal and free of charge. In addition, we are connecting with local centers of excellence to build a social responsibility projects as successful as in New York last year, since we joined forces with the Sloan Kettering Music Therapy Department.

Below some moments from the recent concert in Central Park with Gabriella Reyes (soprano), Stephen Costello (tenor) and Jennifer Rowley (soprano).



THE VENUES

NATIONAL MALL
Washington D.C.

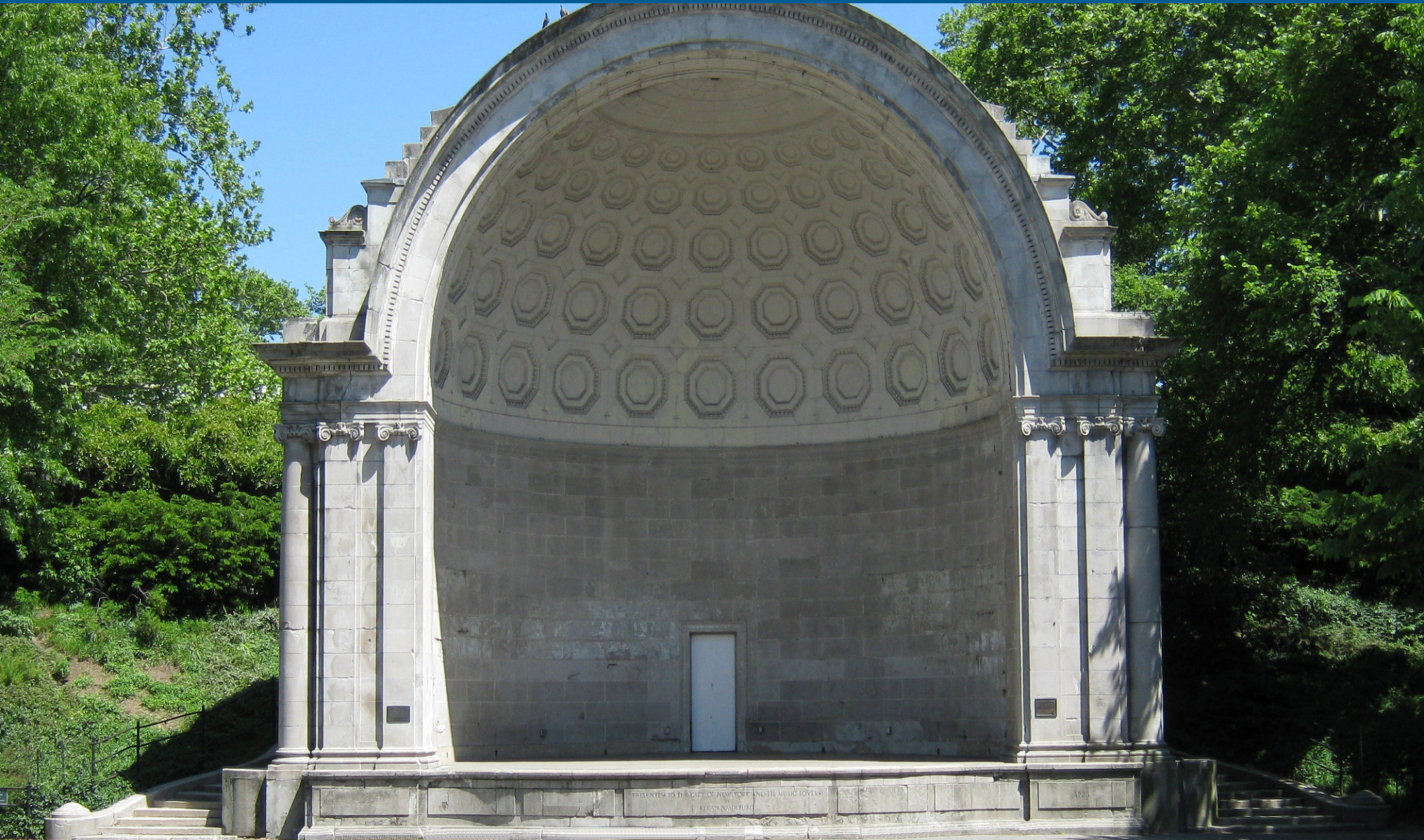
June 4, 2022
Lincoln Memorial



THE VENUES

CENTRAL PARK
New York

June 27, 2022
Naumburg Bandshell



THE VENUES

BAYFRONT PARK *Miami*

November 29, 2022
Amphitheater



BASED ON THE LEVEL OF SPONSORSHIP

- Instagram post –graphic thank you with logos that tags sponsor
- Mention sponsor in Instagram story/video
- Larger logo in printed materials
- Logo/company name on step and repeat where conductor, singers and musicians will take photos and do interviews
- Logo/company name on all banners/signage
- Mention of sponsorship and logo in press release/media advisories
- Mention of sponsorship in media interview
- :30 video for social media where the conductor explains how exciting is to work with all participants (including sponsors at this level)
- :30 video for social media featuring product placement
- Logo strategically placed on clothing that orchestra wears – prominent in the back

Social Media

(reach 1M+)

E- marketing

DEC (Direct Email Campaign) with promotional e-shots to our network database (reach 300,000+)

THE PROMOTION



A man with dark hair, wearing a blue suit jacket over a white shirt, stands at a podium outdoors. He is looking slightly to his right. The background is a blurred green landscape with trees. The podium has a microphone in front of him.

OPERA PLATINUM PATRON
\$100,000

OPERA GOLD PATRON
\$50,000

OPERA SUSTAINING PATRON
\$30,000

OPERA SPONSOR PATRON
\$10,000

**BECOME A
SPONSOR**



SPONSOR BENEFITS

OPERA PLATINUM PATRON
\$100,000

OPERA GOLD PATRON
\$50,000

OPERA SUSTAINING PATRON
\$30,000

OPERA SPONSOR PATRON
\$10,000

OPERA SPONSOR PATRON

\$10,000 and above (tax deductible)

Designated privileged location for the Sponsor's Guests at the Concert: Organizer will reserve 10 (ten) seats.

Display of the logo on the digital invite and all marketing materials (online, on paper or videos) related to the Concert.

OPERA SUSTAINING PATRON

\$30,000 and above (tax deductible)

Designated privileged location for the Patron's Guests at the Concert: Organizer will reserve 30 (thirty) seats.

Display of the logo in the digital invite and all marketing materials (online, on paper or videos) related to the Concert.

Invitation to VIP Post-Concert Reception: the Patron can bring Guests to the Reception.

Number TBC based on confirmation of venue (COVID-19 permitting).

OPERA GOLD PATRON

\$50,000 and above (tax deductible)

Designated privileged location for the Patron's Guests at the Concert: Organizer will reserve a specific VIP area (up to 40 people) .

Display of the logo in the digital invite and all marketing materials (online, on paper or videos, website) related to the Concert. Logo's size and display will be prioritized based on the amount of the donation.

Possibility for the Gold Patron to bring marketing materials at the Concert.

Invitation to VIP Post-Concert Reception: the Patron can bring Guests to the Reception.

Number TBC based on confirmation of venue (COVID-19 permitting). Priority seating will be granted next to the Artists and Guests of Honor.



OPERA PLATINUM PATRON

\$100,000 and above (tax deductible)

Designated privileged location for the Patron's Guests at the Concert: Organizer will reserve a specific VIP area (up to 80 people) .

Display of the logo in the digital invite and all marketing materials (online, on paper or videos, website) related to the Concert. Logo's size and display will be prioritized based on the amount of the donation.

Possibility for the Platinum Patron to bring marketing materials at the Concert.

Invitation to VIP Post-Concert Reception: the Patron can bring Guests to the Reception.

Number TBC based on confirmation of venue (COVID-19 permitting). Priority seating will be granted next to the Artists and Guests of Honor.

Invitation for a group delegation of the Patron to attend rehearsals. Possibility to invite the Conductor to the Corporate HQ to provide a presentation of the Concert and explain the challenges of leadership within the orchestras.



OPERA
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ITALIANA

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