

# BVLGARI

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2014 ITALIAN OPERA FESTIVAL™

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ITALIAN  
Opera Festival

Los Angeles -10 | 24-25 / Orange County -10 | 26

## Benvenuti

Welcome to the 3<sup>rd</sup> Annual **Italian Opera Festival**: a unique cultural experience!

Now in its 3<sup>rd</sup> edition, the **IOF**, a three day musical program, has become synonymous with Italian Culture, Style, Entertainment and an opportunity to experience Italy without ever leaving the US.

After the enormous success of the past years in Orange County, this year the **IOF** extends the program with 2 dates in Los Angeles, at UCLA's prestigious **Schoenberg Hall**.

Also new to this year's edition an expanded **Italian Village**, where different vendors from Italy and the U.S. will have the chance to showcase (and sell) their products, recreating the sights, sounds and aromas of the Italian countryside, and attendees will have a chance to experience what Italians call "*La Dolce Vita*".

*The past editions have seen over 1500 attendees over the course of 3 night.*

MAESTRO

*Stefano Vignati*



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## THE PROGRAM

FRIDAY OCTOBER 24<sup>TH</sup>, 2014 – **UCLA SCHOENBERG HALL**, Los Angeles 7:00pm – 9:00pm

### **BAROQUE PASSION: THE ITALIAN BAROQUE IN THE WORLD**

**G.F. HANDEL**, Arias from “Julius Caesar”

**G.B. PERGOLESI**, “Stabat Mater” (Mottet for Soprano, Alto and Strings Orchestra)

**CAMERATA BAROCCA** “Claudio Monteverdi”

Soloists: **7 STARS PROJECT’S** Winners

Conductor: **STEFANO VIGNATI**

SATURDAY OCTOBER 25<sup>TH</sup>, 2014 – **UCLA SCHOENBERG HALL**, Los Angeles 7:00pm – 9:00pm \*

SUNDAY OCTOBER 26<sup>TH</sup>, 2014 – **SOKA PERFORMING ARTS CENTER**, Aliso Viejo 3:00pm – 5:00pm

### **THE HEROINES OF PUCCINI (Opera Gala)**

excerpts from **LA BOHEME, MADAMA BUTTERFLY, IL TABARRO, SUOR ANGELICA, GIANNI SCHICCHI, TOSCA, MANON LESCAUT, LA RONDINE, EDGAR, LE VILLI, LA FANCIULLA DEL WEST, TURANDOT**

Soloists: **MARIANGELA SPOTORNO, CHIARA GIUDICE, 7 STARS PROJECT’S** Winners

Conductor: **STEFANO VIGNATI**

\* **BVLGARI GALA DINNER**, After the Opera Gala there will be a dinner at **UCLA Royce Hall Terrace** with **VIPs and the artists**

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## A 360° EXPOSURE OPPORTUNITY



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## DEMOGRAPHIC

The Italian Style represents a lifestyle sought after throughout the world. The **Italian Opera Festival** targets highly engaged, affluent, educated men and women in search of cultural recreation and appreciation for the “good” things in life. It’s strategic location in Los Angeles and Orange County attracts the top 2% of America’s trendsetters and heavy spenders with disposable income that affords them a life of luxury that includes fine dining, the newest automobiles, extravagant vacations and couture clothing.

**Women:** 35 to 76 years of age (60%)

**Men:** 42 to 85 years of age (40%)

**Median age:** 55.5

**College educated:** 91%

**Professionals:** 92%

**Employed:** 91%

**Principal Business Owner:** 64%

**Married:** 71%

**Average HHI:** \$550,000+

**Average Home Value:** \$1,200,000+

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## PRESENTING SPONSOR

Based in Rome, since 1884 BVLGARI has been creating renowned fine jewelry. Today it is a global and diversified luxury brand with a product and services portfolio of jewels, watches, accessories, fragrances, hotels and resorts featuring exceptional quality, an innovative style and impeccable service.

Quality and excellence form the basis of BVLGARI's culture. Its corporate philosophy reflects this commitment within the working environment, with the aim of achieving the customer's full satisfaction.

BVLGARI creations are appreciated by customers worldwide for their bold, sophisticated and unmistakable style, in which meticulous attention to quality and innovative design combine to create a timeless elegance.



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## SPONSORSHIP OPPORTUNITIES >>> MAIN FESTIVAL

### LEVEL 1 PRESENTING SPONSORSHIP >> \$20,000

- Category exclusivity
- Exclusive dedicated VIP suite with champagne and signage throughout
- Presenting sponsor Logo inclusion in all the communication related to the event in the US and Italy
- Logo placement on the red carpet Step & Repeat at both locations LA and Orange County
- Video/Ad to be projected before the beginning of each concert
- Signage throughout the events
- Exclusive Product Placement in the lobby of the Concert Halls
- Dedicated page on IAOF.org website
- Dedicated page in the event program
- Public Relations campaign: International, National, Regional to align with festival's event highlight
- 10 tickets for each night of the festival
- 10 exclusive invitations to a private Gala Dinner on October 25<sup>th</sup>, right after the performance, with BVLGARI's special guests, the IOF's Maestro, Singers, Musicians and VIPs
- Tie-in promotion with ticket sales
- Optional participation to the Italian Village with all the benefits included (see next pages)

\* IAOF is a 501c3, all sponsorships are tax exempt [www.iaof.org](http://www.iaof.org)

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## SPONSORSHIP OPPORTUNITIES >>> MAIN FESTIVAL

### LEVEL 2 MAIN SPONSORSHIP >> \$10,000

- Category exclusivity
- Logo inclusion in all the communication related to the event in the US and Italy
- Public Relations campaign: International, National, Regional to align with festival's event highlight
- Logo placement on the red carpet Step & Repeat at both locations LA and Orange County
- Video/Ad to be projected before the beginning of each concert
- Exclusive Product Placement in the lobby of the Concert Halls and/or in proximity of the venue (depending on the product specifications) at both locations LA and Orange County
- Dedicated page on IAOF.org website
- Dedicated page in the event program
- 6 tickets for each night of the festival
- 6 exclusive invitations to a private Gala Dinner on October 25<sup>th</sup>, right after the performance, with BVLGARI's special guests, the IOF's Maestro, Singers, Musicians and VIPs
- Optional participation to the Italian Village with all the benefits included (see next pages)

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## SPONSORSHIP OPPORTUNITIES >>> MAIN FESTIVAL

### LEVEL 3 ASSOCIATE SPONSORSHIP >> \$5,000

- Logo inclusion in all the communication related to the event in the US and Italy
- Public Relations campaign: International, National, Regional to align with festival's event highlight
- Dedicated page in the event program
- 4 tickets for each night of the festival
  
- Optional participation to the Italian Village with all the benefits included (see next pages)

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## SPONSORSHIP OPPORTUNITIES >>> ITALIAN VILLAGE : \$1,500

(limited availability, first come first served)

- 10x10 table for the 2 days: October 24<sup>th</sup>- 25<sup>th</sup>, 2014 at the IOF Italian Village at the UCLA campus
- Opportunity to showcase and sell the products/services on location
- Logo placement on all the communication related to the Italian Village, before during and after the event
- Logo placement on IAOF.org website
- Possible on camera interview for the Italian Village reel (video will be showcased in the US and Italy)
- Social Media posts and giveaway opportunity
- Sampling opportunity in all the VIP goodie-bags
- International exposure: mention in the Italian press releases to promote the event, possible on camera interview with Italian TV stations covering the event

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## SPONSORSHIP OPPORTUNITIES >>> GALA DINNER CORPORATE TABLES

(limited availability, first come first served)

- Companies can buy tables or individual seats for the gala dinner on Saturday October 25<sup>th</sup>, 2014 right after the performance. A great opportunity to invite clients and business associates to an unforgettable experience. The proceeds from the Gala Dinner will support the 7 Star Projects Scholarships.
- Individual seat is :\$250
- Table (10 seats) : \$2,500

NOTE: volume discount available if more than 1 table is reserved.

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## ABOUT THE ITALIAN AMERICAN OPERA FOUNDATION

The **Italian American Opera Foundation (IAOF)** was created with the objective of developing a cultural bridge between Italy and the U.S., producing musical and cultural projects that foster the Italian culture in the US while nurturing and training young American talents. IAOF's ambition is to unite the most talented Opera singers and musicians in an ensemble that transcends cultural and geographical boundaries, all in the common pursuit of musical excellence and to create a community for their families and the people that support their passion for music.

IAOF works in synergy with the **Tuscia Operafestival™** in Viterbo, to audition and train young American talents who have the chance to study over the summer in an intensive operatic camp in Viterbo.

New this year the **7 STARS PROJECT**: a national search for *the top 7 American Opera Singers*, who will have the chance to win a scholarship of \$4,000 each to study in Italy and will debut in October at the 2014 **Italian Opera Festival** in Los Angeles alongside international renowned Opera singers. Auditions and selections will begin as early as May 2014.

[www.iaof.org](http://www.iaof.org)

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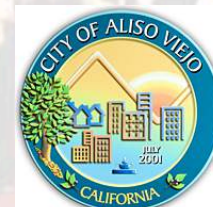
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## INSTITUTIONAL PARTNERS

### IN THE US

- CONSULATE GENERAL OF ITALY IN LOS ANGELES
- ITALIAN CULTURAL INSTITUTE
- ITALIAN HERITAGE CULTURE FOUNDATION
- CITY OF ALISO VIEJO



### IN ITALY

- REGIONE LAZIO
- TUSCIA OPERAFESTIVAL
- CITTA' DI VITERBO
- PROVINCIA DI VITERBO



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## MEDIA PARTNERS

### MEDIA>>PRINT

- LOS ANGELES TIMES
- OC REGISTER
- NCW MAGAZINE
- RIVIERA MAGAZINE
- ANGELENO MAGAZINE
- BEVERLY HILLS COURIER
- SUNSET MAGAZINE
- LOS ANGELES MAGAZINE

### MEDIA>>TV

- RAI INTERNATIONAL



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