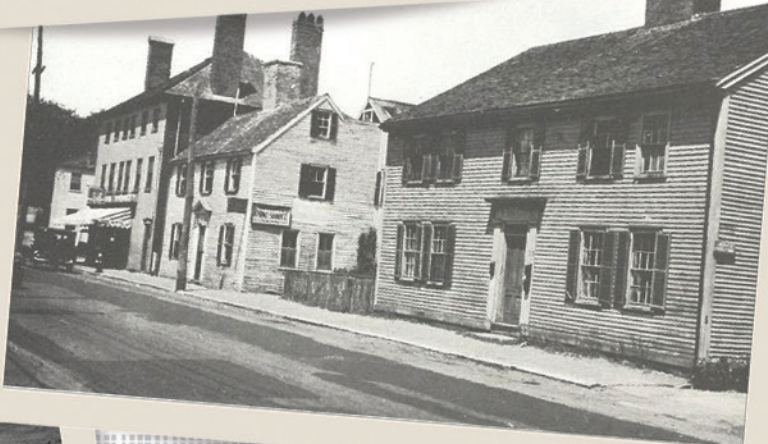
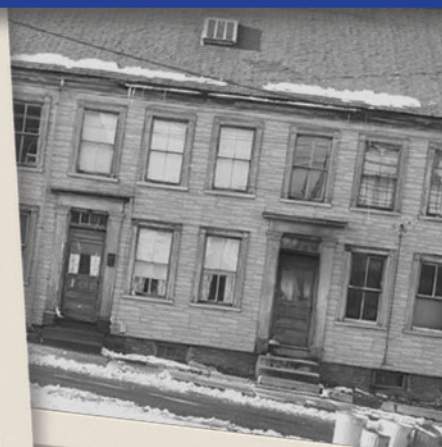




# Little Italy Celebration

2023 Sponsorship Opportunities







# 2023 Little Italy Celebration

## What is the “Little Italy” Celebration

As part of the 400th Anniversary of Portsmouth, there will be two Little Italy marquee events, honoring the Italian neighborhood that once stood proudly in the North End of the City. The two marquee events are the Little Italy Carnival and Little Italy Masquerade Ball, both to take place in the Summer of 2023.

These events pay homage to the families displaced by urban renewal and redevelopment, dismantling this wonderful Italian and multicultural neighborhood in the 1960's. The events will showcase the history of these hardworking families who lived, loved, and cared for Portsmouth. We will celebrate this once thriving community with an old fashioned Carnival and a traditional Venetian-style Ball.

## Little Italy Carnival and Masquerade Committee Contacts

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## The History:

### Growth and Destruction of Portsmouth's Italian North End

#### Immigration in 1900

Italian immigration to the United States grew in the late 1800s due to poverty in southern Italy and a series of natural disasters that worsened economic conditions. Boston had always been a major port of entry for Italian immigrants, intensifying when direct steamship service was established from Italy in 1900. Some 150,000 Italian immigrants arrived in Massachusetts over the next decade. Many spread outward from Boston in pursuit of jobs in construction, textile and paper mills, and the granite industry.

Major construction projects in the Portsmouth area were often carried out by Boston contractors and they sometimes imported Italian labor to do the work. Italian immigrants began to settle in Portsmouth's North End about 1905, and they transformed the core of the neighborhood into an ethnic enclave where Italians made up a majority of the population. Over time the neighborhood evolved catering to the cultural needs of the residents with Italian social organizations, bakeries, barber shops, corner markets, saloons and more.

Over time, the Italian North End became a respectable working-class neighborhood. Young Italian men who traveled here from Italy were now having families. Married men who emigrated here without their wives or children earned enough money to bring their families over. The Italian immigrant population in Portsmouth peaked in 1930, when the city was home to 329 residents born in Italy. As these residents began having children, the neighborhood grew.

Most Italian men in the neighborhood were laborers. Nearly one-quarter in 1930 worked in the shoe industry, either in one of the shoe factories in Portsmouth or as cobblers. Other Italians worked at the Naval Shipyard, for the railroad, or in construction.

Portsmouth's Italian district, however, was never a miniature version of Boston's North End or Providence's Federal Hill. It was never a destination for people from outside the neighborhood, did not attract tourists, and its Italian-owned businesses mostly served the needs of nearby residents. The neighborhood was not quaint or picturesque. The Italians who lived there nonetheless developed a strong attachment to the neighborhood because it was home, because it was where they grew up and raised their children, and because of the strong social networks that developed there.

#### Urban Renewal

In the early 1960s the North End began to take on a more unattractive appearance and lose some of its vitality. Most of the housing was old—150 years old or older. Many homes were being left vacant, demographic changes reduced the population, and local businesses began to suffer to to the decreasing number of residents. Empty stores and abandoned homes, some with boarded-up windows, became common. Meanwhile the city was experiencing its own economic malaise. In 1966 the city unveiled its proposal for a \$4 million Vaughan Street Urban Renewal Project, the largest redevelopment initiative in the city's history. It called for the relocation of residents and businesses, and demolition of all structures in a thirty-acre area, followed by reconfiguration of the street network and redevelopment of the land for commercial use. Demolition began in 1969 and was done incrementally over the next two years. When the dust settled, more than four hundred structures had been demolished. Despite grandiose plans and visions, most of what was proposed never materialized. For nearly two decades the bulldozed area remained a vacant memory of a once vibrant ethnic community. The only reminder of this wonderful Italian neighborhood is a stone bench in front of the Sheraton Harborside Hotel. The bench was erected in 1998 to honor the sixty-six Italian families who settled in the city North End in the early 1900s.



# Little Italy Carnival - August 6, 2023

## Carnival Overview

The Little Italy Carnival will be an all-day event in the North End of Portsmouth, including a performing circus with all the classic thrills, a cooking competition with local chefs, and culminating in a community supper featuring local entertainers.

## Carnival Sponsorship Opportunities

### Circus Sponsorship - \$25,000

Be the exclusive sponsor of this inspiring and entertaining circus, the premier component of the Little Italy celebration.

#### Sponsor Benefits:

- Prominent display of your logo or name on Carnival and Ball banners
- Eight complimentary VIP tickets to the Ball
- Reserved seating on the VIP mezzanine at the Ball
- Logo or name on the PNH400 website
- Reserved seating (up to 8 seats) at the Carnival
- Press release with photo op announcing your sponsorship
- Recognition on all PNH400 social media channels
- Opportunity, if desired, for 5 minutes to speak about your organization at Carnival
- Shout outs from the Carnival Master of Ceremonies

### Tent Sponsorship (2) - \$12,500

Lend your support as the community gathers under the big top for these fun-filled events.

#### Sponsor Benefits:

- Prominent display of your logo or name on Carnival sponsor banner
- Six complimentary VIP tickets to the Ball
- Reserved seating on the VIP mezzanine at the Ball
- Logo or name on the PNH400 website
- Reserved seating (up to 6 seats) at the Carnival
- Recognition in event press releases announcing your sponsorship
- Recognition on all PNH400 social media channels
- Shout outs from the Carnival Master of Ceremonies

### Band & Staging Sponsorship - \$10,000

Be recognized as the life of the party, sponsoring entertainment and live music at the Carnival.

#### Sponsor Benefits:

- Your logo or name on Carnival sponsor banner
- Four complimentary VIP tickets to the Ball
- Reserved seating on the VIP mezzanine at the Ball
- Logo or name on the PNH400 website
- Reserved seating (up to 4 seats) at the Carnival
- Recognition in event press releases announcing your sponsorship
- Recognition on all PNH400 social media channels
- Shout outs from the Carnival Master of Ceremonies

## Carnival Sponsorship Opportunities - Continued

### Local Chef Cookoff Sponsorship (2) - \$10,000

Watch some of the Seacoast's notable chefs entertain guests in a family-friendly cooking competition hosted by Julie Cutting, owner/executive chef of Cure.

#### Sponsor Benefits:

- Your logo or name on Carnival sponsor banner
- Four complimentary VIP tickets to the Ball
- Reserved seating on the VIP mezzanine at the Ball
- Logo or name on the PNH400 website
- Reserved seating (up to 4 seats) at the Carnival
- Recognition in event press releases announcing your sponsorship
- Recognition on all PNH400 social media channels
- Shout outs from the Carnival Master of Ceremonies
- Participate on the panel of Cookoff judges

### Community Supper Sponsorship (3) - \$5,000

A perfect wrap up to the Carnival, when we all gather, share and break bread at a traditional pasta community dinner, while watching local entertainment and enjoying music!

#### Sponsor Benefits:

- Your logo or name on Carnival sponsor banner
- Two general admission tickets to the Ball
- Logo or name on the PNH400 website
- Reserved seating (up to 2 seats) at the Carnival
- Recognition in event press releases announcing your sponsorship
- Recognition on all PNH400 social media channels

### Entertainment & Activity Sponsorship (10) - \$1,500

Support additional Carnival features such as character actors, children's games, marionettes and a Little Italy exhibit.

#### Sponsor Benefits:

- Your logo or name on the Little Italy Exhibit and activities area
- Logo or name on the PNH400 website
- Reserved seating (up to 2 seats) at the Carnival

## In-Kind Sponsorship Opportunities

Those interested in offering an in-kind sponsorship are also eligible to receive benefits. Please contact the Little Italy Committee if you or your company would like to discuss in-kind sponsorship.





# Little Italy Masquerade Ball - July 29, 2023

## Masquerade Ball Overview

This magical evening at Jimmy’s Jazz Club in Portsmouth will honor the traditional celebration, where attendees can don their gowns, black tie and tails, historical costumes or finest formal attire to eat, drink and dance. Most importantly, all proceeds will be used to support the Little Italy Carnival.

## Masquerade Ball Sponsorship Opportunities

### Premier Sponsorship - \$25,000

Be recognized as the exclusive, premier sponsor of this signature event. Have your name associated with this evening of music, fine food, and dancing into the midnight hour.

#### Sponsor Benefits:

- Opportunity to make a brief welcome speech
- Your logo or name on cocktail napkins
- Prominent display of your logo or name on monitors
- Press release with photo op announcing your sponsorship
- Eight complimentary VIP tickets to the Ball
- Eight complimentary reserved seats at the Carnival
- Reserved seating on the VIP mezzanine at the Ball
- Logo or name on the PNH400 website
- Recognition on all PNH400 social media channels

### VIP Mezzanine Sponsorship - \$20,000

Be recognized as the exclusive, premier sponsor of this VIP mezzanine. The mezzanine is the Club’s upper level overlooking the dance floor, stage and main ballroom. It will be equipped with a private bar and other amenities the evening of the Ball.

- Prominent display of your logo or name on monitors
- Press release with photo op announcing your sponsorship
- Six complimentary VIP tickets to the Ball
- Six complimentary reserved seats at the Carnival
- Reserved seating on the VIP mezzanine at the Ball
- Logo or name on the PNH400 website
- Recognition on all PNH400 social media channels

### Cuisine Station Sponsorship (2) - \$15,000

There will be antipasto, carving stations and pasta stations for all attendees.

#### Sponsor Benefits:

- Logo on a celebration cake
- Prominent display of your logo or name on monitors
- Six complimentary VIP tickets to the Ball
- Six complimentary reserved seats at the Carnival
- Reserved seating on the VIP mezzanine at the Ball
- Recognition on all PNH400 social media

## Masquerade Ball Sponsorship Opportunities - Continued

### Signature Cocktail Sponsorship - \$10,000

A specialty drink will be created and named for you and will be complimentary to VIP attendees during the first hour of the evening.

#### Sponsor Benefits:

- Inclusion of your logo or name on monitors
- Four complimentary VIP tickets to the Ball
- Four complimentary reserved seats at the Carnival
- Reserved seating on the VIP mezzanine at the Ball
- Recognition on the PNH400 website and social media

### Trip to Italy Sponsorship (2) - \$7,500

Guests will have the opportunity to win an all-expenses paid trip to Italy through buying raffle tickets. Have your name associated with this special component of the evening.

#### Sponsor Benefits:

- Inclusion of your logo or name on monitors
- Two complimentary VIP tickets to the Ball
- Two complimentary reserved seats at the Carnival
- Reserved seating on the VIP mezzanine at the Ball
- Recognition on the PNH400 website and social media

### Flower & Band Sponsorship (3) - \$6,000

The Ball to be lit up by colorful decorations and floral arrangements while live music will play throughout the evening.

#### Sponsor Benefits:

- Inclusion of your logo or name on monitors
- Two complimentary tickets to the Ball
- Two complimentary reserved seats at the Carnival
- Reserved seating on the VIP mezzanine at the Ball
- Recognition on the PNH400 website and social media

### Prosecco Toast Sponsorship (3) - \$3,500

Get credit for allowing every attendee to be greeted with a glass of prosecco as they enter the Ball!

#### Sponsor Benefits:

- Inclusion of your logo or name on monitors
- Two complimentary tickets to the Ball
- Two complimentary reserved seats at the Carnival
- Recognition on the PNH400 website and social media





# 2023 Little Italy Celebration

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