



MAY 18-19
THE SOUTH 9TH STREET
ITALIAN MARKET
FESTIVAL

A Delicious Opportunity for Sponsors!



GET EXPOSURE AT PHILADELPHIA'S S. 9TH STREET ITALIAN MARKET FESTIVAL

South Philly has been home to the S. 9th Street Festival for half a century. One weekend each year, up to 70,000 people celebrate on seven continuous city blocks—with a financial impact of half a million dollars. From babies to mature adults and everyone in between, we've got ALL your target markets here at Philadelphia's largest block party!

Take this unique opportunity to introduce your products to a broad spectrum of consumers through your company's presence in our radio, TV, print, and social media campaigns.

ABOUT THE S. 9TH STREET FESTIVAL

Everyone's Italian on May 18th & 19th when the nation's oldest continuously operating outdoor market throws its annual festival. It's an extravaganza for the senses – streets lined with vendors offering a variety of delicious delicacies, live entertainment, fun contests and more!

Highlights include:

- the Procession of Saints;
- the Grease Pole Climbing Contest;
- two different stages of LIVE entertainment;
- The Annual John Marzano Half Ball Tournament;
- and Food, Food and more Food!

ABOUT THE FESTIVAL

Begun in the mid-to-late 1880s, the South 9th Street Shopping District runs along 9th Street from Wharton to Fitzwater Streets. Today, while the outdoor vendors and many of the original Italian businesses remain, the market has diversified with new waves of immigration, providing a well-rounded shopping experience. Over 200 active businesses (open daily) host one million visitors a year across all demographic and income ranges.



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