



100% Philly,  
100% Fun.

2024  
SPONSORSHIP  
OPPORTUNITIES



MAY 18-19

THE SOUTH 9TH STREET  
ITALIAN MARKET  
FESTIVAL

[italianmarketfestival.com](http://italianmarketfestival.com)



**South Philly  
has been  
home to the  
S. 9th Street  
Festival for  
half a century.**

One weekend each year, up to 35,000 people celebrate on seven continuous city blocks—with a financial impact of half a million dollars. It's an extravaganza for the senses — streets lined with vendors offering a variety of delicious delicacies, live entertainment, fun contests and more!

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.



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# S. 9th Street Festival Highlights

## The Procession of Saints





# S. 9th Street Festival Highlights

# The Grease Pole Climbing Contest





# S. 9th Street Festival Highlights

## Entertainment





S. 9th Street Festival Highlights

Food!





S. 9th Street Festival Highlights

The Annual John Marzano Halfball Tournament





# S. 9th Street Festival Highlights

## The Cheesesteak Competition







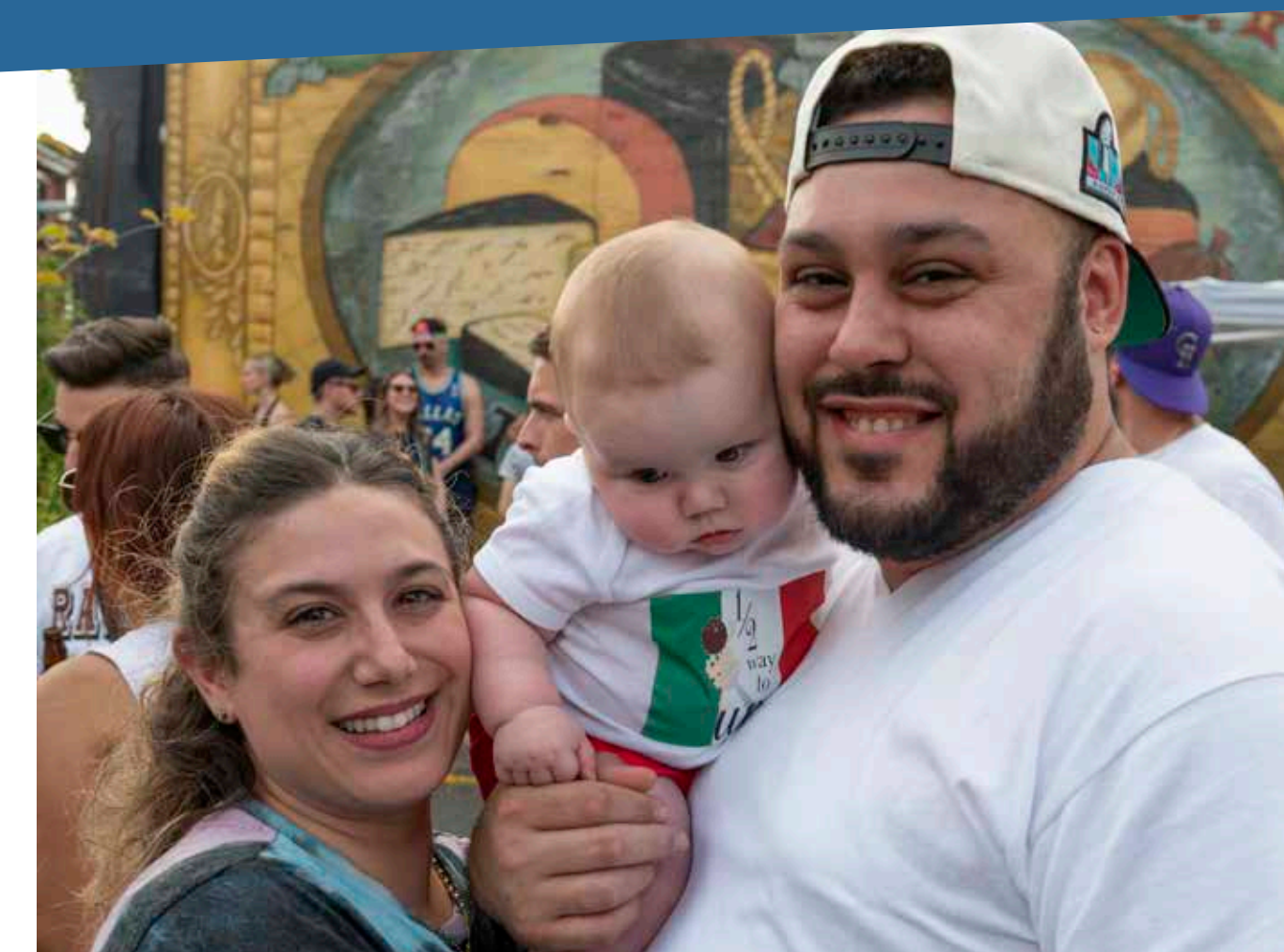
# S. 9th Street Festival Highlights

## The Cornhole Tournament

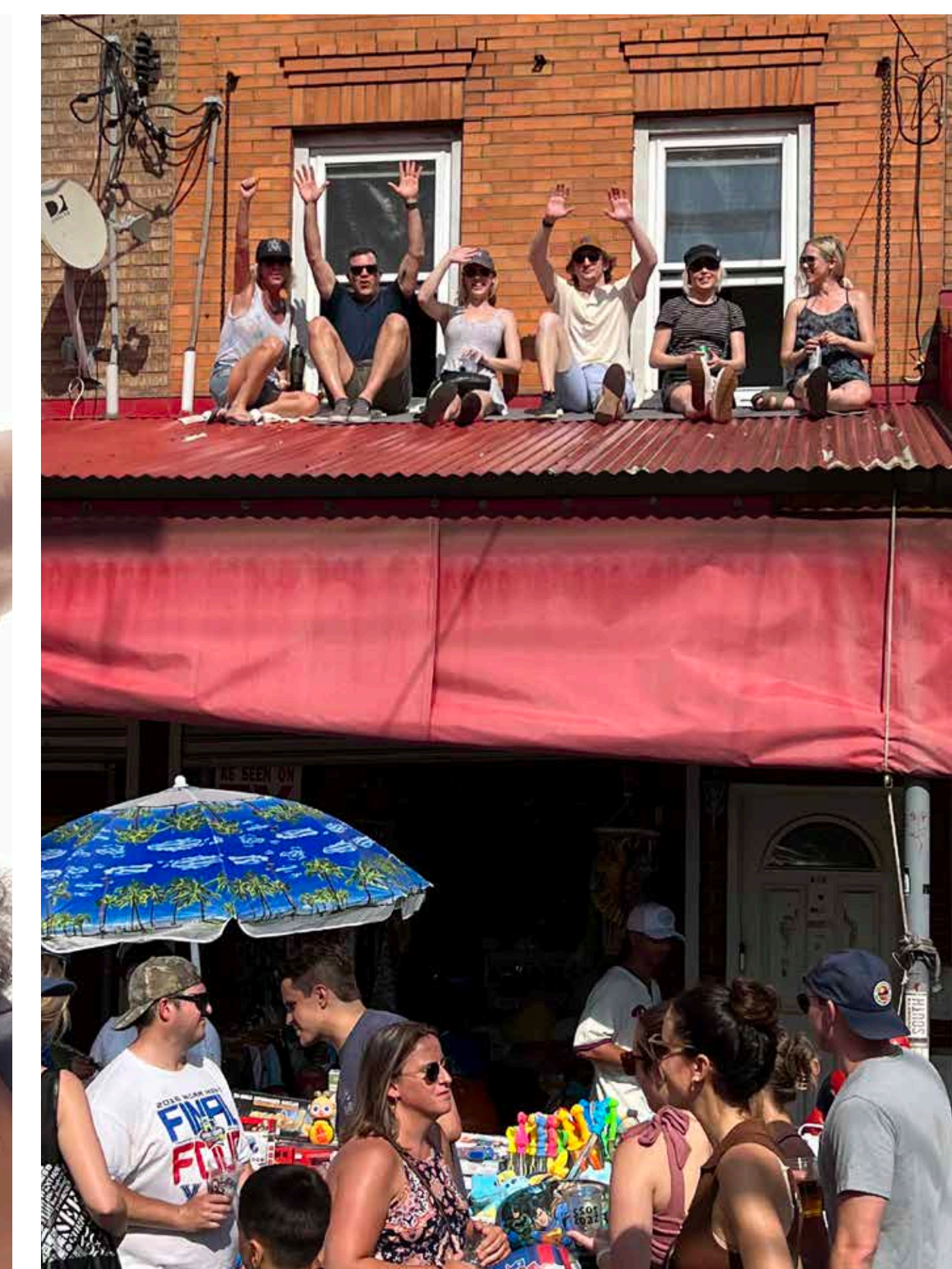




# Who goes to the S. 9th Street Festival? EVERYBODY!



From babies to mature adults and everyone in between, we've got ALL your target markets here at Philadelphia's largest block party!



## ABOUT PHILADELPHIA'S SOUTH 9TH STREET MARKET

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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# Be on Our Team!

## **PARTNER OPPORTUNITIES**

**Title Sponsor...\$10,000**

**Presenting Sponsor...\$7,000**

**Washington Avenue Stage Sponsor...\$4,000**

**Family Fun Zone...\$4,000**

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**FOR MORE INFORMATION**

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