



ICCO

ITALIAN CHAMBER
OF COMMERCE OF ONTARIO

ICCO UNICO PRIMO
PENTOLA D'ORO AWARDS

NOVEMBER 15
2019

THE ARLINGTON ESTATE, VAUGHAN



PENTOLA D'ORO is ICCO's awards gala event that celebrates culinary arts, and recognizes the extraordinary expertise and accomplishments of individuals and organizations in Ontario's food and beverage industry.

The gala is the perfect way to sum up our week-long event **“Centitalia: Gusto Cultura!”** where prominent chefs, food and wine experts, restaurateurs, influencers, educators, journalists, and foodies come together to celebrate the charm and simplicity of the Italian cuisine, showcase the authenticity and traceability of its ingredients and demo regional Italian dishes and specialties, while enhancing their qualities and uniqueness.

The event aims to raise awareness of the importance of making informed and healthful choices when it comes to meals. **Pentola d'Oro** promotes not only Italian love in food and traditions but the culture of healthy eating in general as well.

JOIN US FOR A TASTY LOOK INTO THIS THRIVING SECTOR!



AWARDS CATEGORIES

PENTOLA D'ORO AWARD

Canadian company or individual who has excelled in the whole food and beverage industry - from farming to food production, packaging, retail and distribution.

TRUE ITALIAN TASTE - ITALY CANADA AWARD

Canadian or Italian company that has excelled in business and cultural relations between Italy and Canada and has invested in the promotion and development of the Italian food industry in both countries.

LCBO BEST PERFORMING ITALIAN SUPPLIER

This award recognizes the Italian supplier who has best performed in Ontario in 2018. The selection was carried by the LCBO

BEST GELATO AWARD

This award determines the best gelato in Ontario. The gelato is judged by preparation, quality, and taste. Recipient selected by ICCO Community.

FAVOURITE HOTSPOT AWARD

Italian Restaurant where tradition meets contemporaneity. Where the Italian Cuisine is just as important as the Italian value of togetherness. Recipient selected by ICCO community.

LIFETIME ACHIEVEMENT AWARD

The award recognize an exceptional leaders who have made outstanding, far reaching and long lasting contributions to the industry over their careers.

SPONSORSHIP PACKAGE





TAKE PART!

The Pentola d'Oro Awards Gala is a great opportunity for businesses to gain exposure - especially to local and potential customers.

Ontario is one of the largest and most competitive food clusters in North America. Toronto is within a day's drive of the most prosperous markets in Canada and the United States. The total North American market is valued at US\$17 trillion, with 450 million consumers*.

Every year, an increasing number of companies and suppliers choose to promote their business, share their message, reinforce their brand and build loyalty in an intimate, exclusive setting like the Pentola d'Oro Awards Gala.

Your participation would allow you to establish contact with customers on a more personal level. They get to see, touch, smell, or taste your products, and see the face behind the business.

*Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)



\$ 15,000

PENTOLA 2019
D'ORO

TITLE SPONSOR

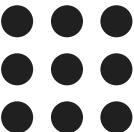
SOLD

GALA PRINT AND PROMOTIONS

- Corporate name and logo incorporated into the event title
- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Title Sponsor
- Representative to address the audience for 3 min
- Verbal acknowledgment by Master of Ceremonies
- Corporate logo on audio/visual screens
- Two full-page Ads in the event booklet
- Two corporate tables of 10 with logo
- Two honorary seats at the Head Table



\$ 12,000

HEAD TABLE SPONSOR

GALA PRINT AND PROMOTIONS

SOLD

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Head Table Sponsor
- Verbal acknowledgment by MC
- Corporate logo on audio/visual screens
- Welcome card on each seat of the HT
- Corporate logo on the HT
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo
- Two honorary seats at the Head Table

 **JAN K. OVERWEEL**
LIMITED/LIMITÉE



COCKTAIL SPONSOR

GALA PRINT AND PROMOTIONS

SOLD

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Cocktail Sponsor
- Verbal acknowledgement by MC
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo
- Signature Cocktail offered during the cocktail reception - logo to appear on the signage



LiUNA
CANADIAN
TRI-FUND

\$ 10,000

PENTOLA D'ORO AWARD SPONSOR

GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER



- Recognition as the Award Sponsor
- Verbal acknowledgement by MC
- A company representative to present the Award
- Company name engraved on the Award
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo

TRUE ITALIAN TASTE - ITALY CANADA AWARD SPONSOR

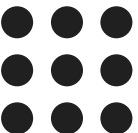
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GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Award Sponsor
- Verbal acknowledgement by MC
- A company representative to present the Award
- Company name engraved on the Award
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo



\$ 10,000

BEST GELATO AWARD SPONSOR

GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collatera
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER



- Recognition as the Award Sponsor
- Verbal acknowledgement by MC
- A company representative to present the Award
- Company name engraved on the Award
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo

FAVOURITE HOTSPOT AWARD SPONSOR

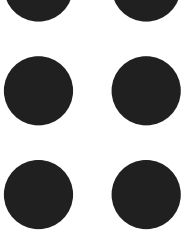
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GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Award Sponsor
- Verbal acknowledgement by MC
- A company representative to present the Award
- Company name engraved on the Award
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo



\$ 10,000

LCBO BEST PERFORMING ITALIAN SUPPLIER AWARD SPONSOR

GALA PRINT AND PROMOTIONS

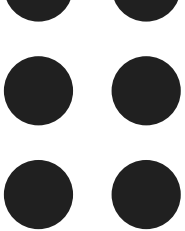
- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER



- Recognition as the Award Sponsor
- Verbal acknowledgement by MC
- A company representative to present the Award
- Company name engraved on the Award
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo

LIFETIME ACHIEVEMENT AWARD SPONSOR



GALA PRINT AND PROMOTIONS

SOLD

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Award Sponsor
- Verbal acknowledgement by MC
- A company representative to present the Award
- Company name engraved on the Award
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo

\$ 10,000

OFFICIAL AND EXCLUSIVE AIRLINE SPONSOR

GALA PRINT AND PROMOTIONS

SOLD

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collatera
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Official and Exclusive Airline Sponsor
- Verbal acknowledgement by MC
- Corporate video (up to 2 minutes)
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- One Corporate Table of 10 with logo



PROGRAM SPONSOR

GALA PRINT AND PROMOTIONS

SOLD

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Program Sponsor
- Verbal acknowledgment by MC
- Corporate logo on audio/visual screens
- One Corporate Table of 10 with logo
- Full page Ad in the back cover of the event booklet



\$8,000

WINE SPONSOR

SOLD

GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Wine Sponsor
- Verbal acknowledgment by MC
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- Six complimentary tickets to the event



GIFT SPONSOR

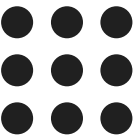
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GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Gift Sponsor
- Verbal acknowledgment by MC
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- Six complimentary tickets to the event



\$8,000

DECOR SPONSOR

GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Gift Sponsor
- Verbal acknowledgment by MC
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- Six complimentary tickets to the event



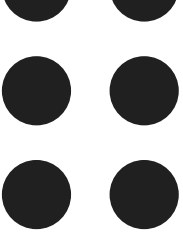
ENTERTAINMENT SPONSOR

GALA PRINT AND PROMOTIONS

- Corporate name and logo printed on the invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media, and VIPs.

NIGHT OF GALA DINNER

- Recognition as the Gift Sponsor
- Verbal acknowledgment by MC
- Corporate logo on audio/visual screens
- One full-page Ad in the event booklet
- Six complimentary tickets to the event



TICKETS / ADVERTISING / COCKTAIL RECEPTION BOOTH





INDIVIDUAL TICKETS

ICCO member: **\$300 + HST**

Non - member: **\$350 + HST**

CLICK HERE TO BUY YOUR TICKETS!

TABLE OF 10

ICCO members: **\$ 3,000 + HST**

Non - member: **\$ 3,500 + HST**

Corporate Table: **\$ 3,500 + HST**

Corporate Non Members **\$4,000+HST**

Table + Ad: **\$ 4,000 + HST**

ADVERTISING

A full-color **Annual Magazine** will be distributed to all dinner attendees.

Full-page AD : **\$1,200 + HST**

Full-page AD if purchased with a table:
\$1,000 + HST

COCKTAIL RECEPTION BOOTH

Take the opportunity to gain valuable leads by effectively marketing at the Pentola d'Oro Cocktail Reception.

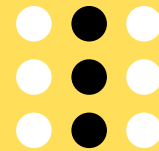
Promote your brand, products, and services. Interact and engage face-to-face with current and potential customers.

Attendees of Pentola d'Oro have a genuine interest in the products and services on display.

Contact us for details.



HIGHLIGHTS FROM 2018



UNICO PRIMO PENTOLA D'ORO 2018 AWARD RECIPIENTS

PENTOLA D'ORO 2019

PENTOLA D'ORO AWARD

Sponsored by Jan K. Overweel Ltd.

PUSATERI'S FINE FOODS

ITALY-CANADA AWARD

Sponsored by Air Canada

NELLA CUTLERY

FAVOURITE HOTSPOT AWARD

Sponsored by Pizza Nova

ARIA RISTORANTE

BEST PIZZA AWARD

PIZZERIA VIA MERCANTI

**LCBO BEST PERFORMING ITALIAN
SUPPLIER**

MASI AGRICOLA S.p.A



HIGHLIGHTS FROM PENTOLA D'ORO 2018



PAST SPONSORS



AIR CANADA

aria



CITY LIFE



FERRERO



GRAN PASTICCERIA
DACASTO
ALBA - ITALIA
NATURAL PANETTONE
ORGANIC AND VEGAN



FORTINOS
Your Supermarket with a heart!



Longos®



metro



PERONI
ITALIA

PIZZA NOVA



RENDER.MEDIA



VINI
MONTEFALCO



VINS PHILIPPE DANDURAND WINES





PENTOLA D'ORO 2019



FOR SPONSORSHIP OPPORTUNITIES OR ADDITIONAL
INFORMATION ABOUT THE EVENT

ISABELLA VECCHIARELLI
MARKETING@ITALCHAMBERS.CA
(416) 789 7169 EXT. 210