



Carnival of Venice 2017

11 -28 February



Carnival of Venice



Period: **11 - 28 February**
Artistic Director: **Marco Maccapani**
Number of visitors: **1.450.000**
Official web site: **2.662.318 viewers / year**

Main events:

| | |
|----------------|---|
| 11-12.2 | Opening / Festa Veneziana <i>The huge "Festa veneziana" that opens the Carnival in Cannaregio with the water rowing parade of the unique boats and the gastronomic stalls with the traditional carnival delicacies</i> |
| 14.2 | Valentine's days |
| 18-19.2 | First Weekend – show in S. Marco square <i>The Flight of the Angel, «Festa delle Marie» (it evokes an historic event and now a beauty parade in traditional venetian period costumes), historical groups and parade</i> |
| 23.2 | Fat Thursday |
| 25-26.2 | Second Weekend <i>The Best Masked Costume Contest Final , commedia dell'arte shows and concerts, the flight of the donkey in Mestre.</i> |
| 28.2 | Mardi Gras |

Main Locations:

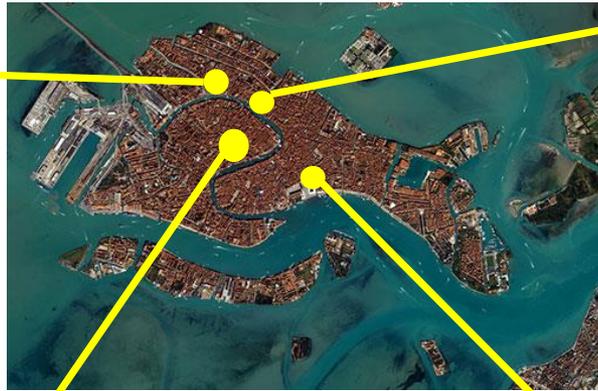
| | |
|------------------------|----------------|
| Piazza S. Marco | 12 days |
| Cannaregio | 2 days |
| San Polo | 18 days |

For the whole period: The Best Masked Costume Contest Final, cultural events (special visits to the main museums and cultural city's sites , exhibition, theatrical performance...), dj-set.

CANNAREGIO



MAIN LOCATIONS



CA' VENDRAMIN



PIAZZA S. MARCO



S. POLO



The Carnival of Venice

Statistics data



Fame of Carnival

More than 250 accredited Italian and foreign **journalists** at each edition.

First event on a national level for potential visitor interest: 31.8 million interested Italian citizens, 79.5% of the population between the ages of 14 and 64.

The classification of the first 10 events:

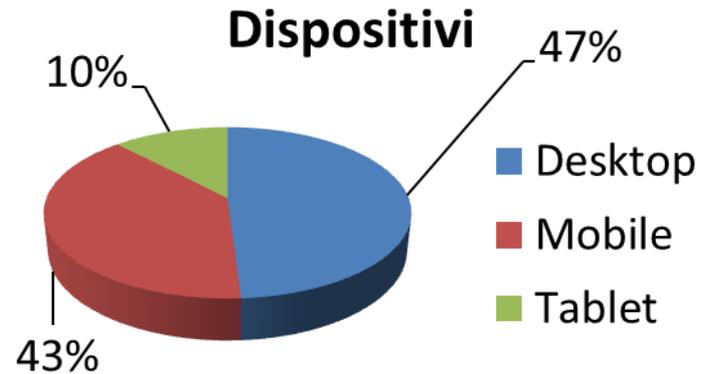
| Ord. | Event | % |
|------|------------------------------------|------|
| 1 | Carnival of Venice | 79,5 |
| 2 | Venice International Film Festival | 74,0 |
| 3 | Palio di Siena | 71,0 |
| 4 | EuroChocolate in Perugia | 70,0 |
| 5 | Viareggio Carnival | 69,4 |
| 6 | Roma International film Festival | 63,8 |
| 7 | Turin book fair | 57,7 |
| 8 | Giffoni Film Festival | 54,2 |
| 9 | Miss Italia | 51,0 |
| 10 | Vinitaly in Verona | 42,9 |

Statistics from the official website of Carnival (ed. 2016)

www.carnevale.venezia.it

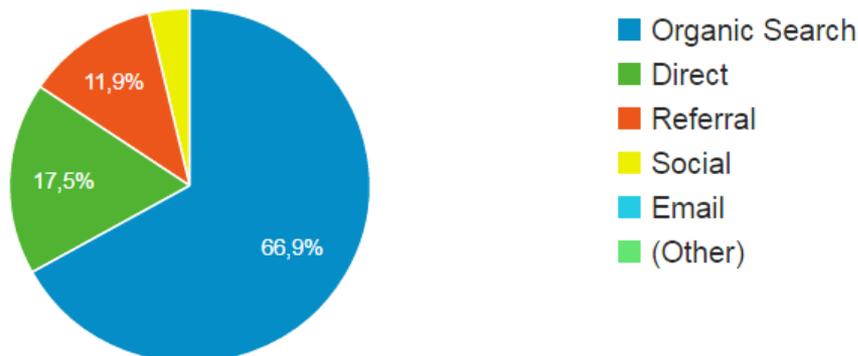
Period: March 2015 - March 2016:

| | |
|-----------------------|------------------|
| Visitors: | 859.900 |
| unique visitors: | 630.000 |
| page views: | 2.450.800 |
| pages per visit | 3,00 |
| rebound frequency | 46,38% |
| average time on site: | 00:03:26 |
| new visits: | 73,85% |



Most of visitors are Italian and English speakers.

Canali principali



Statistics social networks

Carnival 2016



FAN NUMBER: 58,500
contacts/day 176.000
Sunday 31/01 1.862.000 (Angel Flight)
Total Impressions 11.500.000 virals 8.000.000

https://twitter.com/Venice_Carnival



FOLLOWERS: 5,029
Total Impressions over 1.000.000
Influence 100% Engagement 46%

https://www.instagram.com/venice_carnival_official/

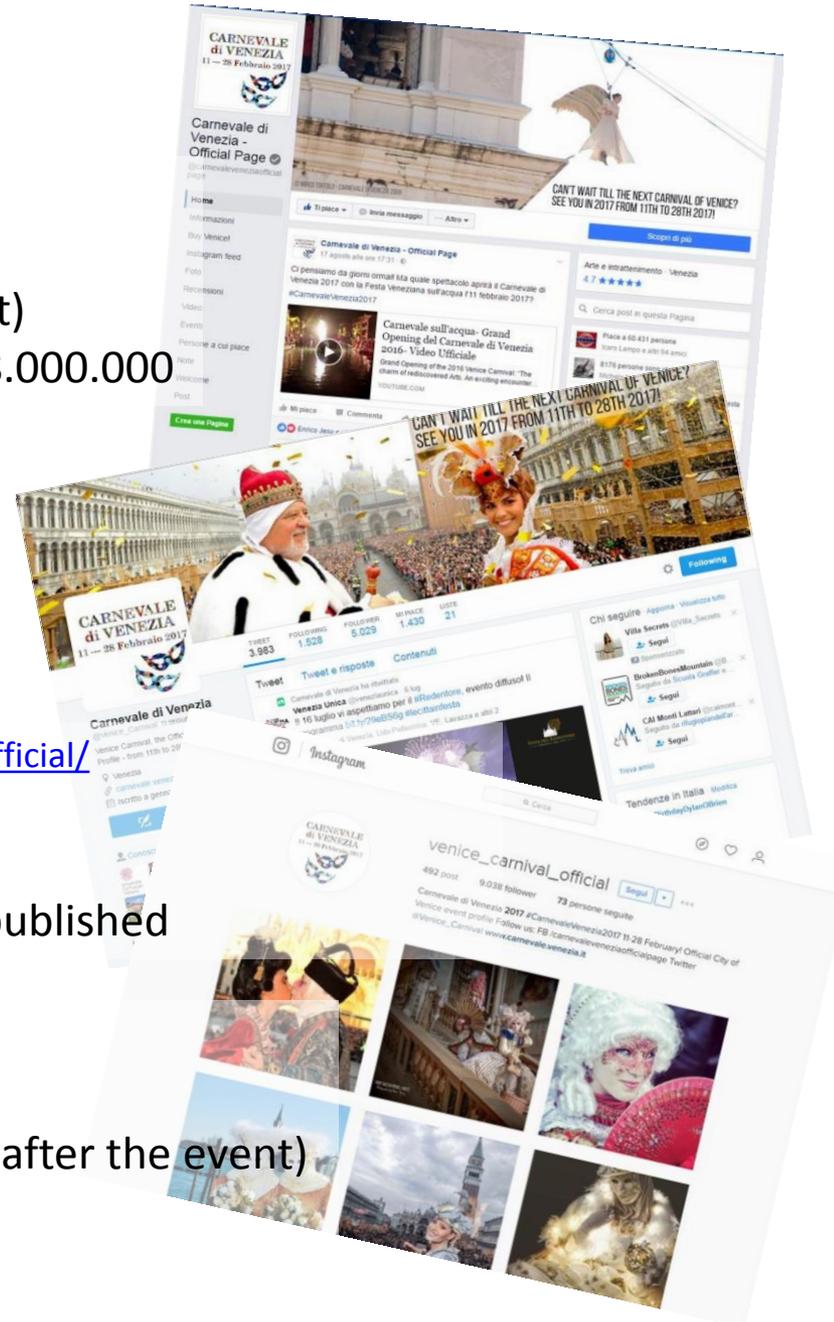


FOLLOWERS: 5,400
6700 users pictures with official #
27.000 likes received on 110 photos published

Playlist <http://bit.ly/1QhreLT>



VIEWERS: 150.000
Uploaded Videos: 25 in real time (1h after the event)
Watch time: 12,900 minutes



Partnership

Commercial proposal



Sponsor of the event

- ✓ Exclusive company for its relative market sector;
- ✓ Possibility to use the official logo and the official image of every event on the sponsor's products and communication.

Media

- ✓ Official press conference – Press kit
 - inclusion of one corporate press release
 - inclusion of the company's advertising material
- ✓ Coordination with the activities of the Official Press Office of the event
 - direct contacts with accredited journalist and TV networks



Brand Communication

- ✓ Inclusion of the sponsor's logo on all official advertising material:
 - posters covering the entire municipal area;
 - official *brochure* of the event handed out at the main hotels, restaurants, bars and shops, at tourist information offices and *hand2hand* at the main city hubs;
 - website of the event www.carnevale.it linked to the sponsor website;
 - advertising spaces bought by Vela Spa on media.
- ✓ Inclusion of an advertising page or box in the official *brochure*.

Temporary Store

- ✓ Possibility to set up branded temporary stores in location with a constant flow of visitors at the time of the event (effective for advertising and sampling activities).

Maximum expected duration: 15 days pre/post-event.

Technical sponsorship

- ✓ We offer companies the opportunity to become partners of the event, also by contributing to the production of specific parts of the event or through the supply of the necessary products/services to perform the event.

The Carnival of Venice

Special Projects



MAIN SPONSOR CARNIVAL 2017

800,000 presences / 13 days

SPONSOR CARNIVAL 2017

- ✓ Exclusive company for its relative market sector
- ✓ Possibility to use the official logo and the official image

MEDIA

- ✓ Official press conference
- ✓ Coordination with the activities of the Official Press Office of the event

BRAND COMMUNICATION

Inclusion of the sponsor's logo on all official advertising materials:

- ✓ posters+ official brochure
- ✓ Web site of the event www.carnevale.venezia.it
- ✓ advertising spaces bought by Vela Spa on media

PIAZZA SAN MARCO

Personalized Activities
Screen

Cannaregio, S. Polo, Ca' Vendramin

Possibility of personalized activity
In the three areas of the Carnival

* The cost doesn't include printing of sponsor materials



GRAN TEATRO di PIAZZA S. MARCO

800,000 presences / 13 days

Main sponsor

Masked parades personalized

Award for the The Best Masked Costume Contest winner

Flight of the Angel 19/02 personalized

Flight of the Eagle 26/02 personalized

Flight sponsored by company

Including:

Screen with brand/logo

Banner on catwalk

Speech from the stage

Specially-reserved seats for VIP guests



NOTE: Possibility to use own celebrity endorsement figure for the flights
Cost don't include production of communication materials (i.e. banners)

2016 Venice Carnival special projects

Sponsorship of cultural initiative

The Carnival cultural schedule aims at making the most of the network of museums, libraries, theatres and concert halls, holding high-profile indoor events: concerts, musical readings, movie showings, plays. The audience of these events is selected from generally medium/high-profile culture regulars, mostly Italian.

Partnership: the cultural schedule offers the opportunity to advertise the corporate image by endorsing the entire programme. There are also various product placement options in selected settings (theatre marquee, library hall, music hall) where it is possible to offer product tasting (e.g. coffee, drinks) or to circulate promotional material and samples, subject to prior agreement with the Host Institution.

Location: 15 selected venues including Historical Palaces, theatres and Museums.

Visibility or Frequency: Every day for 17 days



Valentine's day in Venice

On 14 February, Venice becomes a special destination for lovers, both for the romantic nature of the city and for the initiatives that are developed every year to promote this event.

It is the right time to take a couple snapshot for keepsake, and for a party at San Polo Patinoire to celebrate lovers, the perfect time for potential partnership and brand visibility.

Valentine's Day can be the perfect time for an ad-hoc love-themed event.





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