



ITALIAN DAY ON THE DRIVE Sunday, June 14 2026

Partnership Invitation
Deadline — February 28, 2026





2026 ITALIAN DAY On The Drive

THE SPIRIT OF CHAMPIONS

Within Italian culture, the word **Campione** — meaning “Champion” — embodies heart, pride, and perseverance.

It reflects Italy’s enduring passion for sport, art, fashion, food, wine, and community. It honours all who rise to the occasion with strength and spirit.

In 2026, Italian Day on The Drive embraces this champion energy as we mark another milestone in our storia.

From the roar of a soccer match to the joy of shared celebration, Campione reminds us that victory takes many forms — and that when community comes together, we all win.

Siamo tutti Campioni!





Celebrate like a CAMPIONE

JOIN THE FESTA — SUNDAY, JUNE 14 2026

Experience Italian culture, community, and the champion spirit that unites us all.

Since 2010, the Italian Day Festival Society has been writing a new chapter of Italo-Canadian heritage with Italian Day on The Drive — one of Vancouver's largest and most beloved cultural festivals, symbolically held in the heart of historic Little Italy.

Held annually on the second Sunday of June, the festival transforms Commercial Drive into a lively 14-block piazza alive with music, flavour, fashion, and community spirit. From food and wine gardens to live performances, artisan markets, family activities, and cultural showcases, Italian Day is where Vancouver comes together to live la dolce vita.

Each year, a new theme brings fresh expression to the celebration. In 2026, we honour Campione — the champion spirit that unites passion, perseverance, and pride. From past themes like Carnevale, Made in Italy, Amore, and Comunità, the festival continues to gather people of all ages around the Italian Day family table — sharing stories, laughter, and a love of culture.

Since its revival, Italian Day has grown into one of the city's most anticipated annual events, drawing hundreds of thousands of visitors while shining a spotlight on the heritage, creativity, and heart that define Little Italy.

Our History

WHERE HERITAGE INSPIRES THE FUTURE

Italian Day's story begins long before the festival itself — rooted in the culture, connection, and pride that built a community and still fuels it today.

From the 1940s to the 1980s, Commercial Drive grew into Vancouver's Little Italy — a true Italo-Canadian enclave built on hard work, community, and celebration. Italian immigrants transformed the area through business, parades, festivals, and family traditions, laying the foundation for the beloved neighbourhood we know today.

In 2010, a passionate group of community leaders revived this heritage by bringing Italian Day

back to The Drive — and the response was immediate and incredible. What began as a grassroots festival quickly became a cultural phenomenon, drawing hundreds of thousands of visitors and earning recognition across Canada and beyond.

Rooted in tradition yet reborn with renewed energy, Italian Day embodies the enduring Campione spirit — honouring the champions of yesterday while inspiring the champions of tomorrow.

Italian Day continues to honour the past while championing a vibrant future — reminding us that the same drive that once built Little Italy still fuels our community pride on The Drive.

From the Italian parades of the 1960s to the first Italian Market Day in 1977, what began as a grassroots celebration of food, wine, and tradition evolved into today's Italian Day on The Drive.



BRUCE STEWART



It was on Italian Day when Italy captured their third World Cup title with a 3-1 victory over West Germany in 1982.

Then in 2006, the streets came alive as thousands of fans poured onto Commercial Drive to celebrate Italy's fourth title — a 5-3 penalty shootout victory over France after a 1-1 draw. It was a day that united generations in celebration of Italy's passion, pride, and champion spirit.

Designations & Acknowledgments

Over the past decade, Italian Day's impact has extended far beyond the festival — shaping how Vancouver recognizes and celebrates its Italian roots.

In collaboration with the Commercial Drive Business Society and Il Centro Italian Cultural Centre, these efforts have helped preserve and elevate the legacy of Vancouver's Little Italy. In recognition of over 70 years of Italian heritage, the City of Vancouver officially designated eight blocks of Commercial Drive as Vancouver's historic Little Italy.



This proclamation, delivered in 2016, was a proud moment for the community — a celebration of legacy, partnership, and belonging. Since then, heritage crosswalks in the colours of the Italian flag and official recognition as part of Italian Heritage Month have cemented The Drive's status as a cultural landmark.

These milestones stand as lasting symbols of unity and pride — the very values that Campione 2026 celebrates. Today, Italian Day on The Drive continues to build on this legacy of recognition and pride, earning multiple Best of Vancouver awards and the Golden Owl Award for Festival of the Year (2025).

Little Italy on The Drive

Where Heritage Lives, and Celebration Never Ends.

Commercial Drive remains the beating heart of Italian culture in Vancouver — a place where every espresso, cheer, and song tells the story of community.

Today, the neighbourhood's Italian heritage continues to thrive through long-standing family businesses, cafés, and institutions that have shaped its character for generations. From espresso bars and pastry shops to traditional tailors and trattorias,

these local landmarks carry forward the flavours, craftsmanship, and tradition to new generations of Vancouverites. Whether it's the cheer of a soccer win spilling onto the streets or the sound of live music drifting from a piazza, The Drive continues to embody the passion and pride that define Italian culture. In 2026, we build on that legacy as we welcome the world to celebrate on The Drive — where the world comes to watch.



The 2006 final against France was unforgettable — and nowhere more so than on Commercial Drive, where fans celebrated in true Italian spirit. The tournament's official motto, "A time to make friends," perfectly captured the spirit and camaraderie of the Italian national team. Italy's World Cup triumph that year remains a testament to resilience, unity, and the true Campione spirit.

A photograph of children playing on a colorful playground structure. In the foreground, a young girl with curly hair, wearing a leopard print shirt and colorful patterned shorts, is in a crouched position, ready to jump over a red padded bar. In the background, other children are visible: a boy in a dark shirt and shorts is climbing a green structure, and a girl in a light shirt and pink shorts is standing to the right. The structure is made of large, brightly colored panels in red, green, and blue.

The Campione Spirit Lives in our Partners

BE A CHAMPION OF COMMUNITY. PARTNER WITH US!

Since its revival in 2010, Italian Day on The Drive has grown into one of Vancouver's most iconic cultural celebrations — a joyful expression of community, heritage, and belonging. Each June, the streets of Little Italy come alive with music, food, laughter, and connection, transforming the city into a living showcase of Italian pride and passion.

Behind every great celebration stands a team of champions — and for Italian Day, that team is made up of our family of valued partners. From local businesses to national brands, every contribution plays a vital role in keeping this tradition strong and vibrant. Through

your support, Italian Day continues to flourish, uniting hundreds of thousands of people each year in a shared spirit of pride, perseverance, and togetherness.

In 2026, we invite you to join us as a partner, sharing in the Campione spirit — a theme that celebrates the heart, strength, and unity of champions. As the FIFA World Cup brings global attention to Vancouver, Italian Day will shine brighter than ever, inviting the world to celebrate with us. Together, we'll create an unforgettable festival experience — a moment where community becomes family, and every supporter shares in the victory.

Four Levels One Champion Spirit

As a valued partner, your brand will be recognized as part of the Italian Day famiglia — celebrated both on-site and across our digital platforms. Each sponsorship level offers meaningful engagement opportunities that connect your business with a diverse and vibrant audience.

Depending on your partnership level, benefits may include:

Site Space – Engaging activations from 10' x 20' to 10' x 30', with options for larger piazza-style experiences or sponsored attractions.

Boulevard Banners – Two months of high-visibility exposure along 22 blocks of Commercial Drive.

Website & Social Media – Your logo and link appear on the Italian Day website for one year, plus recognition across social media.

Event Signage – Branded signage at designated festival highlights for Premium Partners.

Event Posters – Shared widely in both print and digital formats, featuring your logo.

Main Stage Banners – Premium logo visibility on The Drive's iconic Main Stage banners.

Festival Promotions – Inclusion in select piazza and cultural highlight promotions.

Event Invitation – Special guest invitation to the Opening Ceremony and cocktail reception.

Opening Ceremony – Partner acknowledgment on stage, with speaking opportunities for Premium Partners.

TIER OVERVIEW



\$30,000



\$15,000



\$6,500



\$4,000



FORZA PLATINUM Signature Partner

LEAD THE CELEBRATION

As our Platinum Partner, your brand will be celebrated as the driving forza behind Italian Day 2026 — embodying strength, pride, and community spirit.

BENEFITS

Music Stage or Cultural Highlight Partner

Designated sponsor of the Grandview Park Stage or Cultural or Piazza Highlight.

10 Boulevard Banners

Installed in May along the 22 blocks of The Drive, each banner features the logo of a distinct Partner for 2 months.

Main Stage Banners

Premium logo visibility on The Drive's iconic Main Stage banners.

Event Signage

Featuring your logo at the Grandview Park Stage or your designated Cultural or Piazza.

Event Posters

Shared widely in both print and digital formats, featuring your logo alongside key event details.

Website & Social Media

Your logo and link appear on the Italian Day website for one year, plus recognition across Instagram, Facebook, and X.

Festival Promotions

Thematic Piazzas and Cultural Highlights receive attraction designation in all promotions.

Event Invitation

Special Guest Invitation to our Opening Ceremony and cocktail reception.

Opening Ceremony

As a Signature Partner, you will receive an acknowledgment at the Opening Ceremony, as well as a speaking opportunity.







AZZURRI GOLD

CHAMPION-LEVEL VISIBILITY

Your brand takes centre stage with elevated visibility, premium engagement, and a true connection to the champion spirit of Italian Day 2026.

BENEFITS

Thematic Piazza Partnership

Opportunity to sponsor a designated Piazza Attraction, or collaborate on alternate Cultural Highlight.

6 Boulevard Banners

Installed in May along the 22 blocks of The Drive, each banner features the logo of a distinct Partner for 2 months.

Main Stage Banners

Logo featured on The Drive's iconic Main Stage banners.

Event Signage

Designated festival highlights include on-site signage featuring your brand logo.

Event Posters

Shared widely in both print and digital formats, featuring your logo alongside key event details.

Website & Social Media

Your logo and link appear on the Italian Day website for one year, plus recognition across Instagram, Facebook, and X.

Festival Promotions

Thematic Piazzas and Cultural Highlights receive attraction designation in all promotions.

Event Invitation

Special Guest Invitation to our Opening Ceremony and cocktail reception.

Opening Ceremony

As an Azzurri Gold Partner, you will receive an acknowledgment at the Opening Ceremony.

Tricolore SILVER

VIBRANT VISIBILITY & CONNECTION

The Tricolore Silver tier offers a balanced blend of visibility, engagement, and cultural connection — rooted in the rich heritage that defines Italian Day. It provides a strong brand presence across festival platforms, reflecting the unity, growth, and vitality of a celebration where generations come together to share tradition, joy, and pride. Like the green stripe of Italy's tricolour, this tier embodies connection, renewal, and harmony — a tribute to the heritage behind Italian Day.



Cuore BRONZE

FROM THE HEART, WITH AMICI SPIRIT

The Cuore Bronze tier honours the friends and neighbours who give Italian Day its heart — the small businesses, community supporters, and local champions who make the festival possible year after year. Rooted in passion, generosity, and friendship, this level embodies the amici spirit — the warmth and connection that bring people together in the true Italian way. Like the red stripe of Italy's tricolour, this tier represents love, energy, and belonging — the heartbeat of Italian Day.



BENEFITS



3 Boulevard Banners

10' x 30' Activation Space

Logo Inclusion on website, event posters, and select signage

Social Media Recognition

Invitation to Opening Ceremony
+ Partner Reception



1 Boulevard Banner

10' x 20' Activation Space

Logo Inclusion on website and event listings

Social Media Mention

Invitation to Opening Ceremony

THEMATIC PIAZZAS & EXPERIENCES

Main Stage + Music Pavilion
Piazza Moda (Fashion & Lifestyle)
Food & Beverage Gardens
Bocce Court + Sports Piazza
Children's Zone & Family Area
DJ Dance Piazzas
Art & Design Market

ADDIZIONI

T-Shirts for Volunteers and Staff
Food and Beverage for Team
Power and Water Sources
Furniture and Décor
Sanitation and Recycling
Printing Services
Raffle Prizes and Merchandise

VIVI la passione Italiana

WHERE THE SPIRIT OF ITALY COMES TO LIFE

Vivi la passione Italiana invites partners to bring the Italian Day celebration to life with passion, as does the Campione theme, while connecting with thousands of visitors. From food and beverage gardens to interactive piazzas, fashion runways, and cultural showcases, each experience is a chance to share your brand's story with champion energy.

Each partnership adds to the collective spirit of celebration, transforming The Drive into a living showcase of Italian passion and community pride.

These activations create vibrant opportunities to inspire engagement and lasting connections — because every experience should feel as authentic and unforgettable as Italian Day itself.



2025 PARTNERS

PRESENTING



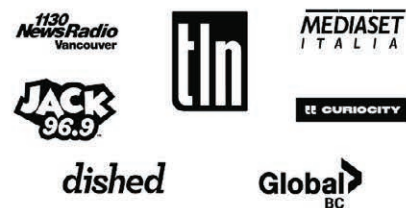
SIGNATURE



CULTURAL + COMUNITÀ



MEDIA



HERITAGE



AMICI



PRODUCTION + CREATIVE PARTNERS



Thank you to our Sponsors

GRAZIE MILLE — FOR HELPING US CELEBRATE LIKE CHAMPIONS

Every champion needs a team — and at Italian Day, our champions are you. From our **Forza Platinum Partners** leading the way, to our **Azzurri Gold, Tricolore Silver, and Cuore Bronze** supporters, each of you plays a vital role in keeping this festival — and our heritage — shining bright.

Your generosity and partnership fuel more than a single event; they sustain a legacy of culture, community, and connection that lives on through every song, every smile, and every shared espresso on The Drive.

As we step into 2026 and the world's eyes turn to Vancouver for a year of champions, Italian Day stands as a proud symbol of unity, joy, and heritage. Together, we raise the flag for what it means to be part of something bigger — a celebration where community becomes famiglia, and every supporter shares in the victory.

From all of us at the Italian Day Festival Society — **Grazie mille**, for being part of our story, our spirit, and our cuore di campione.

Benvenuti a tutti — and see you on The Drive!





ITALIAN DAY FESTIVAL SOCIETY

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