

Honouring Our Roots, Building Our Future.

SPONSORSHIP PACKAGES 2026



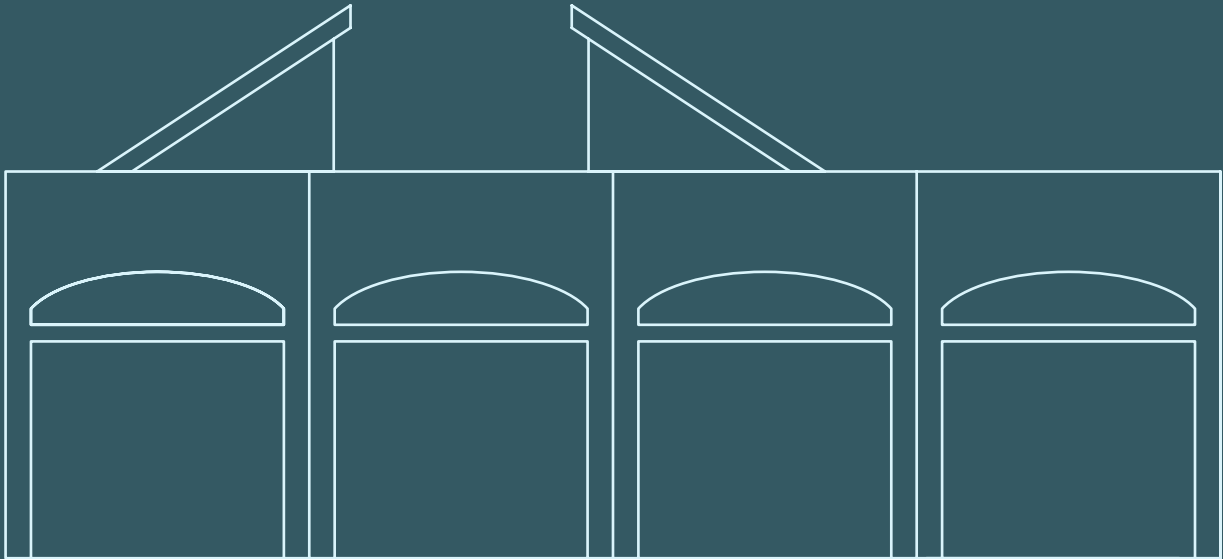


"This place was built
by hands and hearts."

1974

The construction of
Il Centro by volunteers
in the Italian community

From the Heart of Our Community: A Message of Gratitude and Vision



Il Centro was built by the hands, hopes, and sacrifices of our Italian-Canadian founders. In 1977, they created not only a cultural centre, but a home, a place where traditions could thrive, where families could gather, and where community could take root.

Together, we can ensure this centre remains a living symbol of culture, connection, and pride.

With heartfelt gratitude,

Il Centro Italian Cultural Centre

Our Story: Where We Came From

Built by Immigrants. Sustained by Community.

Il Centro began with the determination of Italian immigrants who faced challenges many today can only imagine. They came to Canada in search of opportunity, and found it through hard work, unity, and perseverance.

What they created was more than a cultural centre, it was a promise.



Why Il Centro Matters Today

Where Heritage Lives and Community Grows

For decades, Il Centro has been the heartbeat of Italian culture in Vancouver. It's where children learn the language, where we share traditions, where families celebrate milestones, and where stories are passed from generation to generation.

"They brought little,
but they gave us everything."



They arrived with only a suitcase, carrying courage, tradition, and hope. From almost nothing, they built a community that meant everything. Today, we honour their journey.

Il Centro's Commitment to Celebrating Italian Auto Excellence

5000+
Visitors

Classica Auto Italiana
Father's Day Car Show
JUNE 15, 2025

A Legacy to Protect

We Are the Torch-Bearers Now

We inherited something extraordinary, not just a building, but a legacy. And with legacy comes responsibility.

"Our Nonni were our first teachers."



1962

An Italian nonna and her two little ones on Campbell Avenue and Union Street



Your partnership with Il Centro does not simply fund programming, it preserves heritage. It enables language classes, cultural events, seniors' programs, art exhibitions, sports, and community services that keep our identity alive.

"Legacy happens when people decide something is worth saving."



Our Impact

The Reach, Strength, and Visibility of Il Centro

Il Centro is one of Vancouver’s most active and community-focused cultural institutions. Our impact spans generations and neighbourhoods across the Lower Mainland.

Exposure Throughout Il Centro

10–15+
Major annual events

5400+
Museum visitors

50 to 5,000+
per event

400+
Enrolled students

Signature Events:

- Italian Day on the Drive
- Classica Auto Italiana
- Christmas Market
- ICC Gala Night
- Festa della Repubblica
- FIFA 2026 Watch Parties

“Tens of thousands reached through internal and external events annually”

7000+
Monthly Email
Subscribers

19,500+
Website
Visitors

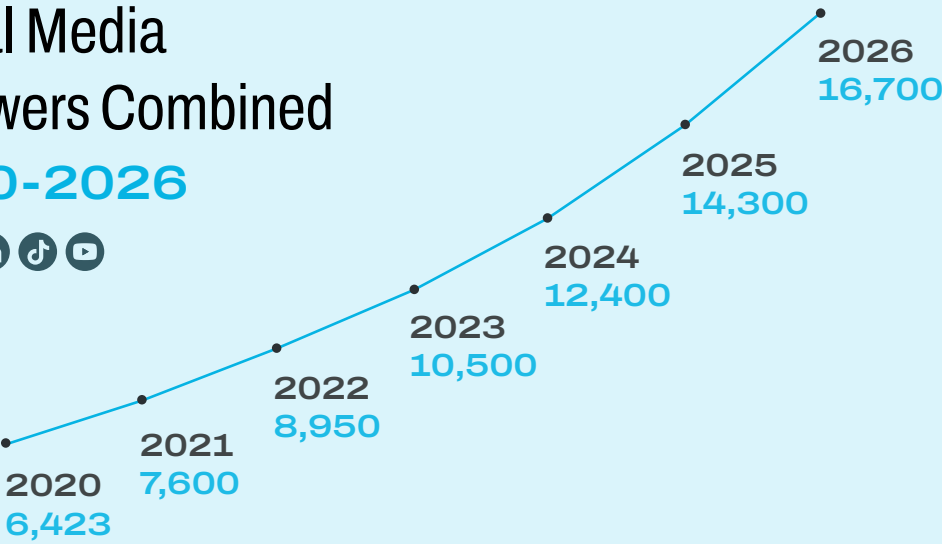
323,000+
Monthly Social
Media Views

50,000+
Cars
Daily

193,000+
SkyTrain
Riders Daily

400,000+
Annual On-
Site Visitors

Social Media Followers Combined 2020-2026



Celebrating Culture, Community, and Global Moments at Il Centro



5000+
Visitors

The Viewing of the FIFA
World Cup™ Winner's Trophy
AUGUST 26, 2025



FIFA WORLD CUP 2026
WINNER'S TROPHY
COUPE DU MONDE DE LA FIFA 2026
LE TROPHÉE DES VAINQUEURS





SIGNATURE EVENT MARKETING EXPOSURE

Logo placement on event marketing materials for a signature event.

Our Sponsorship Approach

Designed for visibility, engagement, and long-term cultural impact

Our sponsorship program offers meaningful visibility, real community connection, and the opportunity to support Italian culture in Vancouver.

Each tier provides increasing recognition across our events, spaces, and platforms.

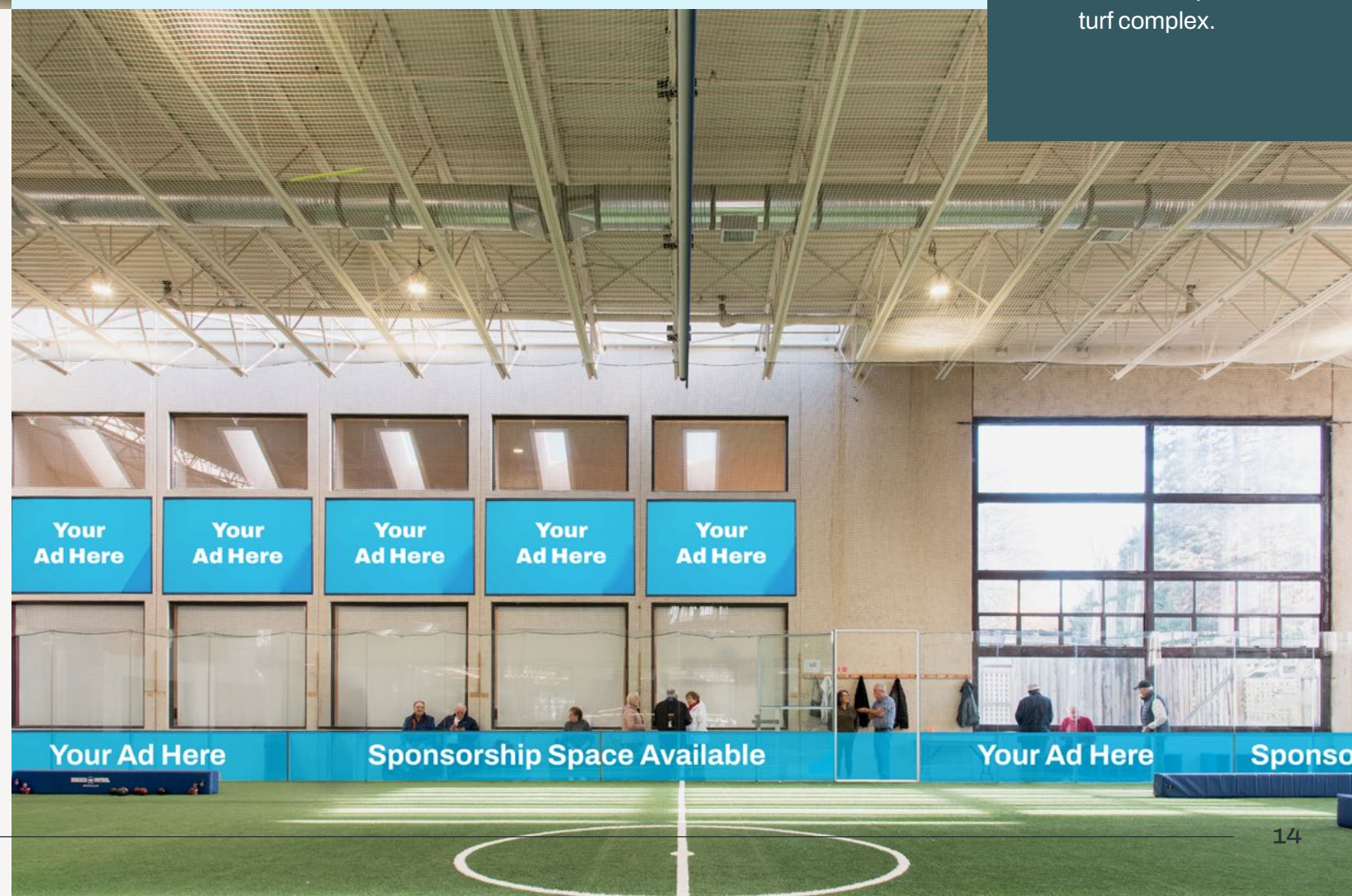
PERIMETER ADVERTISING AT IL CENTRO'S TURF FIELD

Advertising opportunities are available in high-visibility areas along the perimeter of Il Centro's sports turf complex.



ON-SITE DIGITAL SCREEN ADVERTISING

Your brand featured on Il Centro's on-site digital screens, including TVs and Hyperboxes.



Sponsorship Tiers

Every Level Plays a Role in Sustaining Il Centro

Legacy Partner	
\$20,000 The most meaningful level of partnership. Your support becomes woven into the long-term identity of Il Centro. Best suited for: Partners committed to long-term cultural impact and lasting recognition.	
Oro Partner	Argento Partner
\$15,000 A high-visibility, high-impact sponsorship tier supporting major events, facility upgrades, and cultural programming. Best suited for: Established organizations looking for premium exposure and leadership-level presence.	\$10,000 A partnership level that expands your presence across our signature events and digital platforms while supporting year-round initiatives. Best suited for: Businesses seeking consistent exposure and deeper engagement with the Italian-Canadian communit

Looking for something specific?

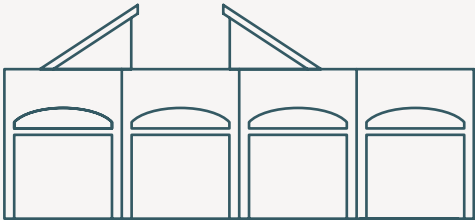
We're happy to tailor benefits to align
with your brand goals, audience, and budget.

At a Glance

Benefit Category	Legacy	Oro	Argento
Website Sponsor Recognition	✓ Premium	✓ Large	✓ Medium
Event Program Recognition	✓	✓	✓
Gala Access	✓ 2 tables + VIP	✓ 1 table	✓ 4 tickets
Digital Event Promotions	✓✓✓	✓✓	✓
Social Media Exposure	✓ Custom	✓ 6 posts	✓ 4 posts
Newsletter Features	✓ Sponsored Article	✓ Custom section	✓ 3
On-Site Advertising	✓ Premium	✓	✓
Custom Video Content	✓ Collaboration	✓ 2 videos	✓ 1 video
Turf Field / Perimeter	✓ Premium	✓	
VIP Event Access	✓	✓	✓
Naming / Legacy Recognition	✓		
Donor Wall Recognition	✓	✓	✓

Celebrate 50 Years with Il Centro!

2027 marks our 50th anniversary, and something
truly special is happening. Be part of this
milestone and join a legacy worth celebrating.





Join Us in Building What Comes Next

Let’s Shape Something Meaningful Together

Il Centro was built through the courage, sacrifice, and vision of those who came before us. Now, we continue that legacy, together.

Your sponsorship ensures Il Centro remains a vibrant, living home for Italian culture in Vancouver for generations to come.

Let’s build a future worthy of our past.

“Their stories built us.
Now we build for those who come next.”



Contact Us for More Information



Mario Miceli, Executive Director
Il Centro Italian Cultural Centre
mario@iccvancouver.ca
604-430-3337 (Ext 226)
italianculturalcentre.ca

Grazie Mille



SINCE 1977

Il Centro Italian Cultural Centre
italianculturalcentre.ca
604-430-3337