

BOSTON

# PIZZA

FESTIVAL

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 19-20, 2026

# ABOUT THE EVENT



We create a one-of-a-kind, two-day outdoor experience featuring live music, entertainment, exhibitions, demonstrations, giveaways, treats, and of course—Pizza!

Inspired by the outdoor piazzas of Napoli, our pizza festival transports guests from their local streets to a mouth-watering, authentically Italian destination without the cost of airfare. With dozens of pizzerias, both locally sourced and featuring participation from Italian partners, all pizzas are made fresh to order in beautiful, custom-crafted ovens. This year, we are proud to have Fiero Group as our official oven sponsor, with every pizza vendor using their stunning, custom-built pizza ovens to deliver the freshest, best-tasting pizza each city has to offer.

Now in its seventh year, the Boston Pizza Festival is back, attracting over 20,000 attendees annually. Our events aim to connect communities through camaraderie, great food, and libations, bringing together families and friends to share in an unparalleled pizza-eating experience. We strive to create streamlined, enjoyable guest experiences that surprise, entice, and leave people excited to return year after year



# EVENT SUMMARY

(2017-2025 BOSTON PIZZA FESTIVAL SUMMARY)



Since inception the Boston Pizza Festival has grown into an instant summer classic in Boston. With thousands in attendance the event has grown into the biggest pizza festival in the United States.



Featuring Boston's best pizzerias and some of the oldest pizzerias from Naples, Italy we have been able to offer an experience that is unrivaled by other food events. Some notable pizzerias from Naples are Starita a Materdei and Lombardi 1892 both pizzerias over 100 years old and consistently ranked best pizzerias in Naples.



The event includes live food and entertainment experiences throughout the day, including live-pizza making demos from famous pizzaiolos, acrobat shows from World Champion pizza spinning champions and live music. Each year one of the many participating pizzerias gets voted by the attendees as Best Pizza of the Boston Pizza Festival.

# HEADLINES



*"The aromas around City Hall Plaza are going to be heavenly"*



*"City Hall expects large crowds, at least 24 pizza vendors from all over the world, and of course, LOTS of pizza."*

*The Boston Globe*

*"It's a pizza lover's heaven!"*



*"Pizza lovers will want to make a stop at Boston's City Hall Plaza this weekend for the First Annual Boston Pizza Festival!"*



*"Thousands turn out for the inaugural Boston Pizza Festival!"*



*"Between slices, visitors can learn how to make pizza from experts of the craft and watch pie-tossing performances from pizza acrobats!"*

# 2026 EVENT PLANS

In 2025 we have plans to continue the success of the pizza festival and deliver the best quality event to our attendees.

## **BOSTON PIZZA FESTIVAL**

Dates: September 19-20 , 2026

Location: Boston City Hall Plaza Boston, MA

Expected Attendance: 20,000

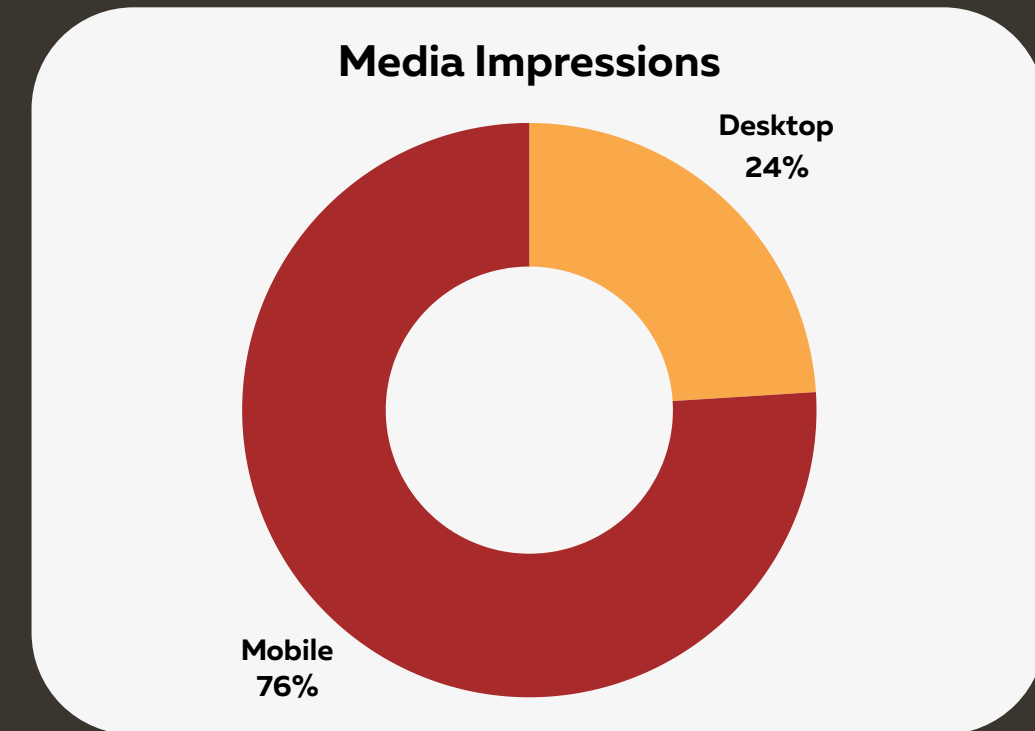
### **ABOUT THE VENUE:**

City Hall Plaza in downtown Boston is a spacious, easy-to-reach venue for big events. Its open design makes it perfect for festivals, concerts, and community gatherings

**SEPTEMBER 19 11:00 AM-6:00 PM**

**SEPTEMBER 20 11:00 AM-6:00 PM**

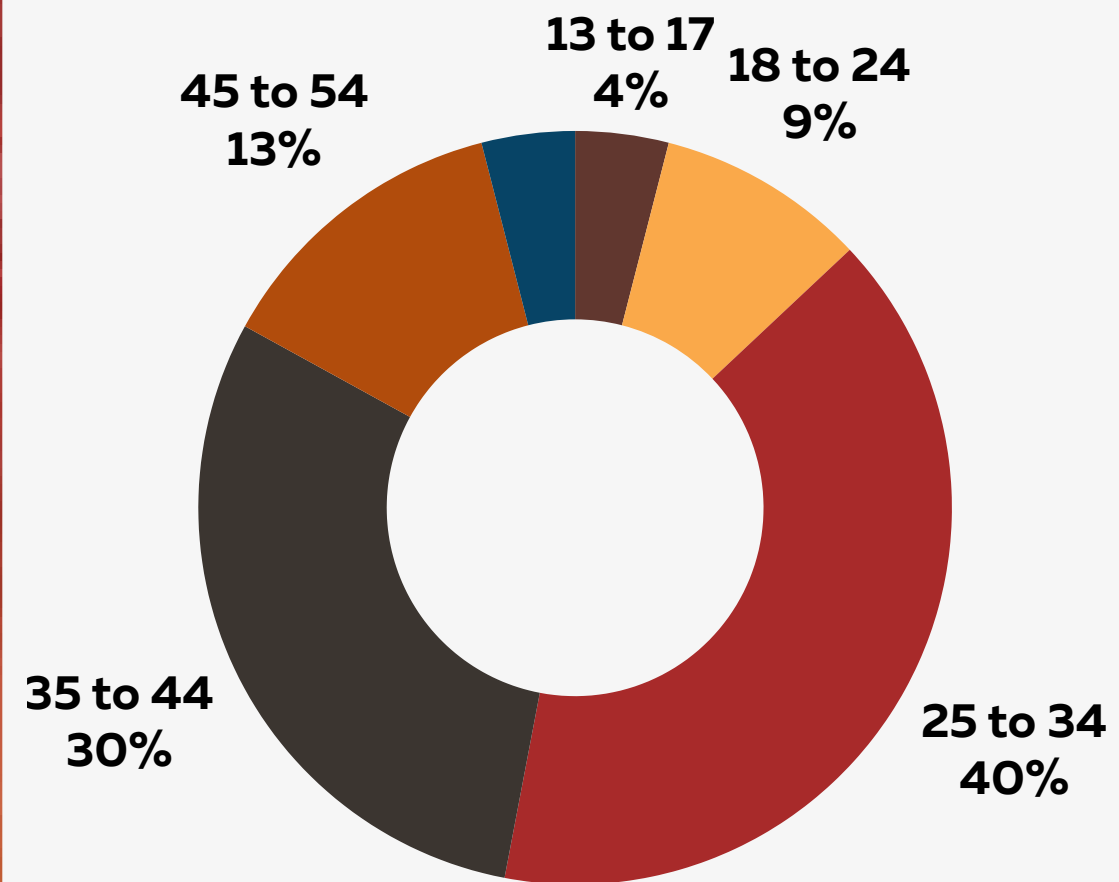
# CUSTOMER DEMOGRAPHICS



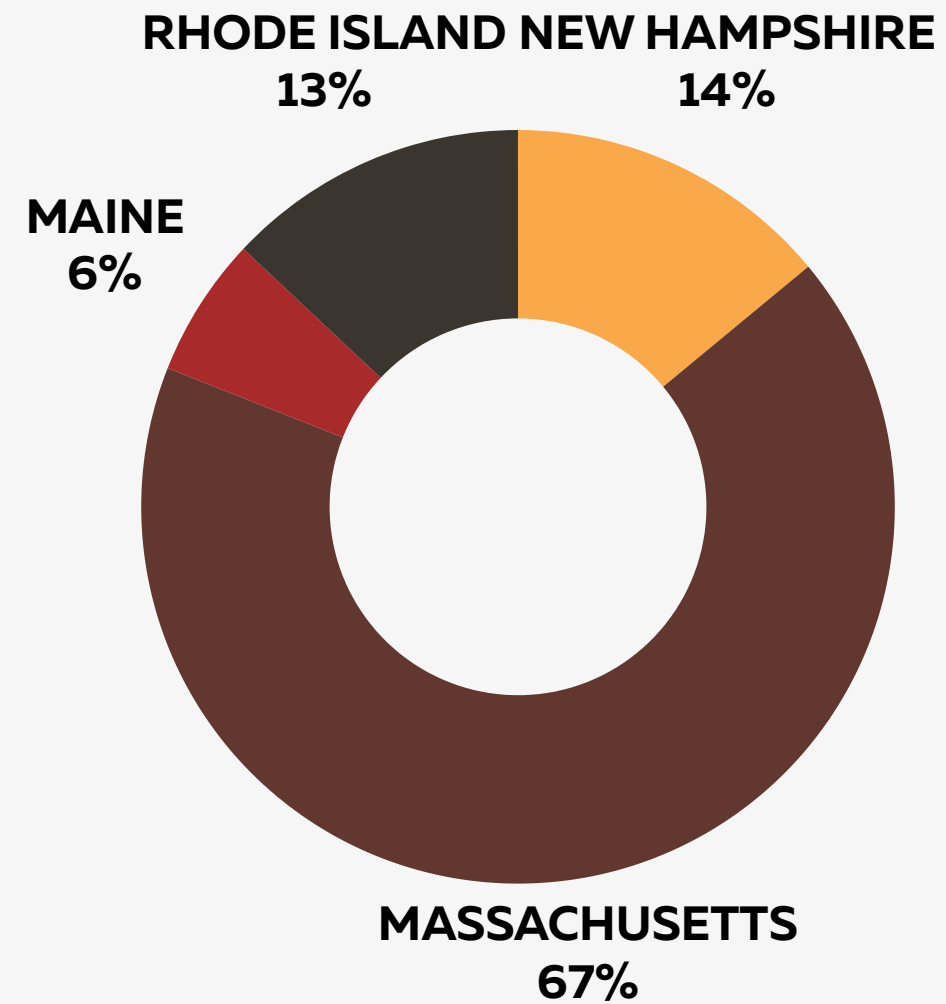
<b>Facebook Followers</b>	<b>13,000</b>
<b>Instagram Followers</b>	<b>12,100</b>
<b>TV, Print &amp; Online Impressions</b>	<b>243,793,012</b>
<b>Email Subscribers</b>	<b>35,000</b>

# CUSTOMER DEMOGRAPHICS

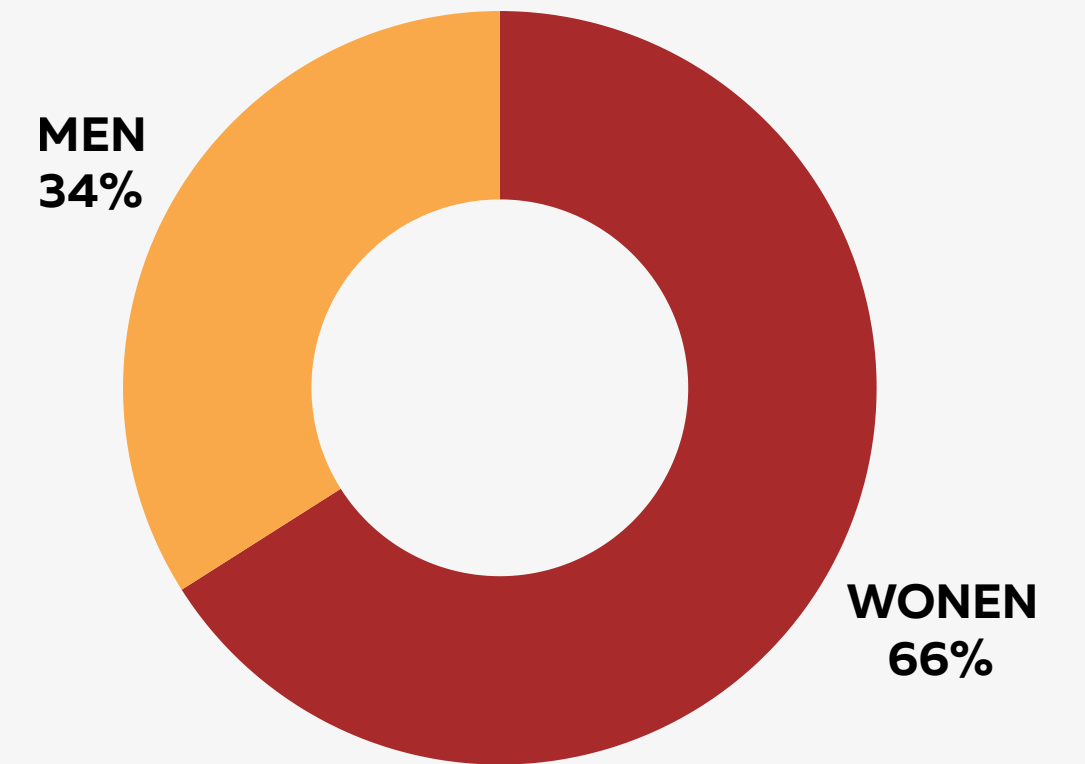
## AGE DEMOGRAPHICS



## LOCATION



## GENDER



# TITLE SPONSOR - \$50,000

## ADVERTISING

- Your logo prominently featured on the festival's website.
- Exclusive festival naming rights ("The Boston Pizza Festival brought to you by...").
- Inclusion in all Pizza Festival email communications.
- 8 Posts on Instagram and Facebook
- Premium logo placement on all print materials including posters, flyers, press releases, and event signage.
- Acknowledgement as the Title Sponsor in all press releases and across all social media platforms.

## DAY OF EVENT

- Your logo showcased on all event tickets.
- Generous 20' x 20' Activation footprint at a prime location.
- Your name on the Main Entrance signage for high visibility.
- Opportunity to distribute product samples or branded items to attendees, enhancing their festival experience.
- Invitation for stage time to connect directly with attendees.
- 8 DJ Mentions during the event.
- A unique opportunity to have your own signature pizza featured at the event.

# PLATINUM SPONSOR - \$20,000

## ADVERTISING

- Logo prominently displayed on the festival website.
- 5 Mention in Pizza Festival email blasts.
- 5 Posts on Instagram and Facebook.
- Prominent logo placement on select printed materials including program book, posters, and event signage.
- Recognition as a Platinum Sponsor in selected press releases and social media sites.

## DAY OF EVENT

- 20' x 10' Activation footprint.
- Opportunity to distribute product samples or branded items to attendees.
- Opportunity for stage time during the event.
- 5 DJ Mentions during the event.
- A pizza named after your company at the event.

# GOLD SPONSOR - \$10,000

## ADVERTISING

- Logo featured on the festival website.
- 3 Mention in Pizza Festival email blasts.
- 3 Posts on Instagram and Facebook.
- Logo placement on selected printed materials and event signage.
- Recognition as a Gold Sponsor on our social media sites.

## DAY OF EVENT

- 15' x 10' Activation footprint within the festival premises.
- Opportunity to distribute branded items to attendees.
- 3 DJ Mentions during the event.
- A pizza named in honor of your company at the event.

# SILVER SPONSOR - \$5,000

## ADVERTISING

- Logo included on the festival website.
- 1 Mention in one Pizza Festival email blast.
- 1 Post on Instagram and Facebook.
- Logo placement on event signage.
- Recognition as a Silver Sponsor on our social media site

## DAY OF EVENT

- 10' x 10' Activation footprint.
- Opportunity to offer product samples or branded items to attendees.
- 1 DJ Mentions during the event.

# BRONZE SPONSOR - \$2,500

## ADVERTISING

- Logo included on the festival website
- Logo placement on select signage

## DAY OF EVENT

- 10' x 10' Activation footprint
- Opportunity to offer product samples or branded items to attendees

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to the outlined sponsorship packages, the Boston Pizza Festival offers a wealth of additional opportunities that can further enhance your sponsorship experience.

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- **Data sharing:** Gain valuable insights about your audience.
- **Food eating competitions:** Engage directly with attendees in a fun, interactive way.
- **Social media giveaways:** Drive engagement and awareness on digital platforms.
- **Additional speaking/stage time:** Make a greater impact by connecting directly with attendees.
- **Cooking demo times and appearances:** Showcase your brand's culinary prowess and engage with the audience.
- **Sponsoring a specific zone within the event:** Gain high visibility and association with a specific zone of the festival. Available zones for sponsorship: Kid's Zone, Car/Vehicle Area, Beer Garden, Main entrance, Stage Area,
- **Potential for sponsored events and dinners:** Foster deeper connections with attendees in a more intimate setting.

**Remember, our team is committed to finding a 'yes' to every request. We're open to discussing any custom needs you might have to ensure your sponsorship works best for you.**

# SPONSORSHIP RESPONSE

If you're interested in becoming a sponsor for the Boston Pizza Festival, we encourage you to reach out to us. You can either email us directly or click the link below and fill out the sponsorship interest form. We understand that sponsorship is a significant commitment, and we are here to answer any questions you may have and to find the best fit for your business needs. We look forward to discussing the potential sponsorship opportunities with you in greater detail and helping your brand make a lasting impact at the Boston Pizza Festival.

## CONTACT INFORMATION:

**IF YOU ARE INTERESTED IN SPONSORSHIP PLEASE CONTACT US BY EMAIL AT:**

**BOSTONPIZZAFESTIVAL@GMAIL.COM**

## CALL US:

**(617) 840-7417 OR (857) 205-3322**

## OUR MAILING ADDRESS IS:

**64 RESERVOIR AVENUE, REVERE, MA 02151**

[\*\*SPONSORSHIP SIGN UP FORM\*\*](#)