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SPONSORSHIP PLAN

SDC LITTLE ITALY – JEAN-TALON MARKET

2016



SDC LITTLE ITALY – JEAN-TALON MARKET

OUR MISSION

The business development company of Little Italy and Jean-Talon Market is a nonprofit organization created in November 2009 and whose mission is to protect the interests of its members, ensuring the economic development of its industry as well as the development and promotion of the area of Little Italy.

NOTRE TEAM

BOARD OF DIRECTORS

Me Dorina Tucci
President
Lawyer

Marco Miserendino
Vice-President
Owner of *Bijouterie Italienne*

Tony Loupessis
Secretary
Owner of *Marché Royal Plus*

Giancarlo Sacchetto
Treasurer
Owner of *Pastificio Sacchetto*

Nicola De Palma
Administrator
Owner of *Impasto restaurant*

Laila El Kostali
Administrator
Branch manager of *National Bank of Canada*

Sara Falci
Administrator
Branch manager of *Caisse Desjardins Saint-Jean-de-la-Croix*

Cesare Lucarelli
Administrator
Owner of *Dollar du Marché*

OPERATIONAL TEAM

Cristina D'Arienzo
Collaborator

Audrey Febvre
Coordinator of marketing and communications

PARTNERS

Borough of Rosemont Petite-Patrie

Montreal Tourisme

Association of Montreal commercial development companies

PME MTL Centre-Est

BRAND IMAGE

The neighborhoods of large cities now enjoy a similar reputation to the cities that house them. It therefore becomes necessary to stand out in order to be competitive. With its new visual identity, Little Italy not only seeks to renew its image, but also to materialize the changes in the neighborhood in the past recent years. Effectively, the area has seen many real estate and commercial projects in which will be carried out as well as the arrival of a new clientele.

KEYWORDS OF 2016 PROJECTS



Optimization of marketing tools

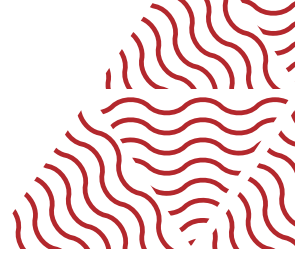


Enhancement of the branding

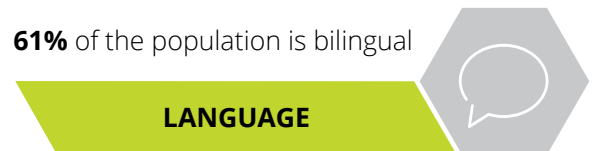
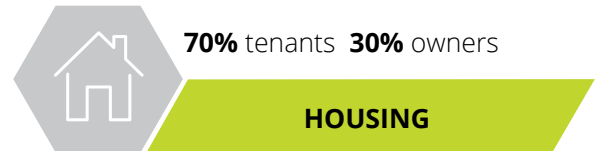
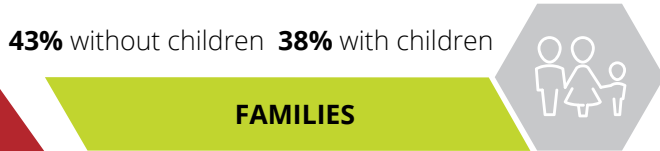
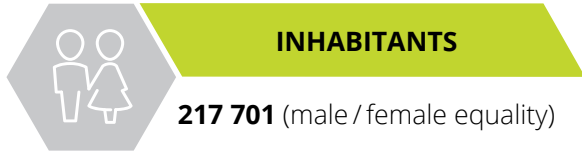


Partnerships development

LITTLE ITALY'S PROFILE

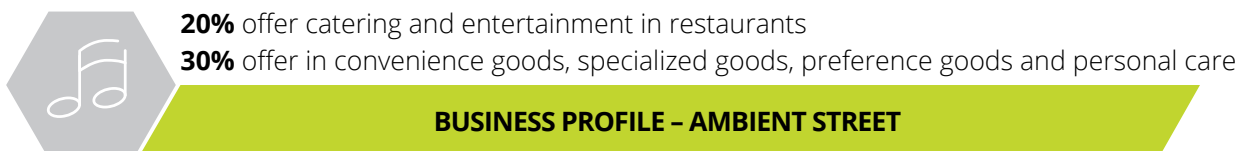
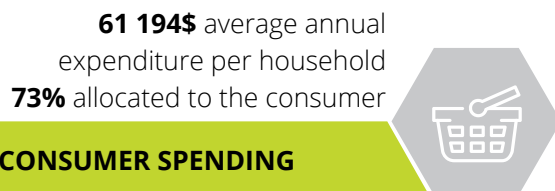
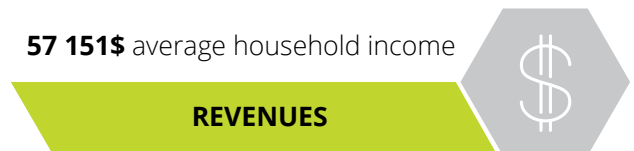
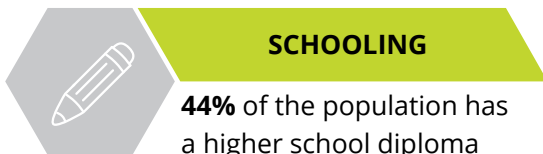


DEMOGRAPHIC PROFILE

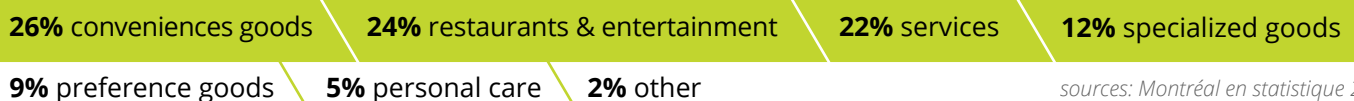


ECONOMICAL PROFILE

sources: Statistique Canada, EDM 2012



SDC'S BUSINESS PROFILE



sources: Montréal en statistique 2012



VIVERE EMOZIONE

The new brand image of Little Italy promotes a commercial and cultural offer that is lived, hence the use of the typical Italian expression "Vivere Emozione". The letter V becomes a symbol which meets an amalgam of textures representing the urban multi-generational neighborhood. These same textures creatively unfold to identify the three commercial hubs of Little Italy:

**gastronomy,
sport and culture.**

Our strength is our authenticity. Little Italy is a historical as well as a touristic district of Montreal, wherein three languages are spoken, being: French, English and Italian.

Coming to Little Italy, people look for our European lifestyle, being in our parks, coffee and restaurant terraces, our market and the uniqueness of our merchants who have the know-how to as well as the cultural quality.

Little Italy cannot be visited, you live it! It's called Vivere Emozione!

MERCHANT'S PICTURES



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CONTACT

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