



ICCO

ITALIAN CHAMBER of COMMERCE
of ONTARIO

UNICO PRIMO PENTOLA d'ORO

2016

A message from ICCO

...and we are at the fourth edition of the Pentola d'Oro with exceptional winners, great sponsors and an audience from one of the most important sectors in Ontario and in Canada.

The Food & Beverage industry plays a major role in the trade exchange between Canada and Italy, with Ontario becoming a force in North America for its agricultural products and cluster of food processing and packaging enterprises.

Four years ago, the ICCO launched the first edition of Pentola d'Oro with its book Buon Appetito Toronto! We are proud to announce today that this publication is sold in all the best bookstores in the country. As the voice of Italy-Canada business, ICCO's role is also to promote Food & Beverage as a lifestyle.

At this year's Pentola d'Oro, ICCO will open a week long series of initiatives for the promotion of authentic Italian products as mandated by the Italian Ministry of Economic Development. We hope you can join us to celebrate the Extraordinary Italian taste in Canada.

George A. Visintin
President



Corrado Paina
Executive Director

The prestigious Pentola d'Oro Awards Gala Dinner acknowledges Italian culinary and Food & Beverage excellence in Ontario.

Italy-Canada Award:

Entrenching business and cultural relations between Italy and Canada, this award will be made available to companies of either Canadian or Italian origin that have invested in the promotion of food products and the development of food culture (but not limited to) in Canada and Italy.

Pentola d'Oro Award:

This award will be made available to companies of Canadian-Italian origin that import, distribute, produce and retail food and beverage products developed in Italy.

Favourite Hotspot Award:

This award will be presented to an Italian Restaurant where tradition meets contemporaneity. This is an iconic restaurant where the respect for Italian cuisine is just as important as the respect for the Italian value of togetherness. The recipient will be selected by ICCO members.

In addition **5 Italian restaurants** in Ontario have been selected by the Italian Ministries of Foreign Affairs and Economic Development, Agriculture, Tourism, and Culture in collaboration with Unioncamere and ICCO to receive the Marchio Ospitalità Award (Italian Restaurant Award). The restaurants have been recognized for their dedication to Italian authenticity and meeting the highest standard in the industry.

UNICO PRIMO PENTOLA D'ORO 2016 AWARD RECIPIENTS

City of Vaughan Italy-Canada Award:

Domenic Primucci, President - Pizza Nova

Jan K. Overweel Ltd. Pentola d'Oro Award:

Carmine Fortino, Executive Vice President & Ontario Division
Head - Metro Ontario Inc.

Pizza Nova Favourite Hotspot Award:

Rob Gentile, Chef - Buca Osteria & Enoteca

LCBO Best Performing Italian Supplier:
Ruffino



UNICO PRIMO PENTOLA d'ORO 2016 SELECTION COMMITTEE MEMBERS

Mr. Joe Baker – Dean,
School of Hospitality, Tourism and Culinary Arts,
Centennial College

Mr. Corrado Paina – ICCO Executive Director

Mr. Pat Pelliccione – President Jan K. Overweel Limited

Mr. John Porco – Chief Operating Officer at Unico Inc.
and Primo Foods

Mr. Ron Sedran – Managing Director Equity Capital Markets, Canaccord
Genuity

Mr. George Visintin – ICCO President



MARCHIO OSPITALITA' AWARD

Eight Italian restaurants in Ontario have been selected by the Italian Ministries of Foreign Affairs and Economic Development, Agriculture, Tourism, and Culture in collaboration with Unioncamere and ICCO to receive the Marchio Ospitalità Award. These restaurants have been recognized for their dedication to Italian authenticity and meeting the highest standard in the industry.

- **Cibo Wine Bar on Yonge**
(Toronto)
- **Cibo Wine Bar Yorkville**
(Toronto)
- **L'Unita'**
(Toronto)
- **Giorg**
(Thunder Bay)
- **La Vecchia**
(Toronto)
- **Nicolino's**
(Winnipeg)
- **Posticino**
(Toronto)
- **Mona Lisa**
(Winnipeg)



THE EXTRAORDINARY ITALIAN TASTE CENTItalia SPONSORSHIP OPPORTUNITY

Centennial College and the Italian Chamber of Commerce of Ontario (ICCO) are presenting CENTItalia, a week-long food and education event.

The CENTItalia program will include:

- **Master Classes**
- **Chef in Residence and Class Drop in** programs for Centennial College students
- **Tasting events** for selected audiences and industry stakeholders
- **A Food Symposium.**

Four Italian Chefs from the Regions of Emilia Romagna, Tuscany, Latium and Piedmont will share their international experience during the events at CENTItalia.

This week long of activities will conclude with the fourth annual ICCO Pentola d'Oro.



The Extraordinary Italian Taste CENTItalia Sponsorship Opportunity

Sponsor a Tasting Event

\$ 5000 + costs of food and wine for up to 30 guests

Tasting events will be held from 12 noon to 2 pm or from 6 pm to 8 pm at Centennial College, School of Hospitality and Culinary Arts – in an exclusive atmosphere for your special guests, with a Chef from Italy and Centennial's School of Culinary Art staff presenting selected recipes prepared in front of your guests, with authentic Italian products.

Your sponsorship will include:

- Prominent acknowledgment of your company during the tasting event
- Opportunity for a 5 minute address to your special guests
- Your products displayed during the event (set up done by sponsor)
- Link from the ICCO website where the event is listed
- Recognition as Special Event Sponsor in all CENTItalia marketing and communications
- Tour of the new state of the art Culinary School facilities for interested guests.



UNICO PRIMO PENTOLA d'ORO 2016 EVENT DETAILS

FRIDAY, NOVEMBER 18, 2016

THE LOCATION

THE CARLU

444 Yonge Street, 7th Floor
Toronto, ON M5B 2H4

Cocktail Reception: 5:00 pm
Dinner Awards Gala: 7:00 pm

Dress Code
Business/Cocktail Attire



TITLE SPONSORSHIP

\$10,000

SOLD – UNICO PRIMO

Gala Print and Promotions:

- Corporate name and logo incorporated into the event title (e.g. Company Name – Pentola d'Oro)
- Corporate name and logo printed on invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Recognition as the Title Sponsor
- Representative to address the audience for 3 min. from the podium
- Verbal acknowledgement by Master of Ceremonies
- Red Carpet Step & Repeat with corporate logo prominently displayed
- Prominent corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- 2 Tables of 10 in prominent location
- An opportunity to include company's marketing tool or product in the event's gift bag to handed out to over 350 attendees.



WINE SPONSOR

\$10,000

SOLD – CONSORZIO TUTELA VINI MONTEFALCO

Gala Print and Promotions:

- Corporate name and logo printed on menu card, webpage, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Recognition as the Wine Sponsor
- Verbal acknowledgement by Master of Ceremonies
- Red Carpet Step & Repeat with corporate logo displayed
- Table of 10 in prominent location
- Corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- An opportunity to include company's marketing tool or product in the event's gift bag to handed out to over 350 attendees



COCKTAIL SPONSORSHIP

\$8,000

SOLD – LONGO'S

- Prominent acknowledgment of your company during the Cocktail Reception during the cocktail hour
- Your products displayed during the cocktail (set up done by sponsor)
- One reserved table for ten of your guests with premium seating at the dinner reception with corporate name prominently displayed
- Corporate logo to appear on audio/visual screens throughout the event (logo rotation)
- Logo recognition on Awards invitation – distributed to over 3,000 individuals including peers, Government officials, VIPs, and ICCO Members
- Link from the ICCO website where the event is listed
- Recognition as the Cocktail Sponsor in all Unico Primo Pentola d'Oro marketing and communications



PENTOLA D'ORO AWARD SPONSORSHIP

\$7,000

SOLD – JAN K. OVERWHEEL LTD.

Gala Print and Promotions:

- Corporate name and logo printed on invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Company representative will present the Food & Beverage Industry Award
- Company name engraved on the Food & Beverage Industry Award
- Red Carpet Step & Repeat with corporate logo prominently displayed
- Prominent corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- 1 Table of 10
- An opportunity to include company's marketing tool or product in the event's gift bag to handed out to over 350 attendees



ITALY-CANADA AWARD SPONSORSHIP

\$7,000

SOLD – CITY OF VAUGHAN

Gala Print and Promotions:

- Corporate name and logo printed on invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Company representative will present the Canada-Italy Award
- Company name engraved on the Canada-Italy Award
- Red Carpet Step & Repeat with corporate logo prominently displayed
- Prominent corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- 1 Table of 10
- An opportunity to include company's marketing tool or product in the event's gift bag to handed out to over 350 attendees



AIRLINE SPONSORSHIP

\$6,000

SOLD – AIR CANADA

Gala Print and Promotions:

- Corporate name and logo printed on invitation, menu card, website link, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Red Carpet Step & Repeat with corporate logo prominently displayed
- Prominent corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- Recognition from the Emcee as the Airline Sponsor of the event
- 1 Table of 10
- An opportunity to include company's marketing tool or product in the event's gift bag to handed out to over 350 attendees.
- Partake in the Selection Committee and help ICCO select this year's winners



PROGRAM SPONSORSHIP

\$5,000

Gala Print and Promotions:

- Corporate name and logo printed on menu card, webpage, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Verbal acknowledgment by Master of Ceremonies
- Red Carpet Step & Repeat with corporate logo displayed
- Corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- Four complementary tickets to the event



CENTREPIECE SPONSORSHIP

\$5,000

SOLD – TREVISANA KITCHENS

Gala Print and Promotions:

- Corporate name and logo printed on menu card, webpage, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO members, F&B industry, corporations, mainstream media and VIPs

Night of Gala Dinner:

- Verbal acknowledgment by Master of Ceremonies
- Red Carpet Step & Repeat with corporate logo displayed
- Corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- Four complementary tickets to the event



ENTERTAINMENT SPONSORSHIP

\$5,000

Gala Print and Promotions:

- Corporate name and logo printed on menu card, webpage, media advertising (including social media) and marketing & sales collateral
- Over 6000 e-blasts including ICCO Members, F&B industry, Corporations, mainstream media and VIPs

Night of Gala Dinner:

- Verbal acknowledgement by Master of Ceremonies
- Red Carpet Step & Repeat with corporate logo displayed
- Corporate logo recognition in multi-media presentations
- Corporate logo on table signage
- Four complementary tickets to the event



2016 REGISTRATION FORM

Registration Form

Sponsorship

- ☐ Title Sponsorship - **SOLD**
- ☐ Italy-Canada Award Sponsorship
- ☐ Pentola d'Oro Award Sponsorship
- **SOLD**
- ☐ Favourite Hotspot Award Sponsorship
- **SOLD**
- ☐ Airline Sponsorship Award - **SOLD**
- ☐ Wine Sponsorship - **SOLD**
- ☐ Program Sponsorship
- ☐ Wine sponsorship - **SOLD**
- ☐ Cocktail Sponsorship - **SOLD**

- ☐ Airline Sponsorship - **SOLD**
- ☐ Dinner Sponsorship
- ☐ Entertainment Sponsorship

Tables

Quantity

- ☐ Members (\$2500) _____
- ☐ Non-Member (\$3000) _____

Tickets

Quantity

- ☐ Members (\$250) _____
- ☐ Non-Member (\$300) _____

Registrant:

Number of Tickets _____

Name _____

Company _____

Phone _____

Email _____

Address _____

ICCO Contact:

Faria Hoque
416-789-7169 x 210
hoque@italchambers.ca

Payment Method: [] MasterCard

[] VISA

[] AMEX

Credit Card # _____

Expiry Date _____

Name on Card: _____

Participants are considered confirmed registrants once payment is received. Payment is due upon registration - **Cancellation after October 21, 2016 will not be refunded.** No shows will be charged as per RSVP.

Past sponsors include:



DOLCE



FERRERO



PIZZA NOVA



HIGHLIGHTS FROM

PENTOLA
d'ORO
2015



UNICO PRIMO
PENTOLA
d'ORO

2016

For sponsorship opportunities or additional
information about the event,
please contact:

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(416) 789 7169 ext. 210