



# Festa del Redentore

The most fascinating Venetian festival



# The Festa del Redentore: Venetian Tradition

A large, vibrant blue and white fireworks explosion in the night sky, with a silhouette of a figure on a pedestal to the right.

Each year, Venice attracts millions of tourists for world famous events. Among these is the **Festa del Redentore**, which is a unique moment for commercial and tourist highlights.

The Redentore is the event honouring the construction of the Redentore Church, built to give thanks, from a promise made in 1577, should the city be freed from the plague.

In July of that same year, it was decided to celebrate annually by setting up a special devotional weekend.

This celebration is still respected after almost five centuries. Besides its religious character, the feast is remembered for the big fireworks' display held late Saturday evening, in the lagoon area. It attracts a worldwide audience

The event is held every year in **the third weekend of July.**



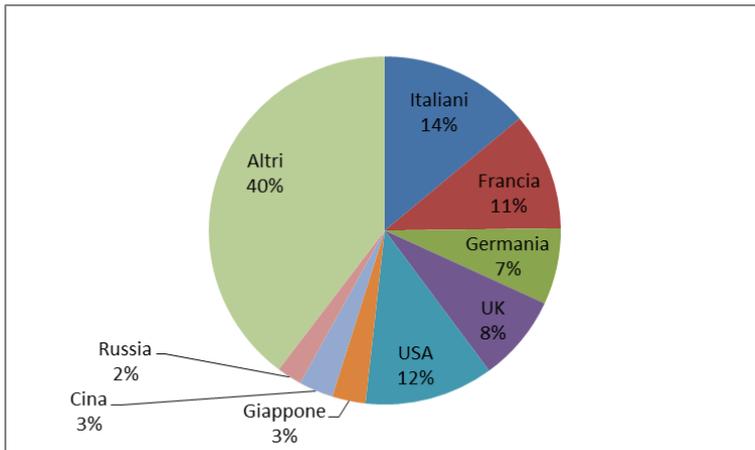
# Numbers

Participants: 120,000 people

Boats: 5,000 in St. Mark's Basin

Visitors:  
80,000  
14% Italy  
12% USA  
11% France

Web 25.000 visitors in the period before the event



# Partnership

The communication project

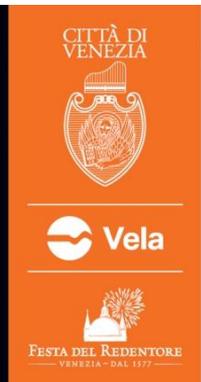


# Sponsor of the event

- ✓ Exclusive product sector
- ✓ Use of logo and official event image

# Mass media

- ✓ Official press conference
- ✓ Backup from Event's press office personnel
- ✓ Social networks promotion



# FESTA DEL REDENTORE

[www.veneziaunica.it](http://www.veneziaunica.it)

CITYPASS  
VENEZIA  
UNICA

# Brand Communication

- ✓ Insertion of the sponsor's logo in all official communication:
  - posters circulated on all municipal territory;
  - official brochure of event distributed to main commercial enterprises (hotels, restaurants, bars and shops) to tourist information agencies, and privately “hand2hand” in the main areas of the city;
  - internet website [www.redentorevenezia.it](http://www.redentorevenezia.it) with link to sponsor;
- ✓ Placement of banner with logo or other message from sponsor on the especially-erected pontoon bridge “*Ponte Votivo*” connecting Zattere to the Island of Giudecca.



# Street Marketing

- ✓ Possibility of setting-up flash-mob activities, hand2hand and guerrilla marketing activities in areas with high turnouts (efficient for advertising and sampling).

# Hospitality

- ✓ Seating reserved for the Official Dinner of the Redentore Feast organized by Vela, to be held in the courtyard of the Doge's Palace on Saturday night. Besides the special dinner, this event includes the private visit to the Palace and the viewing of the fireworks' display from the Doge's Palace gallery.





Watch the video



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