



San Francisco Italian Literary Festival

April 10 -13, 2026 | First Edition



Consulate General of Italy
San Francisco



Librai in corso
Corsi, servizi, eventi



Libreria
Pino



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DISCOVER LA PIAZZA

Presented by the Italian Cultural Institute of San Francisco, and by Librai in Corso, under the auspices of the Consulate General of Italy in San Francisco and CEPELL – Centro per il libro e la lettura, **LA PIAZZA** is the first Italian literary festival in San Francisco dedicated to bringing Italy's newest writers to Bay Area audiences and celebrating the country's rich literary tradition, sharing the voices and faces that define our contemporary literary culture.

A UNIQUE AUDIENCE

LA PIAZZA attracts a diversified and engaged combination of people that has been following us over time, as well as a consistently increasing number of new supporters drawn by our public relations efforts. The demographic of our audience has expanded from mostly Italians living abroad and a thriving and historically rooted Italian-American community to a growing number of individuals passionate about the Italian culture.

THREE DAYS OF IDEAS, ENGAGEMENT & INSPIRATION, WITH AUTORS FROM ITALY SHOWCASING CONTEMPORARY ITALIAN LITERATURE THROUGH A WIDE RANGE OF GENRES AND FORMS—FROM ESSAYS TO NOVELS, FROM GRAPHIC NOVELS TO MYSTERIES, AND ALL THE WAY TO THE IMAGINATIVE WORLDS OF CHILDREN'S BOOKS.

Among the authors invited are:

Mario Calabresi, Silvia D'Achille, Ann Goldstein, Stefano Mancuso, Daniele Mencarelli.

Festival information will be available at the Italian Cultural Institute San Francisco, at Libreria Pino, at the COMITES of San Francisco, at the Festival venues, on the website and newsletter, and on social media.

The final program, including authors and dates, will be available online starting **February 9, 2026**.

DATES & VENUES

The first edition of **LA PIAZZA** will take place from April 10 to April 13, 2026, across several venues: Italian Cultural Institute of San Francisco, University of California Berkeley, University of California Davis, La Scuola International School, Libreria Pino, Club Fugazi.

SUPPORT THE FESTIVAL

Excellent Exposure for Your Organization

This three-day experience provides excellent exposure, with access to an international and refined audience.

It is possible to support **LA PIAZZA** through tax-deductible donations via the COMITES.

In-kind and Media sponsorships are also accepted, through the provision of services (such as catering, accommodation, logistics, etc.).

Both general sponsorship of the Festival and co-presentation of individual events are possible.



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BENEFITS	FRIEND \$500-\$999	DONOR \$1,000-\$2,499	PARTNER \$2,500-\$4,999	SPONSOR \$5,000 +
Recognition on the event pages on http://www.lapiazzasanfrancisco.com/ and https://iicsanfrancisco.esteri.it/en/	✓	✓	✓	✓
Recognition on digital promotional channels (e-newsletter & social media)	✓	✓	✓	✓
Company logo on event signage (roll ups, step and repeat, flyers, posters, postcards)	✓	✓	✓	✓
Acknowledgement on all press releases	✓	✓	✓	✓
Company logo on http://www.lapiazzasanfrancisco.com/ and https://iicsanfrancisco.esteri.it/en/		✓	✓	✓
Company logo on event interstitials projected on stage		✓	✓	✓
Five social media mentions during the festival			✓	✓
Recognition from the podium at all events			✓	✓
Exhibit space for company-branded giveaways or membership materials			✓	✓
Brand reel played at the start of each event				✓
Recognition at all receptions				✓
Invitation to a private dinner event with writers				✓



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IN-KIND SPONSORSHIP

Goods and Services will be assessed by **LA PIAZZA** at cash value of the items or services donated. That dollar value will be applied to the levels of sponsorship outlined above.

- Alcoholic and non-alcoholic beverages
- Food and catering
- Paper and printing

MEDIA PARTNERSHIP

Goods and Services will be assessed by **LA PIAZZA** at cash value of the items or services donated. That dollar value will be applied to the levels of sponsorship outlined above.

- Video, photography and editing
- Advertising and promotion
- Web advertising and promotion
- Editorial placements

IF YOU ARE INTERESTED IN
BECOMING A SPONSOR, PLEASE
CONTACT:

ALBERTA LAI
FESTIVAL FOUNDER
FORMER DIRECTOR, ITALIAN CULTURAL INSTITUTE
SAN FRANCISCO

FRANCA CAVALLARO
SPONSORSHIP COORDINATOR

ICCSANFRANCISCO.EVENTI@ESTERI.IT



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WHO WE ARE



ITALIAN CULTURAL INSTITUTE (IIC) SAN FRANCISCO

Founded in 1978, the Italian Cultural Institute of San Francisco is an office of the Ministry of Foreign Affairs promoting the Italian language and culture throughout San Francisco, the Bay Area, and the northwestern region of the United States: Northern California, Washington, Oregon, Idaho, Montana, Utah, Alaska, and Hawaii. The Institute organizes events on site and in external venues, in collaboration with numerous American cultural institutions, across a wide range of disciplines including visual arts, music, literature, cinema, theatre, design, linguistics, and the historical and social sciences.



LIBRAI IN CORSO

Librai in Corso is an Italian cultural association active since 2015. It offers intensive training courses for booksellers, both online and in person, and organizes cultural events in Italy and abroad to promote reading as a social and cultural value.

CONTACT US

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