


sanremo junior®



The Festival

Every year in late spring, when Sanremo, also known as the Town of Flowers and Music, burst with blooms, the World Finals of SanremoJunior take place.

The event is divided into different sections and awards, and it gathers the best voices that arrive in Sanremo from many nations where long and meticulous selections have been carried out during the year.

The famous Ariston Theater is the prestigious venue of the World Finals, where the finalists perform live accompanied by a Grand Orchestra of 32 musicians.



The selections

Using the “Franchising” model, each nation can run several auditions to select the voice who will take part in the Sanremo Finals.

The calibre of the auditions and selections is directly linked to the partners chosen in each nation, depending on how well they intend to exploit and highlight the event. As an example: in Ukraine, after the regional selections that involved over 15,000 contestants throughout the nation, the National Finals took place at the "Palace Ukraine in Kiev" with 3,800 seats “sold out” three weeks prior to the event. The contestants who qualified performed there along with national show business icons, and the show went on air on M1 Music Channel and on Facebook with over 1,700,000 spectators.



The awards

Grand Prix *sanremoJunior*:

absolute winner among the 3 sections

Trofeo *sanremoJunior* per la pace:

special prize awarded by the *sanremoJunior* committee

Targa *sanremoJunior*:

To the winners of each section

Pergamena *sanremoJunior*:

to the second and third place winners of each section and recipients of “special mentions” from the jury or committee

Diploma *sanremoJunior*:

to all the remaining finalists

In the future, with the support of one or more sponsors, other kinds of prizes may be created, such as the possibility of realizing with our support a record production printed on physical CD and promoted by us on digital platforms.



Past winners of the Grand Prix in the World Finals

- 2010 - Not assigned
- 2011 - Cristian Atirgovitoae - Romania
- 2012 - Silvia Cesana - Italia
- 2013 - Anja Veterova - Macedonia
- 2014 - Destiny Chukunyere - Malta
- 2015 - Sofia Tarasova - Ucraina
- 2016 - Thea Aquilina - Malta
- 2017 - Lizi Tsereteli - Georgia
- 2018 - Maria Zhilina - Bielorussia
- 2019 - Mariia Korolova - Ucraina
- 2020 - Not assigned
- 2021 - Ksenia Haletsaya - Biellorussia
- 2022 - Maria Danilova - Indonesia
- 2023 - Madalina Lungu - Moldavia
- 2024 - Zoe Šestan - Croatia
- 2025 - Yasmina Husniddinova - Uzbekistan







A world map with countries colored in light blue and dark blue. A stylized airplane flies from the United States to Australia, with a small bird perched on its tail. The map is decorated with pink floral patterns on the left and right sides.

PATRONAGE

For over 70 years Sanremo has been host to one of the most famous international singing festivals, which boast worldwide recognition:

THE ITALIAN SONG FESTIVAL (Festival di Sanremo)

sanremoJunior is a brainchild of the Official Knight of the Italian Republic Paolo Alberti to exposure to new and emerging voices across nations. Since its inception in 2010 *sanremoJunior* has hosted young singers (International Competition for soloist singers aged between 6 and 15) who later in their career appeared in international show like the *Junior Eurovision Song Contest*.

The World Final of *sanremoJunior* over the years has received the patronage of the Municipality of Sanremo: endorsements that testify the quality and seriousness of the singing event.



FRANCHISING

The requests of European and non-European nations to be allowed to organize *sanremoJunior* in their territory have been many since the first edition: hence the idea of creating a multi-year Franchising model (5 years).

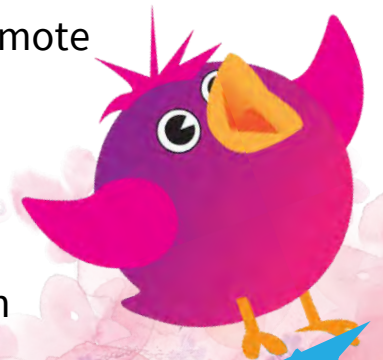
- The Franchising contract will enable each participating company to obtain the exclusivity rights to organize both the Selections and National Finals of *sanremoJunior* in their own nation.
- During the event will be guaranteed the presence of a representative in charge of the "*Comitato sanremoJunior*" as Supervisor.
- The absolute winner from each National Final will be the sole representative of his/her own country at the World Final in Sanremo.
- For promotional purposes, our experts will be able to select direct registrations received from contestant who live in countries where no Franchising contract is yet in existence. This enables the promotion of *sanremoJunior* in those countries with which no contract exists yet but could be signed at a later date.



WHO CAN BENEFIT FROM A FRANCHISE CONTRACT?

The following might be directly or indirectly interested in our Franchising proposal (paying a yearly amount, which varies from country to country):

- Television Stations or Internet Sites
- Companies, Businesses or Corporations, Associations or Institutions organizing musical or show business events or children and youth events
- Local Authorities, particularly in tourist destinations, but not exclusively, wishing to promote their municipality on a international level
- Italian businesses that wish to promote their product in foreign countries where they have offices
- Businesses from other nations wishing to promote their products, as well as in their own country, also in Italy and/or in other foreign countries
- Influential expert in the world of business, culture or show business, who may wish to make known their national arts and music to other countries, and in so doing realize the dream of their own national winner:
to sing on the stage of Teatro Ariston while representing his/her own country
- National Governments, Regional and Provincial Institutions and Mayors of town and cities



THE NUMBERS OF SANREMOJUNIOR

In these 14 years of *sanremoJunior* over 30,000 young solo singers have taken part in the national selections and of them over 300 have performed on the stage of the Teatro Ariston during the finals.

The movement of people who during this period have followed this event through national selections, national events and the final of Sanremo, the press, radio services, digital and social channels amounts to over 10 million people: these numbers are constantly growing.



FUTURE MILESTONES 2024-2028

- to take the sanremoJunior format to television
- to increase the number of Nations with franchise contracts
- to increase the number of Promotional Nations



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Since 1977, Kismet, the company owner of the sanremoJunior brand, with head office in Sanremo, has been operating in the field of culture, education, art, sport and social commitment.



COMMITTEE OF MANAGEMENT



**Cavaliere e Ufficiale della
Repubblica Italiana Paolo Alberti**
Founder, President and CEO



Dennis Alberti
Vice President

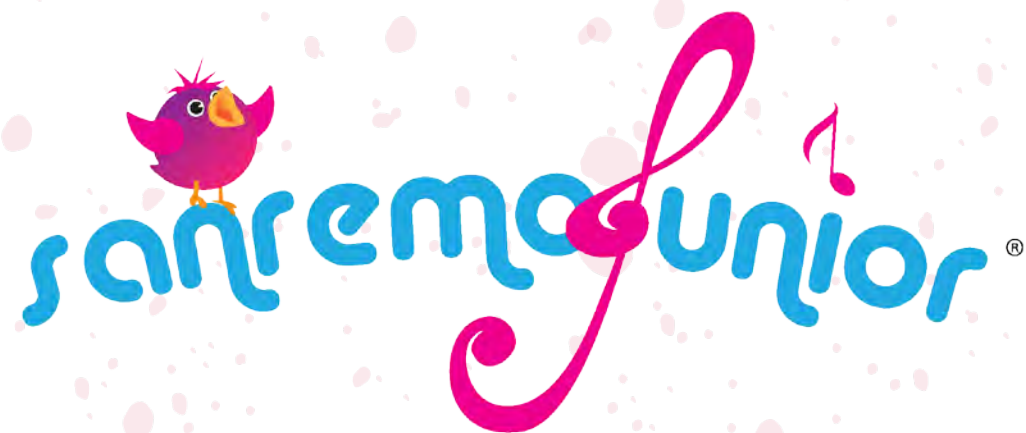


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