#francofestyyc

SPONSORSHIP PACKAGE

francofestcalgary.com

Saturday, August 13, 2022

Olympic Plaza

What is Franco Festival Calgary?

Franco Festival Calgary (FFC), Calgary's first multicultural francophone festival was created in August 2011 and is an initiative of the Portail de l'Immigrant Association (PIA), a non-profit organization based in Calgary, Alberta.

PIA launches a series of projects in different fields such as education; awareness and promotion of diversity, socio-cultural and economic integration.
Visit pia-calgary.ca to learn more about the PIA.

Franco Festival Calgary is a celebration of many Francophone cultures, from Africa to Europe, through Asia and the Americas using music, dance, cooking, crafts and other aspects that demonstrate the breadth and diversity of Canadian Heritage.

OUR MISSION

Franco Festival Calgary is a celebration of many Francophone cultures, from Africa to Europe, through Asia and the Americas using music, dance, cooking, crafts and other aspects that demonstrate the breadth and diversity of Canadian Heritage.

Goals & Objectives

Create a sustainable event dedicated to artists who share the French language

Promote Francophone cultures through our art and music

Develop a social network between Francophones, Francophiles and Anglophones

Recognize the know-how of our artists, producers and cultural stakeholders

Franco Festival Sponsors

FFC Sponsors reflect our mission of empowering local artists and businesses, spreading awareness about the diversity of the francophone culture as well as educating Calgarians about the importance of learning and engaging with the people who make Canada what it is today.

The Albertan francophone community consists of 86 670 residents of which 29 020 reside in Calgary. Your support of this event will help us represent different minorities in our community, showcasing local artists, businesses, innovators and programs that provide support for different Canadians.

FFC sponsors are businesses that are passionate about giving a platform to these programs and making a difference by raising awareness of the francophone community that is often hidden in our mainstream society.

Our festival will recognize you as an advocate for diversity and cultural education.

Our sponsorship opportunities are ideal to impress your francophone clients, influence potential clients, demonstrate your support of the francophone community in Calgary, give exceptional visibility to not only a local clientele but also provincial and national. It also associates your organization with an event well known among the large francophone community, places your organization within a quickly expanding community, advertises your organization with our newspaper, radio, and television publicity campaigns and gives you the opportunity to be a presenter at our event. Additionally, sponsors will have the opportunity to offer a sponsorship package not previously outlined or provide additional support.

$5,000 SPONSORSHIP

PRESENTING SPONSOR

We only have one best friend, and it would be you. Your partnership is exclusive and your company would be the official presenter of FFC 2022.

IT'S YOUR FESTIVAL

Your brand will be intimately associated with everything FFC 2022 related and will gracefully accompany all of the promotional materials. Your partnership will help us pay artists, transform venue, and ultimately ensure FFC 2022 success. Aside from being meaningfully associated with FFC 2022, what will you receive out of it? Here's what we look forward to offering you.

PERKS

- Your company presents FFC 2022
- Logo on Facebook profile image
- Logo on all event banners/signage at the event and pre-event promotions
- Your company's logo and 50 word company biography prominently displayed at the top francofestcalgary.com
- Your company's name will be mentioned in all radio/ newspaper/ TV ads
- Logo on volunteer's T-shirts during FFC 2022
- Your company's sponsorship will be acknowledged during the press release
- Logo under "sponsors" on FFC website
- Loads of love and support!

$3,000 SPONSORSHIP

GRAND SPONSOR

Your brand will be proudly supporting artists associated with francophonie of Alberta, and your company's name and logo will gracefully be on all of the promotional materials of FFC 2022. Your partnership will help us showcase francophone talents.

PRESENT LA FRANCOPHONIE

PERKS

- Opportunity to say a few words during the official launch
- Logo on Facebook profile image
- Logo showcased on FFC posters and flyers
- Your company's name will be mentioned in all radio/newspaper ads
- 50 word company biography in event programme
- Logo on event promotional materials
- Company mentioned on all FFC newsletters
- Your company's sponsorship will be acknowledged during the press release
- Logo under "sponsors" on FFC website
- Loads of love and support!

$500 - $2,000 SPONSORSHIP

COMMUNITY SPONSOR

Community Sponsors help ensure FFC's success.
Your brand will be intimately associated with everything FFC related and will gracefully accompany most of the promotional materials. Your partnership will go towards all aspects of the festival from paying artists to transforming venue.

FRANCOPHONIE FRIENDS

PERKS

- Opportunity to say a few words during the festival
- Logo showcased on FFC banners
- Your company's name will be mentioned in all newspaper ads
- Logo on event promotional materials
- Company mentioned on all FFC newsletters
- Your company's sponsorship will be acknowledged during the press release
- Logo under "sponsors" on FFC website
- Loads of love and support!

ADDITIONAL INFORMATION

FFC is open to other forms of sponsorship aside from event sponsorships. Such as In-Kind sponsorships and personalized sponsorship plans which do not fall under our previously mentioned options.

Contact us

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Thank you!