



SPONSORSHIP PACKAGE

- FESTIVAL FRANSASKOIS 2025 -



Conseil culturel fransaskois

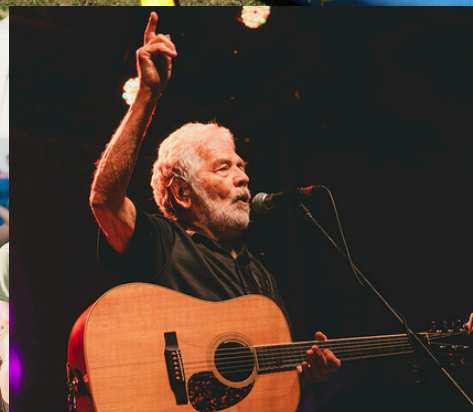
PRESENTATION

The **Festival francaskois** is the flagship event of Saskatchewan's Francophone community. It **celebrates the cultural and artistic richness of the Prairies' Francophonie** through a program featuring music, dance performances, family activities, and gathering spaces.

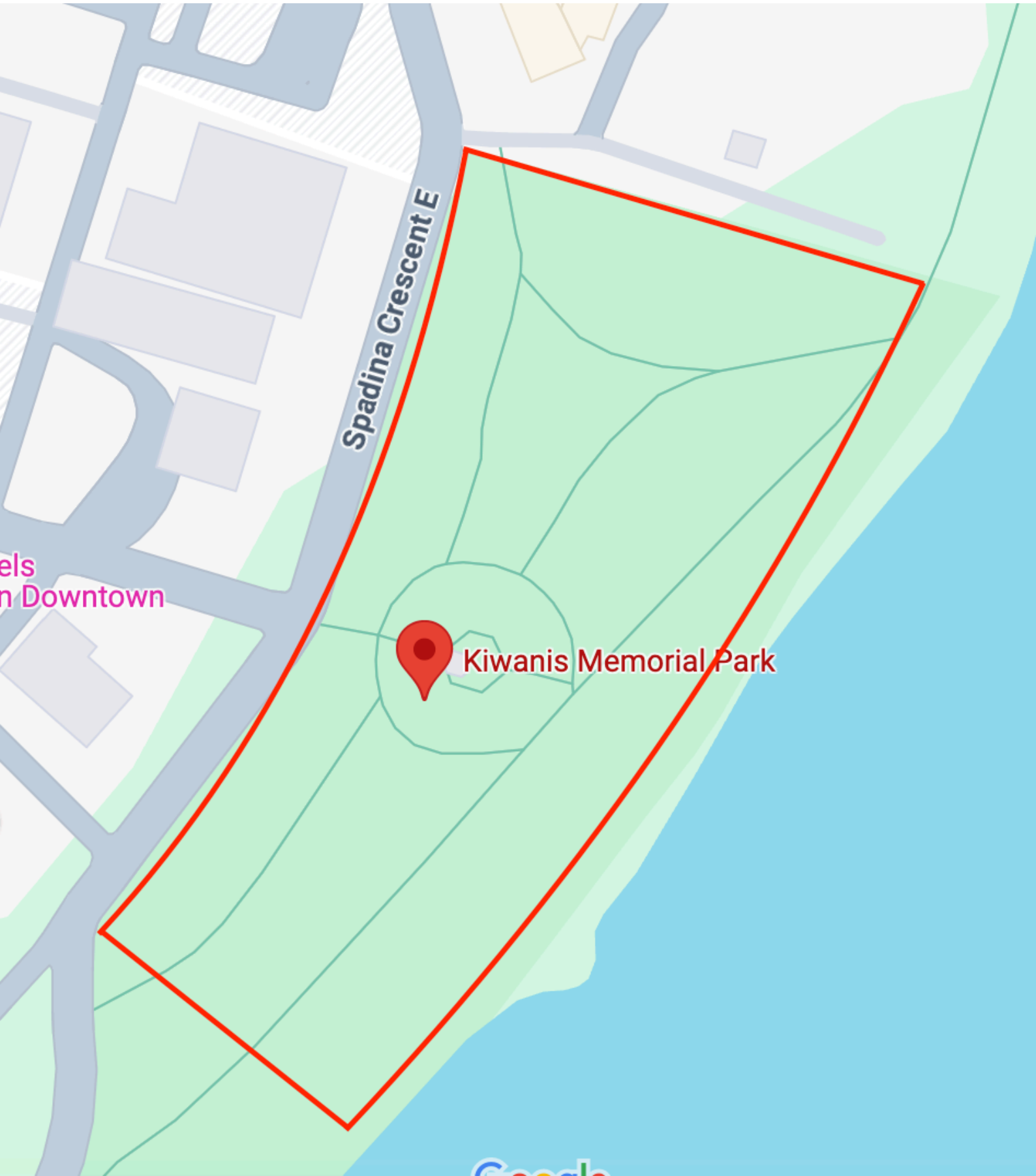
This year, the Festival francaskois 2025 will take place **on June 6 and 7 in the heart of downtown Saskatoon**, offering a prime location that ensures easy access for all attendees. This timing is particularly advantageous as it **coincides with the Nutrien Children's Festival of Saskatchewan**, scheduled from June 5 to 8, 2025, at Kinsmen Park.

This overlap of major cultural events creates a unique synergy, attracting a diverse audience and increasing visibility for our sponsors. Additionally, on June 7, the legendary band ZZ Top will be performing at the SaskTel Centre, adding another dimension to the city's cultural vibrancy during this period.

As a sponsor, you contribute to the sustainability of this festival while gaining visibility among an engaged and diverse audience.



TENTATIVE LOCATION



OBJECTIVES

The **Festival francsaskois 2025** aims to enrich **Saskatchewan** by showcasing Francophone arts and culture.

OUR OBJECTIVES ARE AS FOLLOWS:

- **Celebrate and promote Francophone culture** through a diverse artistic program.
- **Provide a platform** for both established and emerging artists, enhancing their visibility at the provincial and national levels.
- **Foster cultural exchange in French** by bringing together a diverse audience for an immersive experience.
- **Encourage an appreciation of the arts** by making performances accessible to all generations.
- **Strengthen access to Francophone culture in Saskatchewan** by offering high-quality professional events.

By becoming a partner, you directly contribute to the success of this flagship event and the vitality of the Francophone community.

THE 2024 FESTIVAL FRANSASKOIS SPONSORS

Last year, more than a dozen sponsors joined us!



Thanks to their participation and feedback, we are offering an even more attractive sponsorship program in 2025.

SPONSORSHIP PROGRAM

Becoming a sponsor of the 2025 Festival francaskois means partnering with a major event that brings together the Francophone community and its allies across Saskatchewan. **As a partner, you gain increased visibility and a direct connection with an engaged audience.**

WHY BECOME A SPONSOR?

INCREASED VISIBILITY

Your brand will be showcased to a **wide audience** through our **promotional materials, social media, and media partners.**

ACCESS TO A TARGETED AND DIVERSE AUDIENCE

- Over **1,200 festival-goers** expected throughout the event.
- An **engaged community of nearly 10,000 members** from the Conseil culturel francaskois and its partners.
- **Over 70,000 impressions** through our digital and print campaigns.

ASSOCIATION WITH A PREMIER CULTURAL EVENT

- The Festival francaskois has been a **must-attend event for over 40 years**, celebrating Francophone diversity and talent.
- A lineup featuring **local, national, and international artists.**

NETWORKING OPPORTUNITIES

Exclusive access to **VIP areas to connect with other** partners, artists, and key community figures.

COMMUNITY ENGAGEMENT AND SOCIAL IMPACT

Your contribution **supports the promotion of Francophone culture** in Saskatchewan and **encourages access to the arts for all**.

TAX BENEFITS

As a non-profit organization, the Conseil culturel fransaskois can issue **tax receipts** for certain sponsorships.



By sponsoring the 2025 Festival fransaskois, you not only **gain a strong return on investment** in terms of visibility and brand recognition, but you also **demonstrate your commitment to cultural diversity** and the vitality of Saskatchewan's Francophone community.

SPONSORSHIP PROGRAMS AVAILABLE TO YOU

BENEFITS	DIAMOND \$20,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,000	BRONZE \$1,000
Opportunity to speak on stage during Saturday's main show					
A key festival location named after your brand					
Official sponsor of the Festival fransaskois					
Your logo in the event recap video					
A dedicated question in the participant survey					
An official partnership announcement in traditional media advertisements					
Access to participation data from the 2025 edition					
Your logo in the CCF annual report					
Sponsorship priority for next year's festival					
An official partnership announcement on the Festival fransaskois social media platforms					
Your logo on a vinyl decal placed on one of the official tour vehicles					
Your logo in the program, on the website and at the festival location for 360 visibility					
Verbal recognition during the festival as part of sponsor acknowledgments					
Festival tickets included	12	8	4	2	1

IN-KIND SPONSORSHIPS

We also welcome contributions of goods and services essential to the smooth running of the festival. In return, we offer visibility proportional to the value of the sponsorship.

EXAMPLES OF IN-KIND SPONSORSHIPS:

- **Food & Beverages:** Providing meals or snacks for artists and volunteers.
- **Accommodation:** Hotel rooms for artists and special guests.
- **Transportation:** Vehicle rentals, fuel, or airfare.
- **Technical Equipment:** Sound systems, lighting, stage setup, and audiovisual gear.
- **Promotion & Communication:** Printing of promotional materials, signage, radio or TV broadcasts.

Businesses providing **in-kind sponsorships will receive recognition equivalent to a financial sponsorship of the same value.**



SPONSORSHIP AGREEMENT

Organization Name: _____

Contact Name: _____

Address: _____

Telephone: () _____

Fax: () _____

E-mail: _____

PACKAGE	SUBTOTAL
<input type="checkbox"/> DIAMOND <input type="checkbox"/> GOLD <input type="checkbox"/> BRONZE <input type="checkbox"/> PLATINUM <input type="checkbox"/> SILVER	
Additional Information: _____ _____ _____ _____	
TOTAL	

Attached:

- () The advertisement in the chosen dimensions (.jpg, .tif, or .psd).
- () A cheque made payable to the Conseil culturel fransaskois.
- () Please invoice my company or organization.

By signing this, the sponsor, _____, and the Conseil Culturel Fransaskois agree to adhere to the deadlines described above.

Signature: _____ **Date:** _____

Please return this completed form along with the promotional material in .jpg or .tif format.



CONTACT

COORDINATION

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