

Le Festival du Loup

20 years as the most important francophone assembly in Simcoe County!



VISIBILITY PLAN



Desjardins



Subject : Visibility Plan – Festival du Loup 2024

To whom it may concern,

It's with great excitement that La Meute culturelle de Lafontaine is planning the 20th edition of the Festival du Loup, which will take place July 20th 2024 in the heart of the village of Lafontaine! This 20th edition proves that we are sharing our culture and language to the next generation! It is our wish and mission!

We would like to offer you the opportunity to be a sponsor of the special edition of the Festival du Loup. Your assistance will contribute to the success of the biggest francophone assembly in Simcoe County. Attached, please find our visibility plan information.

Thank you so much,

A handwritten signature in black ink, appearing to read "Joëlle Roy". The signature is written in a cursive style with a large, stylized initial 'J' and 'R'.

Dr Joëlle Roy

directrice

Festival du Loup

WHY SPONSOR THE FESTIVAL

The Festival du Loup celebrates the francophone music, culture, and history of the Lafontaine region. The spirit of a legendary wolf comes to reunite people for a common cause: that of celebrating heritage and culture with music, games, displays, food, demonstrations and local ventures.

It's the ideal opportunity to impress your francophone clients, reach potential new clients, demonstrate your support of local francophone heritage and be associated with a winning team.

Come howl with us!

OFFICIAL Festival du Loup

Sponsor

\$5,000

Availability: sold

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- Your logo integrated into the official Festival du Loup logo
- Your banner on-site
- Logo on newspaper announcements as of June
- Booth to promote your business at the Festival
- MC mentions (both stages)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 4 Weekend Passes
- 2 Festival T-shirts

KIDS' ZONE

Sponsor

\$2,000

Availability: sold

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- The Festival's Kids' Zone will carry your name
- Your banner on-site
- Logo on newspaper announcements as of June
- Booth to promote your business at the Festival
- MC mentions (both stages)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 3 Weekend Passes
- 2 Festival T-shirts

MAIN STAGE

Sponsor

\$2,000

Availability: sold

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- The Festival's Main Stage will carry your name
- Your banner on-site
- Logo on newspaper announcements as of June
- Booth to promote your business at the Festival
- MC mentions (both stages)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 3 Weekend Passes
- 2 Festival T-shirts

BAR

Sponsor

\$1,500

Availability: 1

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- The Festival's Bar will carry your name
- Your banner on-site
- Logo on newspaper announcements as of June
- Booth to promote your business at the Festival
- MC mentions (both stages)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 2 Weekend Passes
- 2 Festival T-shirts

"MAÎTRE LOUP"

Sponsor

\$1,000

Availability: unlimited

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- Your banner on-site
- Logo on rack cards (5,000 copies)
- Logo on newspaper announcements as of June
- Booth to promote your business at the Festival
- MC mentions (both stages)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 2 Weekend Passes
- 1 Festival T-shirt

"LOUVE"

Sponsor

\$500

Availability: unlimited

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- MC mentions (both stages)
- Logo onscreen in Robert Robitaille Pavilion
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 2 Weekend Passes
- 1 Festival T-shirt

TRACTOR PARADE

Sponsor

\$1,500

Availability: 1

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- The Festival's Tractor Parade will carry your name
- Your banner on-site
- Logo on newspaper announcements as of June
- Booth to promote your business on the Saturday of the Festival
- MC mentions (all weekend)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 4 Weekend Passes
- 2 Festival T-shirts

WOLF AUCTION

Sponsor

\$1,500

Availability: 1

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- The Festival's Wolf Auction will carry your name
- Your banner on-site
- Logo on rack cards (5,000 copies)
- Logo on newspaper announcements as of June
- Booth to promote your business on the Saturday of the Festival
- MC mentions (all weekend)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 4 Weekend Passes
- 2 Festival T-shirts

HOWLING CONTEST

Sponsor

\$1,500

Availability: 1

PROMOTIONAL ITEMS AND MEDIA COVERAGE:

- The Festival's Howling Contest will carry your name
- Your banner on-site
- Logo on rack cards (5,000 copies)
- Logo on newspaper announcements as of June
- Booth to promote your business on the Saturday of the Festival
- MC mentions (all weekend)
- Your logo featured on the Festival's website
- Mentions on Facebook, Instagram and twitter

YOU WILL ALSO RECEIVE:

- 4 Weekend Passes
- 2 Festival T-shirts

Sponsorship packages are negotiable to accommodate the needs of your company or organization. Payment to be made to « La Meute culturelle de Lafontaine », located at : *328, chemin Lafontaine Ouest, Tiny, ON, L9M 0H1.*

DUE DATE : April 30th, 2024

We will send you a contract/receipt without delay.

...

Festival du Loup Director

Dr. Joëlle Roy

705 543-1535

leloup@festivalduloup.ca

Website

www.festivalduloup.ca