



Spring 2025

Dear Partner,

It is with great enthusiasm that I reach out to you today to request your support for the 2025 Franco-Festival, now called the Festival BONJOUR — the largest Francophone festival in Northwestern Ontario! This year, the Festival is getting a makeover and enhancing the visitor experience! In need of more space, the event will now take place at Waverley Park and will soon unveil its new brand! Additionally, the Festival is moving to the month of June to become the first cultural celebration of the Northwestern Ontario summer season. With the Bonjour Festival, we kick off the summer holidays in style!

This signature event will take place from **Thursday, June 5 at 6 p.m. to Saturday, June 7 at 11 p.m.** at Waverley Park, in the heart of Port Arthur in Thunder Bay. Still an urban festival, the Centre francophone de Thunder Bay is proud to present once again a three-day festival—this time, even bigger and more spectacular than ever! This edition promises to dazzle and unite both locals and visitors, with a rich artistic program that highlights the diversity and vibrancy of the local, regional, and pan-Canadian Francophonie.

Once again this year, this Francophone festival will offer **high-quality outdoor performances**, including live music, activities for **more than 250 students**, circus performances, improvisational theatre, and visual art exhibitions, all reflecting the cultural richness of the Canadian Francophonie. Our diverse and exciting lineup includes: world music groups from Ontario, Saskatchewan, Manitoba, and Quebec, improv troupes, illusionists, DJs, a card tournament, yoga in the park, inflatable structures, international cuisine, art workshops, and artist meet-and-greets. There will be something for every age and every taste!

The festival will kick off Thursday evening with a **VIP reception** for artists, dignitaries, and partners, followed by a local headliner and a rock-country music night. On Friday, we will welcome over **250 students** from Francophone and French immersion schools for a full day of arts workshops and artist meet-and-greets, providing a French immersion experience outside the classroom. That evening, we'll bring an urban vibe to the park with a **night of DJs, rap, and reggae**. Finally, Saturday will begin at 10 a.m. with yoga and continue until 11 p.m. with a **stellar music lineup** featuring artists from the region and across the country. All in all, a festival not to be missed!

Over the years, the Franco-Festival has built a loyal audience, drawing **10,000 festivalgoers between 2007 and 2023**, with steadily increasing attendance. This year, with an even more diverse program and three nights of exceptional concerts, our goal is **3,000 participants!** The festival enjoys growing recognition and is starting to generate **significant economic impact**. Several long-standing partners have already confirmed their involvement for this

edition, and we're in talks with major partners including Groupe Média TFO, Radio-Canada, and other key stakeholders.

We will soon unveil our **new brand and name**, along with a **revamped promotional strategy** through collaborations with local media and communications experts. Our social media presence will continue to grow, reaching a broader, more engaged, and more diverse audience.

We are offering **customizable sponsorship packages**, providing exceptional visibility and many benefits that can be tailored to your marketing goals. In keeping with our vision, we invite you to actively participate in the festival space by showcasing your services and interacting with festival goers through a fun activity at your booth. It will be a true place of connection and community, and our team at the Centre francophone de Thunder Bay will support you throughout the planning and execution of your participation.

By supporting this festival, you are helping to **promote a flagship Francophone event** in Northwestern Ontario while gaining increased visibility among a multicultural audience, including both loyal participants and new visitors. You are also playing a **key role in the vitality and growth of the local Francophone community**, affirming your commitment to our region.

We sincerely hope to count on your support for this 2025 edition of the festival. I'd be more than happy to follow up with you in the coming days to discuss partnership opportunities in more detail. In the meantime, please don't hesitate to reach out to me with any questions.

Meilleures salutations,


A handwritten signature in black ink, appearing to read 'Paula Haapanen', with a long horizontal line extending to the right.

**Paula Haapanen**

Partnership Manager

Festival BONJOUR

 [developpement@centrefranco.ca](mailto:developpement@centrefranco.ca)

 807-684-1965 ext. 3



# Festival BONJOUR - Sponsorship Plan

## Friend of the Festival - **Lively Squirrel** 🐿️ 250 \$

- Sponsor's logo will appear on our two giant 4'x8' banners displayed prominently on the festival grounds.
  - Your logo and hyperlink featured on the festival website.
  - Free information booth at the festival including a table and two chairs (you must provide your own tent).
- 

## Bronze - **Busy Birch** 🌿 500 \$

- Includes all benefits of Lively Squirrel +
  - Your Logo on festival t-shirt.
  - Your logo included in all printed advertisements.
  - Invitation to the VIP opening with one complimentary drink.
  - Personalized thank-you on our social media.
- 

## Silver - **Clever Fox** 🦊 1000 \$ = Tout ce qui est niveau Bouleau au boulot +

- Includes all benefits of Busy Birch +
  - Logo on roadside signage.
  - Logo in the festival's promotional video.
  - Sponsor's logo featured in the festival program (50,000 digital copies, 2,500 printed copies, and 3 giant programs on-site).
- 

## Gold - **Dreamy River** 💧 3000 \$

- Includes all benefits of Clever Fox +
  - On-stage thank-you and special mention during opening speeches on June 5, 6, and 7 (including organization description and personal thanks from the president).
  - VIP kits with tickets, festival t-shirt, beer mug, and one free drink.
  - 4 complimentary tickets.
- 

## Platinum - **Protective Bear** 🐻 6000 \$

- Includes all benefits of Dreamy River +
- Speaking opportunity during the VIP opening on Thursday, June 5.

- Mention in press releases.
  - Featured advertisement on our website.
  - 6 complimentary tickets instead of 4.
- 

Main Evening/Day Sponsor - **Generous Constellation** ✨ **10 000 \$**

- Includes all benefits of Protective Bear +
  - Sponsorship of a concert night of your choice (acknowledgment in the introduction, your banner on stage, mention during media interviews).
  - 10 complimentary tickets instead of 6.
- 

Main Festival Sponsor - **King/Queen of the Forest** 👑 **20 000 \$** = Tout ce qui est niveau Constellation généreuse +

- Includes the benefits of Generous Constellation+
  - Main stage named after your organization throughout the festival.
  - 20 complimentary tickets instead of 10.
- 

Custom or à la carte options are also available.

**Pour more information, please contact:**

Paula Haapanen

Partnership Manager

✉ [developpement@centrefranco.ca](mailto:developpement@centrefranco.ca)

☎ 807-684-1965 ext. 3