



**2020**  
VICTORIA

jeuxfc.ca

July 14-18 2020  
Victoria (BC)

## Sponsorship Proposal

The Canadian Francophone Games is a landmark event for French-speaking youth **from across Canada**. The Games provide an opportunity for participants to discover and identify with the diverse aspects of the Francophonie Community and can help broaden their horizons. The Games contribute to developing feelings of pride in belonging to the Francophonie at large and encourages participants to engage in their community, once they return home.

The Canadian Francophone Games are a Fédération de la jeunesse canadienne-française (French Canadian Youth Federation – FJCF) initiative, supported financially by the Government of Canada.



Canada 

# Canadian Francophone Games

## EVENT PRESENTATION

The Canadian Francophone Games (CFGames) are among the largest gatherings of Canada's French speaking youth. In addition to encouraging hundreds of young people to exercise their talents in one of three sectors (art, leadership and sport), the Games showcase cultural pride, self-confidence and leadership abilities in a friendly, competitive setting.

Organized for the first time in 1999 in Memramcook, New-Brunswick, the CFGames are held every three years and will be presented in **Victoria, British Columbia July 14<sup>th</sup> to 18<sup>th</sup> 2020**. Nearly **1,000 youth, aged 14 to 18**, and **500 volunteers** are expected for the **8th edition** of the CFGames.

As the Organizing Committee, we strive to offer the French-Canadian community a unique experience, rich in emotion and connections.

## VISION

The CFGames are a **CELEBRATION** of French-speaking youth in Canada; an **AHA! MOMENT** for Francophone youth to develop their identity, individually and as a group. They are an excellent opportunity for personal **DEVELOPMENT**, a chance to **GO BEYOND** ones' expectations and an event **NOT TO BE MISSED**, which every community aspires to host. The CFGames are organized with the *BY and FOR youth* principle in mind and they aspire to be a **SUSTAINABLE** event, that encourages and contributes to the environment.

## MISSION

- Promote new friendships and strengthening of old ties, increase awareness about the differences and similarities across the country.
- Contribute to discovering or strengthening Canadian youth's cultural identity.
- Enable knowledge and expertise to be acquired and put into practice, which will further the growth of people, communities and participating partners.
- Offer a cultural experience in the host community.
- Present a unique program that highlights arts, leadership and sports.
- Foster collaboration.

# Canadian Francophone Games

## NUMBERS

<b>CFGames 2020 Numbers</b>	8 <sup>th</sup> edition	1 language		4 municipalities
	1 000 ♣ youth ♣	250 chaperons	13 provincial territorial teams	500 volunteers officials
	1 CFGames Village		1 Coop Game	
	5 ENTERTAINING SOCIAL EVENING		1 UNIQUE PROGRAM	
	3 AWARDS 		3 SECTORS arts – leadership – sports	
	CFGames Flag		70 events and 420 medals	
	Most Improved		4 art contests - 165 artists visual arts – improvisation – music – culinary arts	
	Francophonie		3 leadership events - 60 leaders public speaking – medias – active citizen	
		6 sport competitions - 685 athletes athletics – badminton – basketball ultimate frisbee – volleyball - sailing		

# Canadian Francophone Games

## *PARTNERSHIP PHILOSOPHY*

The Victoria 2020 Games Organizing Committee wants to Actively listen to the needs of potential sponsors and develop Win-Win partnerships. We wish to Activate your brand with Creativity and present an Optimized experience to the targeted audience by creating a business partnership based on Trust, Professionalism, with a Friendly attitude. The Organizing Committee wishes to develop tailor-made partnerships.

## *TARGETED AUDIENCE*

- Participants aged 14-18 from 13 provincial and territorial teams in our 3 competition areas (arts, leadership and sports);
- Coaches, team staff, parents and friends visiting Victoria;
- Volunteers taking part in the CFGames;
- Spectators attending the event;
- Organizing Committee's community partners;
- General public following the CFGames online through regular and social media.

## *PARTNERSHIP BENEFITS*

- Positively associate your brand with youth and adult leaders from communities across Canada;
- Interact directly with participants, visitors and locals in our Games' Village and venues;
- Strengthen your presence in Victoria and area, ranked no 2 on the list of 2018 Millennials Hotspot by Point2Homes<sup>1</sup>.

## *“À LA CARTE” VISIBILITY*

This sponsorship introduction was developed as part of the 8<sup>th</sup> edition of the Canadian Francophonie Games which will take place in 2020 in Victoria, British Columbia. Our team, responsible for logistics, volunteer recruitment, organizing 13 competitions and welcoming participants and visitors to the CFGames, is looking for partners to make this flagship event possible.

Our team is ready to develop a customized program that meets your specific needs.

For more information or to discuss opportunities, please contact: Marie-Pierre Lavoie, President of the Organizing Committee at [info@jeuxfc.ca](mailto:info@jeuxfc.ca).

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<sup>1</sup> Point2Homes cover real estate market trends and news - <https://www.point2homes.com/news/canada-real-estate/millennial-cities-ranked.html>