



Victoria

2020  LES jeux
DE LA francophonie
CANADIENNE

**SPONSORSHIP
PACKAGE**

CANADIAN FRANCOPHONE GAMES

INTRODUCTION

Les Jeux de la francophonie canadienne (Canadian Francophone Games) are among the largest gathering of Canada's French speaking youth.

The 2020 Canadian Francophone Games (CFGames) will attract over 1,200 provincial and territorial youth ambassadors from across this nation to Victoria from July 14 to 18, 2020. With an established ratio of 15 visitors to each participant, based on former Games performance, a total of 15,000 visitors are expected to the eighth edition of the tri-annual Games.

The CFGames are a multidisciplinary event showcasing 70 competitions, 13 disciplines and three main sectors: Arts, Leadership and Sports. In addition, there will be several cultural programs and events, including the crowd pleasing Opening and Closing Ceremonies.

Beyond the live site reach, CFGames exposure is estimated at 50 000 people strengthened by \$3 million in media equivalencies.

Partnership association with the 2020 CFGames will give your company an opportunity to;

- associate with a distinctive cultural event;
- bolster employee morale through corporate volunteerism;
- optimize corporate executive profile through VIP programs;
- engage with a vibrant group of Canada's emerging young leaders;
- heighten brand awareness with a hard-to-tap marketing segment;
- mobilize business priorities to the 30% of Canadians who speak French.



BY THE NUMBERS

1,200

NUMBER OF PARTICIPANTS

1200 participants made up of up of mobile savvy youth and adult chaperones from across Canada

600

NUMBER OF VOLUNTEERS

400

NUMBER OF MEDALS BEING AWARDED

1.2

GAMES DRAW

Persons per participant

6,700

EXPECTED EVENT ATTENDANCE

Representing 2.5 residents and 2.6 tourists per participant

7.2M

Canadians or 20.6% of the Canadian population use French

\$3.8M

ECONOMIC IMPACT

(Numbers based on a study done by l'Institut canadien de recherche sur les minorités linguistiques 2017)

315,000

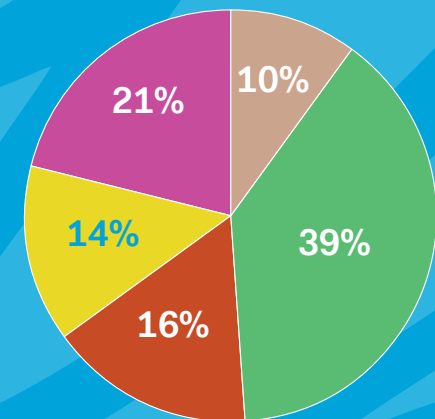
British Columbians speak French

70,760

Identify French as their mother-tongue

22%

Between 2006 and 2011, French increase in French as a spoken language at home.



EVENT DESCRIPTIONS

OPENING & CLOSING

The Opening Ceremony and Closing Ceremonies of the Games are the two event properties in the CFGames that will bring together the largest number of people in one venue. The free admission events are open to the general public and will attract age groups from participants, family and friends. This includes both visitors and local residents.

The Opening Ceremony will officially kick off the 2020 CFGames on Tuesday, July 14th. Heightened by the upcoming five-day Francophone experience, this property is a proven high energy event for the participants, family and friends.

The Closing Ceremonies will be held on Saturday, July 18th will mark the end of another tri-annual event and officially close the robust five-day festivities. Both ceremonies will feature entertainment programs and special guest artists from across Canada. (TBD)

ARTS & CULTURAL EVENTS

GAMES VILLAGE

The Games Village is the central hub for Francophone activity during the Games. This festive and active atmosphere is a meeting place for the Games and will set the festive tone for outdoor vendors, kiosks and other sponsor activities for participants, guests and visitors alike.

ARTS GALA

The Arts Gala will showcase the top medalists from all four Arts competitions as they further demonstrate their skills in front of participants, guests and sponsors.

FRANCO NIGHT

A cultural event for all ages, Franco Night is one of the most popular events in the CFGames schedule. This open-air event will feature French culture at its best showcasing a spectacular array of French talent from in and around Vancouver Island. The festive French culture atmosphere will include great shows, history, heritage and food and will be free for the delight and entertainment of all age groups and the community at large.

COMPETITION EVENTS

ARTS COMPETITION

Under this category are four ancillary properties: Visual Arts, Improv, Music and Culinary Art.

The visual aspect and entertainment value of this property establishes the CFGames Art competitions as one of the more high-profile events in the Games schedule. Participants will enter a series of competitive events that will showcase skills to a panel of judges, guest artists and local talent.

The Culinary Art competition, new in 2020, will highlight local BC ingredients and food products while also showcasing food and flavor from across the country. Participants in the competition will need to demonstrate their talents in the kitchen and will take part in the Arts Gala as well.

LEADERSHIP COMPETITION

Under this category are three ancillary properties: Public Speaking, Media and Active Citizenship.

Public Speaking: Participants will prepare a speech on a topic of their choice and present and engage audiences with a subject passionate to them.

Media: Competitors will be immersed in modern day multi-platform media that will feature their skills in broad areas covering aspects of the Games in radio, TV as well as online platforms.

Active Citizenship: Participants in this category share their voice on national and global social causes. This unique property will support participants who will prepare an action plan on a subject of their choice such as mental health, the environment and LGBTQ+ to cite a few options.

SPORTS COMPETITION

There are six ancillary properties representing the CFGames sporting competition category: Athletics, Basketball, Volleyball, Badminton, Ultimate Frisbee and Sailing. Each of the sporting events are medal events and will be organized over a range of times and will primarily take place at Oak Bay High.



SPONSORSHIP BREAKDOWN

OFFICIAL
PARTNER

COMMUNITY
PARTNER

SUPPORTER

FRIENDS
of the Games

RIGHTS

Official category partner status	X			
Exclusivity	X	X		
Right to use composite mark	X	X		
Right to use GAMES mark	X	X	X	X

BENEFITS & RECOGNITION

Social Media (posts)	15	7	3	
CFGames Website	X	X	X	X
Media Release PR	X			
E Newsletter	X	X		

PARTICIPANT

Official Games Guide AD	1/2 pg. colour	1/4 pg.		
GAMES family composite AD	Logo Tier 2	Logo Tier 3	X	X

LIVE SITE

Signage Official Sites	2 PANELS (6'x 16')	Tier 3 Designated Site	Tier 4 Supporter SPONSOR FAMILY	Tier 5 FOG
Promotional Display/Kiosk	10' x 10'	10' x 5'	5' x 5'	
Audio Mentions	4	2	1	

CORPORATE

Medal Presenter	20	10	5	
Priority VIP Seating Ceremonies	Tier 2	Tier 3	Tier 4	Tier 5
VIP Invitations	20	10	6	4
Corporate Volunteerism	X	X	X	



MAJOR PARTNER

VALUE \$250,000

The major partner is the highest-level partnership at the CFGames. This signature sponsorship is supported by a strong multi-platform marketing and communications plan providing one company in Canada 360 degrees of benefits in this national event.

RIGHTS

Positioning: Major Partner - Presenter

Number of Positions: One

Exclusivity: Exclusivity in the sponsor's business category and industry.

Communications Rights: The right to use the 2020 CFGames Major Partner composite mark in corporate communications. (Mark provided by the CFGames)

BENEFITS

Marketing & Communications

Recognition

The major partner will have priority and select exclusive presence.

Videos: Exclusive recognition in up to three produced videos that will be posted on the Games digital platform, YouTube and potentially aired on a big screen for the Opening Ceremony.

Print Ads: One full page colour ad in the event program

Social Media

- 40 social posts on multisocial platforms over the Games promotional period. (Key messaging, content and hashtag preferences provide by the sponsor)
- Exclusive brand recognition on CFGames promotional videos that will be posted on line and on the Games digital platform

CF Games Website: Prominent positioning as the Games presenter in digital communications.

A one-page advertorial supporting the company and its key messaging content will be strategically merged with CFGames digital content.

Earned Media:

- A national press release announcing the major partnership
- Opportunity to speak the Official 2020 Press Conference in Victoria

Collateral

E Newsletter: Announcement of the partnership over the national CFGames database (800)

PARTICIPANT

Official Apparel: Exclusive corporate brand recognition on 1500 participant and volunteer uniforms.

Accreditation Lanyards: Exclusive brand identification on 1,000 volunteer and staff lanyards.

Official Games Program

- One full page colour ad: (Production responsibility of the sponsor)
- Exclusive corporate brand placement on the program cover.
- Prominent logo positioning in communications associated with the Games sponsor family.

VENUES

Signage | Official Sites: Priority and prominent positioning on two marquee 36 x 3-foot banners placed at the official Games Village and the entertainment stage. (Production responsibility of the CFGames)

Promotional Display/Kiosk: 20 x 20 feet of promotional space will be allocated for a sponsor sale, product knowledge, display or community engagement purposes.

Audio Mentions: Up to 20 corporate mentions over the course of the 5-day event.

CORPORATE

VIP | Major Events

Medal Presenter: Opportunity to present twenty-five gold medals.

Priority VIP Seating: The major sponsor shall receive priority VIP seating for corporate officials and employees at the Opening and the Closing Ceremonies as well as Franco Night and the Arts Gala.

Corporate Volunteerism: Opportunity to develop a CFGames volunteer team.

MANAGEMENT

A sponsor fulfillment report will be provided to the sponsor no later than 30 days following the end of the Games, that being August 18, 2020.



OFFICIAL PARTNER

VALUE \$50,000 – \$75,000

The Official partner tier is the second highest partnership level at the CFGames and provides a company partnership association with one high profile designated property.

In this category there are five options that include; the three competition categories of Arts, Leadership or Sports. In addition to this there are two available presenting position associated with beloved properties; one supporting the Arts Gala with second, supporting the Franco Night event.

RIGHTS

Positioning: Official Partner or Presenter of one designated CFGames category

Official Partner | CF Games ARTS

Official Partner | CF Games Sport

Official Partner | CF Games LEADERSHIP

PRESENTING Sponsor | FRANCO NIGHT

PRESENTING Sponsor | ARTS Gala

Number of Positions: Five

Exclusivity: Exclusivity in the sponsor's business category and industry.

Communications Rights: The right to use the 2020 CFGames Official Partner composite mark in corporate communications. (Mark provided by the CFGames)

BENEFITS

Marketing & Communications

Recognition

The major partner will have priority presence at their designated property.

Social Media: 15 social posts multi-social platforms over the Games promotional period. (Key messaging, content and hash tag preferences provided by the sponsor)

CF Games Website: Brand positioning as part of sponsored property in CFGames digital communications.

Earned Media (PR): A national press release announcing the major partnership

Collateral

E Newsletter: Announcement of the partnership over the national CFGames database

PARTICIPANT

Official Games Program

- One half page color ad in the Games program: (Production responsibility of the sponsor)
- Priority brand logo placement and positioning after the major partner as part of the communications associated with the corporate Games family.

VENUES

Brand recognition on the following live site communications:

Signage | Official Sites: Priority and prominent positioning on two 6' x '16-foot panels placed at the Games Village and the entertainment stage official sites. (Production responsibility of the CFGames)

Promotional Display/Kiosk: 10 x 10 feet of promotional space will be allocated for a sponsor sale, product knowledge, display or community engagement purposes.

Audio Mentions: Up to three at the sponsor's designated event.

CORPORATE

VIP | Major Events

Medal Presentation: Opportunity to present up to 20 medals in the sponsored event.

Priority VIP Seating: The official sponsor shall receive priority VIP seating for corporate officials and employees at the opening and the closing ceremonies at the Tier 2 level.

VIP Invitations: Up to 20 invitations will be provided for the Franco Night as well as the Arts Gala

Corporate Volunteerism: Opportunity to develop a CFGames volunteer team

Management: Sponsor fulfillment report will be provided to the sponsor no later than 30 days following the end of the Games, that being August 18, 2020.

RIGHTS FEES

For the rights and benefits described, rights fees will range from \$50,000 to \$75,000. Fees for a presenter's position are adjusted higher due to the enhanced value of the associative properties.



COMMUNITY PARTNER

VALUE \$15,000 – \$25,000

The Community Partner is the third tier in the CFGames corporate family and offers the third highest level of benefits.

A Community Partnership will provide a company sponsorship association with a sub category event under one of the three major competition properties of Arts, Leadership or Sports.

The thirteen subcategories are described in the following:

ARTS	LEADERSHIP	SPORTS
Visual Arts	Public Speaking	Athletics
Improv	Media	Badminton
Music	Active Citizen	Basketball
Culinary Art		Ultimate Frisbee
		Volleyball
		Sailing

RIGHTS

Positioning: Official Partner of one competitive sub category property

Number of Positions: Thirteen (13)

Exclusivity: Exclusivity in the sponsor's business category and industry.

Communications Rights: The right to use the 2020 CFGames Community Partner composite mark in corporate communications. (Mark provided by the CFGames)

BENEFITS

Marketing & Communications

Recognition

Social Media: 3 social posts multi-social platforms over the Games promotional period. (Key messaging, content and hashtag preferences provide by the sponsor)

CF Games Website: Brand positioning as part of sponsored property in CFGames digital communications.

Collateral

E Newsletter: Up to two corporate mentions over 2020 promotional period

PARTICIPANT

Official Games Program

- One quarter page colour ad in the Games program: (Production responsibility of the sponsor)
- Priority brand logo placement and positioning as part of the corporate family and as part of the communications associated with the corporate Games family.

VENUES

Competition Site: Priority placement following the Official Partner on event signage. (Production responsibility of the CFGames)

Ceremonies Sites & Athletes Village: Third tier placement on signature corporate family signage.

Promotional Display/Kiosk: 5 x 5 feet of promotional space will be allocated for a sponsor sale, product knowledge, display or community engagement purposes.

Audio Mentions: One (1)

CORPORATE

VIP | Major Events

Medal Presentation: Opportunity to present a select number of medals at the sponsors designated event.

Priority VIP Seating: The major sponsor shall receive

VIP seating for corporate officials and employees at the opening and the closing ceremonies.

VIP Invitations: Up to 6 invitations will be provided for the Franco Night as well as the Art Gala

Corporate Volunteerism: Opportunity to develop a CFGames volunteer team

Management: Sponsor fulfillment report will be provided to the sponsor no later than 30 days following the end of the Games, that being August 18, 2020.

RIGHTS FEES

For the rights and benefits described, rights fees will range from \$15,000 to \$25,000.

Fees will be adjusted based on the level of prestige and legacy associated with the event as well as the expected attendance.



SUPPORTER

VALUE \$5,000 – \$10,000

RECOGNITION

CF Games Website: Logo recognition by tier formatted as a part of a sponsor family category page.

Official Games Program: Logo recognition by tier as a part of a sponsor family category page.

VENUES

Ceremonies Sites & Athletes Village: Recognition on corporate family signage supporting the category.

Promotional Display/Kiosk: 5 x 5 feet of promotional space will be allocated for a sponsor sale, product knowledge, display or community engagement purposes.

CORPORATE

VIP Section: 6 invitations for the VIP seating for the seating area Opening and the Closing Ceremonies

Corporate Volunteerism: Opportunity to develop a CFGames volunteer team.

FRIEND OF THE GAMES

VALUE \$1,000 – \$5,000

RECOGNITION

Official Games Guide: Logo recognition by tier as a part of a sponsor family category page.

LIVE SITE

Ceremonies Sites & Athletes Village: Recognition on corporate family signage supporting the category.

CORPORATE

VIP Section: 4 invitations for the VIP seating for the seating area opening and the closing ceremonies.





15,000

VISITORS ARE EXPECTED
TO THE EIGHTH EDITION OF
THE TRI-ANNUAL GAMES.



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