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# Partnership Opportunities Guide

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**1,200**

Participants & chaperones

**25,000**

Expected visitors (in person and  
online)

**+600**

Volunteers

## What are the JeuxFC?

First held in 1999 in Memramcook, New Brunswick, the Jeux de la francophonie canadienne (JeuxFC) take place every three years. For the very first time, it is **Regina, Saskatchewan** that will host the 9<sup>th</sup> edition of the JeuxFC.

**BY** and **FOR Youth**, the event ranks among the largest gatherings of French-speaking youth in Canada, welcoming young people aged 14 to 18 from all 10 provinces and 3 territories.

- encourages hundreds of youth to showcase their talents across three streams (arts, leadership, and sports);
- fosters cultural pride, self-confidence, and leadership skills in a spirit of healthy competition;
- provides an exceptional opportunity to bring together the Fransaskois community and celebrate the French language.
- are an initiative of the Fédération de la jeunesse canadienne-française (FJCF), made possible through the ongoing support of the Government of Canada.

### VISION

*The JeuxFC is a national event BY and FOR youth that inspires engagement by awakening and strengthening the sense of belonging to the Canadian Francophonie.*

### MISSION

*By celebrating diversity and fostering identity development among youth, the JeuxFC contribute to the vitality of French-speaking communities across Canada.*

## Why Regina? Why Now?

Since 1999, Saskatchewan has been sending its youth to the Jeux de la francophonie canadienne. In 2028, it is finally our turn to welcome them. **After 25 years of waiting, Regina becomes the beating heart of the Canadian Francophonie** — and the Fransaskois community, driven by a remarkable demographic renewal and an engaged youth, is ready to shine before the entire country.

### A Historic First

Saskatchewan has never hosted the JeuxFC since their creation in 1999. 2028 is our moment to showcase the beauty of the Prairies and the richness of Fransaskoisie to French-speaking youth across the country.

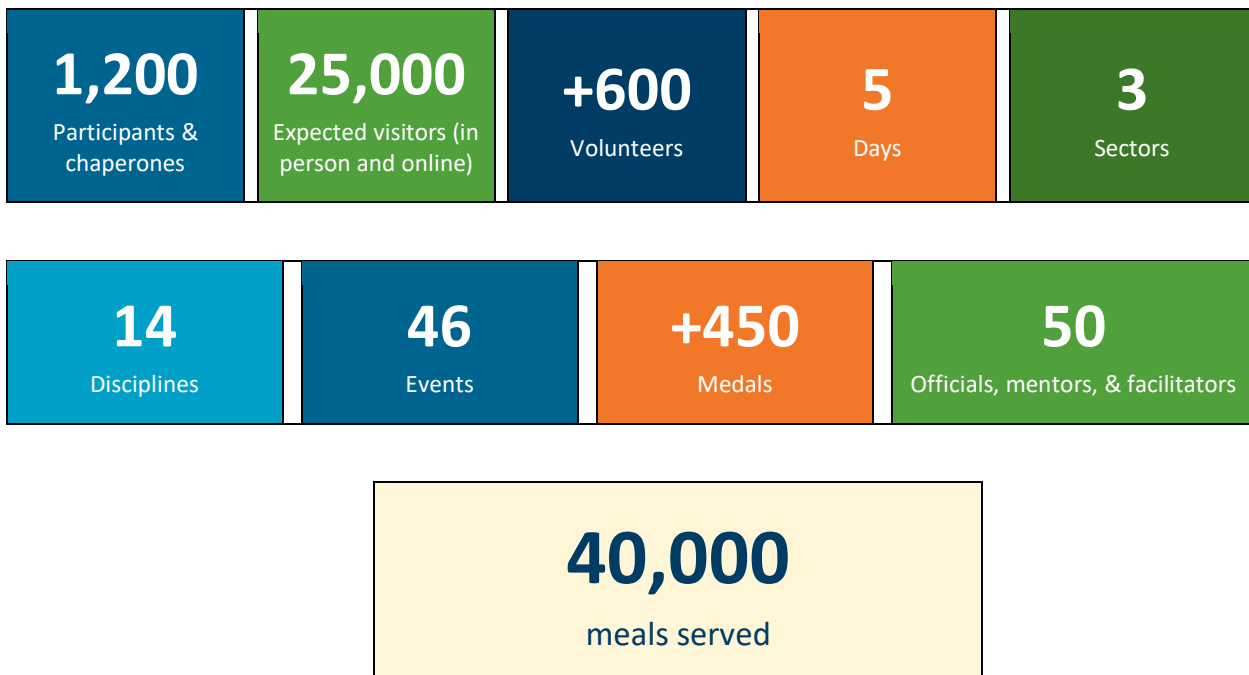
### A Community in Full Renewal

Newcomers, engaged youth, strong institutions — the Fransaskois community is at a turning point, uniting its energies around a shared project after the pandemic years.

### A Lasting Legacy

JeuxFC 2028 will leave its mark long beyond the five days of competition: infrastructure, intercommunity connections, and Fransaskois pride passed on to future generations.

## JeuxFC By the Numbers



## The 2028 Program

<p><b>ARTS</b></p> <p>Visual Arts Dance Improvisation Music</p>	<p><b>LEADERSHIP</b></p> <p>Public Speaking Survival Camp Media</p>	<p><b>SPORTS</b></p> <p>Athletics (Heptathlon) 3-on-3 Basketball Pickleball Mixed 3-on-3 Soccer Ultimate Frisbee Volleyball</p>
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## Social and Cultural Programming

<p><b>Opening and Closing Ceremonies</b></p> <p>To be held at Conexus Arts Centre, featuring a delegation parade, free and open to the public.</p>	<p><b>Village des JeuxFC (Games village)</b></p> <p>Nestled in the Dr. Lloyd Barber Academic Green on the University of Regina’s campus.</p>
<p><b>Giant Cooperative Event</b></p> <p>A socializing activity bringing all participants together beyond their delegations.</p>	<p><b>Soirée découverte (Discovery Night)</b></p> <p>An opportunity for all participants to explore Regina’s top tourist attractions.</p>
<p><b>Soirée jeunesse (Youth Night)</b></p> <p>Exclusive to the participants and chaperones to exchange in French.</p>	<p><b>Gala Lead'Arts</b></p> <p>The culminating celebration of the arts and leadership events, honouring the excellence of every participant.</p>

## Benefits for Your Organization

All funds raised will support the development of an original, youth-centred program. Partnering with the 9<sup>th</sup> edition of the JeuxFC in Regina means joining a network of organizations committed to the Fransaskois community. A partnership with the JeuxFC gives your organization the opportunity to:

- align with a distinctive pan-Canadian cultural event;
- strengthen team cohesion through volunteer engagement;
- connect with an energetic group of Canada's emerging young leaders;
- increase brand awareness;
- reach the Fransaskois community and 30% of the Canadian population who speak French;
- reach a national and international audience through the first-ever live virtual broadcast of the JeuxFC.

### A first in the JeuxFC's history

Regina 2028 aims to be the first edition of the Jeux de la francophonie canadienne offered as a live virtual broadcast. Your logos will not only be seen by the visitors on site in Regina — they will be visible to the entire Canadian Francophonie, and potentially beyond Canada's borders.

**We want to build partnerships with organizations ready to align with the values of the JeuxFC:**

*Cultural pride • solidarity • inclusion • commitment • respect • equity and equality*

## Who Will You Reach?

### The Participants

- 1,200 young leaders, athletes and artists
- Ages 14–18, from across Canada
- Among the most engaged and accomplished youth in the country
- 13 provincial and territorial delegations

### Extended Family

- +600 volunteers
- 200 organizers
- 500 friends and families
- 25,000 expected visitors on site and online

### Large Audience

- Fransaskois from Regina and the province
- First Nations and Métis
- Francophiles and French-speaking tourists

Visibility Plan	PRESENTING SPONSOR \$75,000+	DIAMOND \$50,000+	PLATINUM \$10,000+	GOLD \$7,500+	SILVER \$5,000+	BRONZE \$2,500+
<b>PRIVILEGES</b>						
Inseparable co-branded logo with JeuxFC	✓					
Exclusivity in your sector	✓					
Right to use the JeuxFC brand	✓	✓	✓	✓	✓	✓
Custom naming rights	✓	✓	✓	✓		
<b>COMMUNICATIONS</b>						
JeuxFC Website	✓	✓	✓	✓	✓	✓
Social media posts	15+	10	7	5	3	1
Official JeuxFC Program Guide	Full page	1/2 page	1/2 page	1/4 page	1/4 page	Logo
Launch press release	✓	✓	✓			
JeuxFC e-newsletter	✓	✓	✓	✓		
<b>BRANDED MERCHANDISE</b>						
Official delegation uniforms	✓					
Volunteer T-shirts	✓	✓				
Accreditation badges (3,000)	✓					
Medals (+450)	✓					
Promotional item – welcome kit	✓					
<b>SIGNAGE</b>						
Partner banner – all venues	✓	✓	✓	✓	✓	✓
Visibility at the JeuxFC Village	✓	✓	✓			
Official poster (print/digital)	✓	✓				
Opening and closing ceremonies	✓	✓				
<b>PUBLIC RELATIONS</b>						
Announcement – press conference event	✓	✓	✓	✓	✓	
Official photo – Organizing Committee	✓	✓	✓	✓	✓	
Speaking opportunity at official events	✓					
Medal presentations	20	15	10	5	If possible	
<b>HOSPITALITY</b>						
Invitation to official events	✓	✓	✓	✓	✓	✓
Guided tour of competition venues	✓	✓	✓	✓	✓	✓
<b>ACTIVATION</b>						
Brand activation space	✓	✓	✓	At partner's cost*	At partner's cost*	

\* Activation at partner's cost. \*\* In-kind partnerships receive the visibility level corresponding to their declared monetary value.

## In-Kind Partnerships

JeuxFC Regina 2028 recognizes in-kind contributions on equal footing with financial ones. Each good or service offered is assigned an official monetary value, allowing in-kind partners to access the same visibility levels as cash sponsors.

How it works: your in-kind contribution is assessed at fair market value, and you receive the corresponding visibility level. A needs catalogue with unit values is available upon request.

### In-Kind Needs Categories

<p><b>Transportation</b> <i>Buses/shuttles, official vehicles</i></p>	<p><b>Food &amp; Beverage</b> <i>Meals, snacks, water, drinks</i></p>
<p><b>Accommodations &amp; Logistics</b> <i>Dormitories, storage</i></p>	<p><b>Audio Visual and Production</b> <i>Sound, lighting, screens, podiums, microphones</i></p>
<p><b>Furniture &amp; Operations</b> <i>Tables, chairs, tents, barriers, fencing</i></p>	<p><b>Administration &amp; Technologies</b> <i>Printing, office supplies, software</i></p>
<p><b>Health and Safety</b> <i>First Aid, massage therapy, Mental health specialists, EMT</i></p>	<p><b>Disciplines &amp; Volunteers</b> <i>Sports equipment, volunteer recognition</i></p>

*Contact us to discuss your in-kind contribution and the corresponding visibility level.*

# Join the Adventure!

Together, let's make JeuxFC Regina 2028 a memorable event for the entire Canadian Francophonie.



**JeuxFC Regina 2028 Organizing Committee**

**Guylaine Patenaude – Executive Director**

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## Institutional Partners



Gouvernement  
du Canada

Government  
of Canada



The JeuxFC are an initiative of the Fédération de la jeunesse canadienne-française (FJCF), funded in part by the Department of Canadian Heritage of the Government of Canada.