

Portland Bastille Festival 2009 (Fête de la Bastille)

July 11, 2009

Jamison Square in the Pearl

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Overview

Every year in mid-July, people in cities around the world celebrate the storming of the Bastille, the day that marks the beginning of the French revolution that took place in 1789. In Portland this celebration takes the shape of a lively mid-summer festival with an emphasis on French food, culture and fun!



French Fun in PDX

Entire families come to frolic in the fountain, enjoy crêpes or sausage merguez, or to listen to the music of Portland's French troubadour and other entertainment with a distinctive French flair.

Photo at left: Huge crowds gather every year to watch the exciting Portland Waiters Race. In 2008 PBS sent a

documentary crew to film the race.

A Growing Tradition

Now in its 7th year this festival is organized by a cross-section of leaders from the French-American community, operating as a committee within the nonprofit Alliance Française de Portland which is a fast-growing organization that attracts not only the attention of Oregon's French community but its large Francophile community.

The Alliance is part of the world's largest cultural organization and is the Oregon chapter of over 1,070 chapters in 133 countries throughout the world. The Alliance de Portland is a 501(c)3 nonprofit group which maintains an opt-in email list approaching 2,600 direct subscribers to its weekly news bulletins of "all things French happening in Portland."



Event Profile

Key data on the 2008 event are below – rapid growth has occurred over the seven-year history of this festival so expectations are that the 2009 event will be even larger and more successful.

Highlights in 2008

History in Portland	2008 was the 6th Annual Event and the 4th Annual Waiters Race
Number of visitors	5,500 – 6,000
Venue	Jamison Square Park in the Pearl
Advertising	Print, Electronic Billboard, Radio, Email, Web
Signature Event	Portland Waiters Race “Course des Garçons de Café”
Stage Entertainment	French style music from French Cajun Blues to jazz to folk
Vendors	25 vendors of food, products, services
Nonprofits	5 nonprofit organizations with a French connection



The Portland Waiters Race draws waiters and waitresses from restaurants all over the city – the racers compete on speed and agility in balancing tray contents.



New in 2009

The committee for 2009 is considering these new possibilities for integrating with the festival:

- Run for the Baguettes – a new race for the general public, following the Portland Waiters Race
- Le Chic Chien competition – a fashion show for urban dogs
- Expanded vending and dining area, including a farmer’s market “en plein air”
- Expanded activities for children including face painting, balloon clown , coloring and crafts
- Travel information on diverse Francophone travel destinations: New Orleans, Québec, French Caribbean and France
- Citywide events including wine tastings, restaurant dinners highlighting French chefs, plus French movies and documentaries timed with Bastille Festival week

2009 Portland Bastille Festival Sponsorship Opportunities

The following are the levels and associated benefits for the Portland Bastille Festival (Fête de la Bastille).

\$5,000 **PRESENTING SPONSOR**

- Your name/logo will be featured prominently in all print media including posters, newsletters and postcards as well as banners on-site; your logo and name will be featured on the Alliance website and in email bulletins.
- Your name/logo will be included in all television spots and radio announcements.
- You will receive a full page ad in the program as well as two inside pages for text/ads of your choice.
- Your sponsorship package will include your choice of a complimentary 10 x 10 Festival Canopy or 9' Festival Umbrella package, as well on-stage recognition by the event Emcee.

\$2,500 **WAITERS RACE SPONSOR**

- Your name will be featured in print media including posters, newsletters and postcards as well as banners on-site.
- Your name will be included in all television spots and radio announcements.
- You will receive a full page recognition ad in the program as well as one inside page for text/ads of your choice.
- You will receive your choice of 9' Festival Umbrella, or 10'x10' Festival tent, and recognition by the event Emcee at the kickoff and conclusion of the race.

\$1,000 **ACTIVITY SPONSORS**

Choose your area of sponsorship from: 1) Les Enfants (Children's activities), 2) La Musique (Entertainment), 3) Wine & Beer Garden or 4) the Pétanque tournament.

- Your name/logo will be featured in print media including posters, newsletters and postcards.
- You will receive a full page ad in the program as well as your choice of 9' Festival Umbrella, or 10'x10' Festival tent.

\$650 **BISTRO SPONSORS**

A special group, called the Bistro, will feature a limited number of food and beverage vendors who will enjoy a prime-location reservation and these benefits:

- Participants in the Bistro will be highlighted for special recognition in print media including posters, newsletters and postcards; Bistro sponsors will be highlighted in the program.
- This sponsorship level also includes a ½ page ad in the program and special mention on the website.
- This package includes a 10x10 Festival Canopy package.



In-Kind Sponsors **PORTLAND BASTILLE IN-KIND SPONSOR**

The above sponsorship packages are designed for cash sponsorships. Similar benefits can be arranged for significant in-kind sponsors who help defray expenses through services provided, or who donate product which can be sold at the event to offset operating costs.

New Co-Sponsorship Option
Add \$250 to your sponsorship and you will receive sponsor recognition for the NW Film Center's Retrospective on Agnes Varda that will run during the month of July. Includes slide shown on screen, credit in the program and newsletter, and more.