

Portland Bastille Festival 2010 (Fête de la Bastille)

July 10, 2010

Jamison Square in the Pearl

Overview

Event Profile

New for 2010

Key Sponsor Levels & Benefits

Advertising Opportunities



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 Portland to film the race and in 2009 staff from The Oregonian photographed the event.

A Growing Tradition

Now in its 8th 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 1,000 chapters in more than 130 countries throughout the world. The Alliance de Portland is a 501(c)3 nonprofit group which maintains an opt-in email list approaching 3,500 direct subscribers to its weekly news bulletins of "all things French happening in Portland."



Event Profile

Key data on the 2009 event are below – rapid growth has occurred over the eight-year history of this festival so expectations are that the 2010 event will be even larger and more successful.

Highlights from 2009

Number of visitors	7,000 to 8,000
Venue	Jamison Square Park in the Pearl
Advertising	Print, 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 2010

The committee for 2010 is considering these new possibilities for integrating with the festival:

- Expanded vending and dining area
- 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, sports events “French Heritage Night” plus French movies and documentaries timed with Bastille Festival week
- A leading band to drive attendance in the evening portion of the event

2010 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 and on the web.
- Your logo will be featured on a permanent basis in the Alliance e-bulletins to 3,500 subscribers, in all issues from June through August, 2010 (31,500 email newsletter transmissions).
- 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 **PLATINUM SPONSOR**

- Your name/logo will be featured prominently in all print media including posters, newsletters and postcards as well as banners on-site and on the web.
- Your logo will be featured on all Alliance e-bulletins to 3,500 subscribers, in the July issues.
- 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.

\$2,000 **WAITERS RACE SPONSOR**

- Your name will be featured in print media including posters, newsletters and postcards.
- 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 all the benefits/terms of a vender (10x10 tent/space).
- Onstage for the announcement of the race winners.

\$1,500 **RESTOS FRANÇAIS**

This sponsor will be the overall sponsor of the popular food court area of the event.

- 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.

\$1,000 **ACTIVITIES SPONSORS (FOR CHILDREN'S AREA OR ENTERTAINMENT)**

- You will receive a full page ad in the program as well as your choice of 9' Festival Umbrella, or 10'x10' Festival tent.

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.