

**Let's celebrate
Bastille Day!!!**

Sponsorship 2014



Liberté • Égalité • Fraternité

RÉPUBLIQUE FRANÇAISE
CONSULAT GÉNÉRAL DE FRANCE
À TORONTO



Bastille Day

Commemorating the taking of the Bastille on July 14th, 1789, and the Fête de la Fédération of July 14th, 1790, France's national holiday is an annual opportunity for French people to...

Celebrate France!

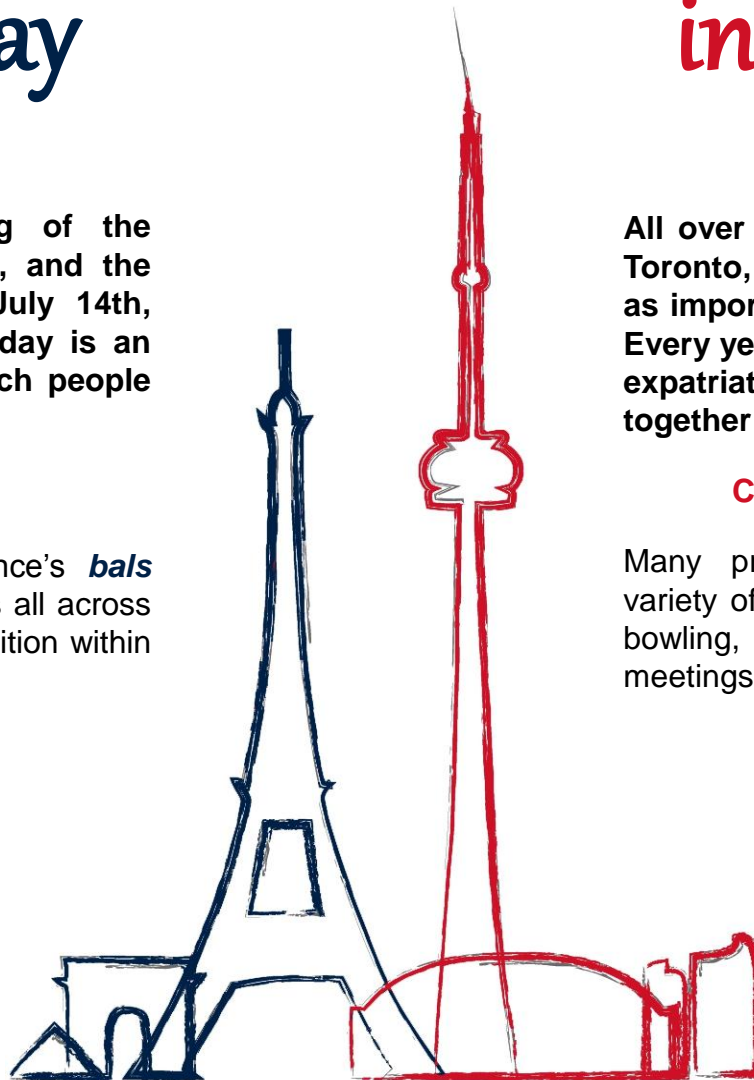
Unavoidable and iconic, France's *bals populaires*, organized in cities all across the country, are a beloved tradition within the French community!

in Toronto

All over the world and especially in Toronto, France's national holiday is as important as ever, if not more so! Every year, the community of French expatriates and their families get together to...

Celebrate Bastille Day!

Many projects are underway in a variety of different forms: picnics, lawn bowling, family meals, friendly meetings, official receptions...



Bastille Day 2014 will be...

- **unique**, including traditional events and many more!
- **for everyone**: big and small, the young and less young, French people, Francophones, Francophiles, fans of France, the curious, music lovers, dancers, gourmands, culture fans...
- **an opportunity to discover France**, its gastronomy, its culture, and its traditions...
- **inclusive and social** with the **traditional picnic**, like the one that has been organized since 2007 by Torontois.com, the French community's forum in Toronto, in partnership with French Fridays, Toronto's Francophone association.
- **an opportunity for promotion and discussion**, through the organization of a **French festival** that will be attended by artisans, companies, associations, institutions, and French representatives. It will also be an opportunity to discover new brands, test out new products, and to have fun, learn, and share.
- **An inclusive event**, bringing the French community together around Bastille Day values and traditions. As is customary, Bastille Day celebrations will end with a **bal populaire**, a traditional French celebration, led by a local music group. This will be an opportunity to end the day with music and to seal new connections around a dance floor with a glass of French wine!





A date and a venue!

**Sunday, July 13th, 2014
at Wychwood Barns**

As a venue, Wychwood Barns is:

IDEAL – Named one of the five most beautiful architectural sites in Toronto by *The Globe & Mail* and one of the best event venues by *blogTO*.

ACCESSIBLE – Within a few minutes' walking distance of public transit and close to a number of private parking lots.

SPACIOUS – offering gardens and a lighted, covered outdoor area (7,680 sq. ft. / 713 m², with a maximum capacity of 600 people).

KNOW for its popular weekly market, voted the best farmer's market in Toronto by the readers of *NOW Magazine*.

ECO-FRIENDLY – Wychwood Barns is certified LEED Gold.

The French/Francophone community in Toronto

Toronto's French community includes more than **6,500 French nationals** registered in the Register of French citizens living outside of France.

By our estimates, there are more than **10,000 French people** in the Greater Toronto Area.

Toronto is home to the largest Francophone community in Toronto!

- Ontario is home to more than **half a million Francophones! One Francophone in ten lives in Toronto!**
- Almost two of every five Francophone immigrants to Toronto (39.1%) are **originally from Europe**.
- Toronto's Francophone community is **highly educated**; they are almost twice as likely to have completed university-level studies.
- In Toronto, more than forty percent of Francophones (42.1%) work in **business, finance, and administration**, or in sales and services.
- Toronto's Francophone community **earns \$5000 more** than the average revenue for all of Toronto.
- Francophones tend to be under-represented among people earning less than \$40,000 and **over-represented among people earning more than this amount**.
- Toronto's Francophones are slightly **younger** than the average age for the total population – with an average age of 37.7, compared to 38.4.





There's strength in numbers

This year, French institutions, organizations, and associations have decided to combine their efforts to make this Bastille Day an exceptional event!

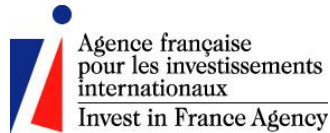


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CHAMBRE DE COMMERCE
FRANÇAISE AU CANADA
TORONTO
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ALUMNI ASSOCIATION



français
à toronto du monde



ufe



Communication about Bastille Day

Toronto's French institutions and associations, in collaboration with their partners, are committed to promoting Bastille Day via their communication resources!



+ 526,500 visitors to our sites each year



+ 20,800 people subscribed to our newsletters



+ 5,000 fans on our Facebook pages



+ 1,000 members of our LinkedIn groups



+ 11,650 photos



+ 1,000 views



+ 1,500 subscribers



7 reasons to get involved with this exceptional project

- Give your company a maximum amount of **visibility** through a unique, social, and accessible event!
- Associate your company with **France's image** as a country with cutting-edge technology and a country that is known around the world for its luxury brands and its wealth of culture and cuisine.
- Promote your company to a **new audience** and build a close relationship with your regular client base.
- Expand your **network** to include French institutions, members of the diplomatic corps, and French associations and companies...
- Position your company as a genuine **patron and emissary** of French traditions to an Anglophone audience.
- Help **consolidate the French community**.
- Support this **initiative** and become a privileged partner of future celebrations of France's national holiday!

How to take part in Bastille Day 2014

**Would you like to take part in Bastille Day 2014?
You have a number of options available to you!**

- **Become a Bastille Day sponsor!** Depending on your particular goals and needs, there are a number of different sponsorship levels available: bronze, silver, gold, platinum, and diamond.
- **Present your products and/or services!** Kiosks will be available for companies and organizations interested in building their brands and expanding their client bases.
- **Contribute to the organization of the event!** Help us organize this unique event by providing material, personnel, logistical, or promotional assistance.

Set up a Bastille Day display

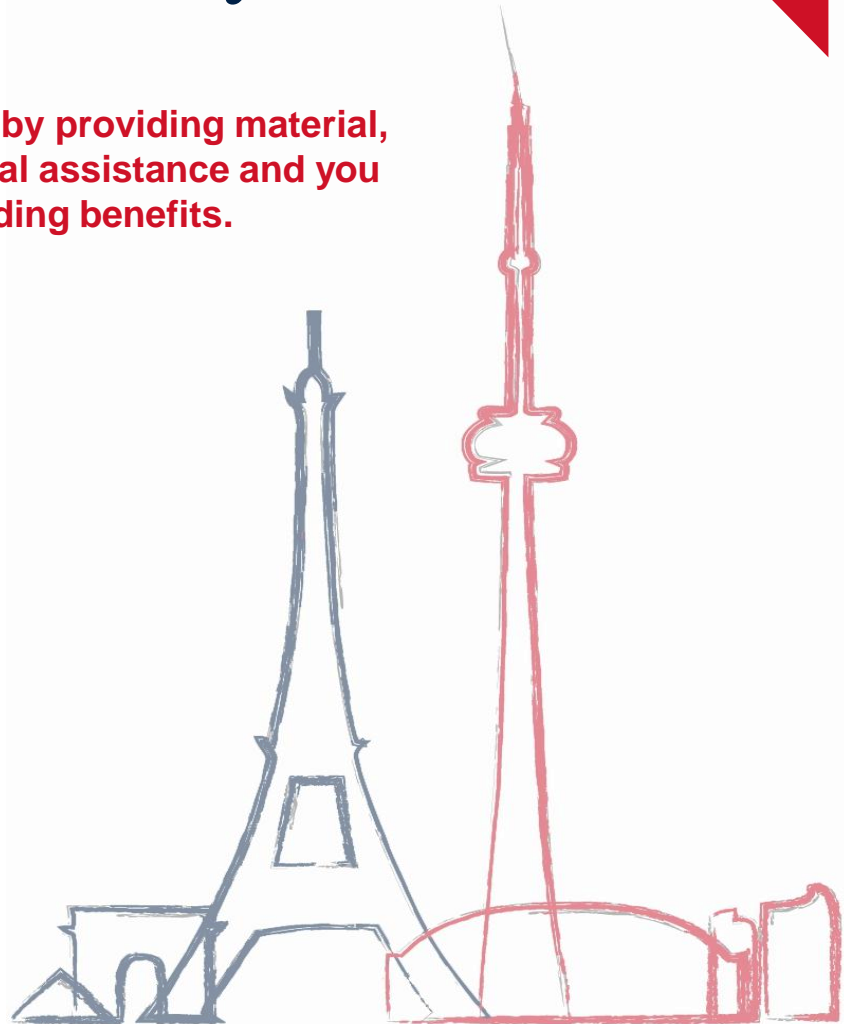
Present your products and/or services at our Bastille Day event at kiosks for companies, institutions, and associations interested in building their brands and expanding their client bases.

- The Bastille Day festivities will benefit from **significant, broad-audience promotion!** This is an opportunity to promote your products and/or services to a new target market.
- Every Saturday morning, Wychwood Barns hosts a very popular farmer's market. The site has all of the **necessary equipment** for you to set up on-site and connect your brand to their **high-quality image**.
- Celebrate France with us and give your products and services a **French touch!**



Help us organize Bastille Day 2014

Help us organize this unique event by providing material, personnel, logistical, or promotional assistance and you will receive the corresponding benefits.



14 Juillet!

THANK YOU!

We are at your disposition to discuss the different partnership opportunities available and we look forward to working with you.

Contact
partenariats@consulfrance-toronto.org

We're counting on you!

Juillet 2011

N. Despl