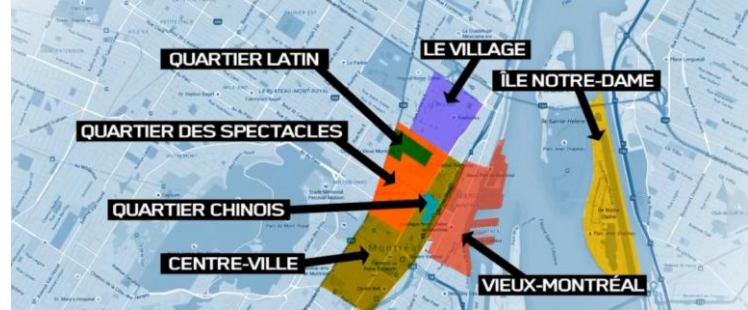




**PARTNERSHIP PROPOSAL**  
**A NEW MAJOR ANNUAL EVENT!**

**GENERAL INFO:**

- + Dates: from October 5 to 8 2018 (national Holiday weekend)**
  - Canadian Thanksgiving (Canada) and Columbus Day (USA)
  
- + Where:**
  - Sainte-Catherine Street East (in the Gay Village)
  - Three main stages
  - Various zones to discover the cultural groups
  - In collaboration with the SDC du Village
  - Gouverneur Hotel Place Dupuis : Conference October 6
  
- + Main activities:**
  - Music, dance and other live artistic performances
  - Visual arts and fine crafts
  - Different flavours from all over the world
  - Stands with community groups, food, etc.
  - Conference on LGBTQ issues
  - Sound and light show on the Saturday evening
  
- + Participants:**
  - General public
  - Members of the various cultural and ethnic communities of Montreal
  - Members of the LGBTQ+ community
  - Tourists and excursionists
  - Participants of the Black & Blue Festival



## **EVENT DESCRIPTION:**

Canadian Thanksgiving provides an opportunity every year for families to gather together to celebrate the harvest and the beauties of the fall season. Thus, the **CARNAVAL DES COULEURS**, which will be held from **OCTOBER 5-8, ON SAINT CATHERINE STREET EAST**, will not only fill a space in the cultural calendar but will also offer locals, excursionists and tourists the opportunity to meet and discover the talents, cultures and flavours that shape Montreal's mosaic; All of this in a spirit of diversity, inclusion and exchange.

This new mainstream and free event will take place right in the heart of Montreal's Gay Village, on Sainte-Catherine St. East and will feature various performances from emerging artists from Montreal, Quebec and Canada, on three main stages with a specific focus on artists from different cultural and ethnic backgrounds.

- ✚ **Live music stage:** singers, music groups and musicians will make the festivalgoers cheer.
- ✚ **DJs stage:** will feature a variety of music styles including artists from the cultural communities of Montreal.
- ✚ **Dance / performance stage:** dance companies, dance classes, circus acts, drag queens, etc. This stage will be the largest and will also feature more formal activities such as speeches, etc.

In addition, **three thematic zones** will delimit the perimeter and will offer businesses and other organizations spaces to set a stand to promote their products/services or to entertain the crowd: a **visual arts and fine crafts area**, a **family area** and a **foodie area**. Also, there will be an area for the multicultural community groups to set their stands and kiosks in order to mingle with the crowd and provide information, etc.

Also, on the evening of October 6, there will be a **major multimedia show** from 9 pm to 11 pm and a **procession** on the street.

Finally, a **free conference** on the theme of inclusion, diversity and living together will take place on Saturday, October 6 in collaboration with the multicultural groups and the LGBTQ community.

# VARIOUS OPTIONS AVAILABLE:



## **OPTION #1 OFFICIAL PRESENTER**

\$25,000 in financial contribution only

PAGES 4 & 5

## **OPTION #2 PLATINUM PARTNER**

\$20,000 in product / services or \$10,000 in financial contribution

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## **OPTION #3 GOLD PARTNER**

\$10,000 in product / services or \$5,000 in financial contribution

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## **OPTION #4 SILVER PARTNER**

\$5,000 in product / services or \$2,500 in financial contribution

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## **OPTION #5 BRONZE PARTNER**

\$2,500 in product / services or \$1,250 in financial contribution

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## **OPTION #6: specific partnerships**

\$20,000 in product / services or \$10,000 in financial contribution

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- Official presenter of the DANCE/PERFORMANCE stage
- Official presenter of the LIVE MUSIC stage
- Official presenter of the DJs stage
- Official presenter of the MULTIMEDIA SHOW
- Official presenter of the CONFERENCE

## **OPTION #7 SPONSOR AN ARTIST OF THE CARNAVAL**

\$1,000 in financial contribution

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## **OPTION #8 BOOTH / STAND SPACE on the street (10' X 10')**

\$1,500 in financial contribution

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## **OPTION #9 ADVERTISING SPACE IN THE PROGRAM FLYER**

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## **OPTION #10 TICKETS FOR THE VIP LAUNCH EVENT**

\$100 per ticket / \$1,200 corporate rate for 10 + visibility

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## **CONFIRMATION FORM**

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## **OPTION #1 OFFICIAL PRESENTER**

**\$25,000 in financial contribution only**



This exclusive option provides you with a high level of visibility as a headliner on all pertinent documents and marketing tools.

**Your logo will be included as the OFFICIAL PRESENTER on all the promotional documents of the event and the VIP launch.**

**Your visibility will include:**

1. **OFFICIAL POSTER:** 24" X 36", in colour, printed and displayed throughout the city.
2. **FREE INVITATIONS TO THE VIP LAUNCH**
3. **MEDIA RELATIONS / PRESS RELEASE:** your name will be included as the official presenter on the press release issued by the organizers. Your contribution will also be mentioned on other press releases related to the events and on the media invitation.
4. **GUARANTEED INTERVIEWS:** if desired, your spokesperson will be called upon to do some interviews and to provide some quotes for the medias that will feature the event.
5. **PRINT AND INTERNET ADS:** Print and digital ads will be placed with media partners. When possible, your logo will be included in these ads as an OFFICIAL PRESENTER (TOP PLACEMENT).
6. **WEB SITE:** your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the event logo and hyperlink on their website to maximize visibility for both the event and your company.
7. **EMAIL PROMOTIONAL CAMPAIGN:** an e-mail campaign will be aimed at all individual and corporate members of the participating community groups, as well as to sponsors, partners and friends of the event.
8. **DIGITAL CAMPAIGN:** placement of web banners, paid/organic search, social media, etc.
9. **SPECIAL VISIBILITY DURING THE VIP LAUNCH OF THE EVENT:** your logo will be showcased on site and your partnership acknowledged (on the event banners, verbal mentions by the master of ceremonies, logo on the thank you panels, on plasma screens, etc.).



## OPTION #1 OFFICIAL PRESENTER (continued)

10. **SPECIAL STATUS AT THE VIP LAUNCH:** your representative will be considered as the HONORARY PRESIDENT and treated as an official dignitary. Your logo and the name of your representative will be included on the official invitation and other documents. During the ceremony, your representative will be invited to do a small speech and will cut the official ribbon.

### OTHER BENEFITS:

- **Official flyer:** in colour, pocket format, printed and distributed to all participants and before the event in key locations in Montreal.
- The organizing committee offers you forty **(40) free tickets for the VIP launch (value of \$100 each)**.
- **Space for your own kiosk:** if desired, a significant space can be reserved for you where you can include additional visibility with your special kiosk design.
- The right to use the CARNAVAL DES COULEURS logo on all your communications, with the mention that you are a proud partner of the event.
- The right to distribute your own promotional flyers.

**OTHER POSSIBLE BENEFITS:** other options can be discussed to fit your needs.



## **OPTION #2 – PLATINUM PARTNER**

\$20,000 in products/services or \$10,000 in financial contribution

**Your logo will be included as a PLATINUM PARTNER on all the promotional documents produced for the event and the VIP launch. Your visibility will include:**

1. **OFFICIAL POSTER:** 24" X 36", in colour, printed and displayed throughout the city.
2. **FREE INVITATIONS TO THE VIP LAUNCH**
3. **MEDIA RELATIONS / PRESS RELEASE:** your name will be included as a Platinum partner on the press release issued by the organizers. Your contribution will also be mentioned on other press releases related to the events and on the media invitation.
4. **PRINT AND INTERNET ADS:** print and digital ads will be placed with media partners. When possible, your logo will be included in these ads as a PLATINUM SPONSOR.
5. **WEB SITE:** your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the event logo and hyperlink on their website to maximize visibility for both the event and your company.
6. **EMAIL PROMOTIONAL CAMPAIGN:** an e-mail campaign will be aimed at all individual and corporate members of the participating community groups, as well as to sponsors, partners and friends of the event.
7. **DIGITAL CAMPAIGN:** placement of web banners, paid/organic search, social media, etc.
8. **SPECIAL VISIBILITY DURING THE VIP LAUNCH OF THE EVENT:** your logo will be showcased on site and your partnership acknowledged (on the event banners, verbal mentions by the master of ceremonies, logo on the thank you panels, on plasma screens, etc.).
9. **SPECIAL STATUS AT THE VIP LAUNCH:** your representative will be considered as an HONORARY member (your logo will be included on the official invitation and other documents).
10. **OFFICIAL FLYER:** in colour, pocket format, printed and distributed to all participants and before the event in key locations in Montreal.
11. The organizing committee offers you twenty four **(24) free tickets for the VIP launch (value of \$100 each)**.
12. **SPACE FOR YOUR OWN KIOSK:** if desired, a space can be reserved for you where you can include additional visibility with your special kiosk design.
13. The right to use the CARNAVAL DES COULEURS logo on all your communications, with the mention that you are a proud partner of the event.
14. **OTHER POSSIBLE BENEFITS:** other options can be discussed to fit your needs.

## OPTION #3 – GOLD PARTNER

\$10,000 in products/services or \$5,000 in financial contribution



Your logo will be included as a **GOLD PARTNER** on all the promotional documents produced for the event and the VIP launch. Please note that the dimension of your logo will be smaller than the Platinum partners' logo. **Your visibility will include:**

1. **OFFICIAL POSTER:** 24" X 36", in colour, printed and displayed throughout the city.
2. **FREE INVITATIONS TO THE VIP LAUNCH**
3. **MEDIA RELATIONS / PRESS RELEASE:** your name will be included as a Gold partner on the press release issued by the organizers. Your contribution will also be mentioned on other press releases related to the events and on the media invitation.
4. **PRINT AND INTERNET ADS:** print and digital ads will be placed with media partners. When possible, your logo will be included in these ads as a Gold partner.
5. **WEB SITE:** your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.
6. **EMAIL PROMOTIONAL CAMPAIGN:** an e-mail campaign will be aimed at all individual and corporate members of the participating community groups, as well as to sponsors, partners and friends of the event.
7. **DIGITAL CAMPAIGN:** placement of web banners, paid/organic search, social media, etc.
8. **SPECIAL VISIBILITY DURING THE VIP LAUNCH OF THE EVENT:** your logo will be showcased on site and your partnership acknowledged (on the event banners, verbal mentions by the master of ceremonies, logo on the thank you panels, etc.).
9. **SPECIAL STATUS AT THE VIP LAUNCH:** your representative will be considered as an HONORARY member (your logo will be included on the official invitation and other documents).
10. **OFFICIAL FLYER:** in colour, pocket format, printed and distributed to all participants and before the event in key locations in Montreal.
11. The organizing committee offers you twelve **(12) free tickets for the VIP launch (value of \$100 each).**
12. **SPACE FOR YOUR OWN KIOSK:** if desired, a space can be reserved for you where you can include additional visibility with your special kiosk design.
13. The right to use the CARNAVAL DES COULEURS logo on all your communications, with the mention that you are a proud partner of the event.

## OPTION #4 - SILVER PARTNER

\$5,000 in products/services or \$2,500 in financial contribution



Your logo or company name will be included as a **SILVER PARTNER** on all the promotional documents produced for the event and the VIP launch.

Please note that the dimension of your logo will be smaller than the Gold partners' logo.

### Your visibility will include:

1. **OFFICIAL POSTER:** 24" X 36", in colour, printed and displayed throughout the city.
2. **FREE INVITATIONS TO THE VIP LAUNCH**
3. **MEDIA RELATIONS / PRESS RELEASE:** your name will be included as a Silver partner on the press release issued by the organizers. Your contribution will also be mentioned on other press releases related to the events and on the media invitation.
4. **PRINT AND INTERNET ADS:** print and digital ads will be placed with media partners. When possible, your logo will be included in these ads as a Silver partner.
5. **WEB SITE:** your logo will be prominently displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the event logo and hyperlink on their website to maximize visibility for both the event and your company.
6. **EMAIL PROMOTIONAL CAMPAIGN:** an e-mail campaign will be aimed at all individual and corporate members of the participating community groups, as well as to sponsors, partners and friends of the event.
7. **SPECIAL VISIBILITY DURING THE VIP LAUNCH OF THE EVENT:** your logo will be showcased on site and your partnership acknowledged (on the event banners, verbal mentions by the master of ceremonies, logo on the thank you panels, etc.).
8. **OFFICIAL FLYER:** in colour, pocket format, printed and distributed to all participants and before the event in key locations in Montreal.
9. The organizing committee offers you six **(6) free tickets for the VIP launch (value of \$100 each)**.
10. The right to use the CARNAVAL DES COULEURS logo on all your communications, with the mention that you are a proud partner of the event.





## **OPTION #5 – BRONZE PARTNER**

\$2,500 in products/services or \$1,250 in financial contribution

**Your logo or company name will be included as a BRONZE PARTNER on all the promotional documents produced for the event and the VIP launch.**

Please note that the dimension of your logo will be smaller than the Silver partners' logo.

**Your visibility will include:**

1. **OFFICIAL POSTER:** 24" X 36", in colour, printed and displayed throughout the city.
2. **FREE INVITATIONS TO THE VIP LAUNCH**
3. **MEDIA RELATIONS / PRESS RELEASE:** your name will be included as a Bronze partner on the press release issued by the organizers. Your contribution will also be mentioned on other press releases related to the events and on the media invitation.
4. **WEB SITE:** your logo will be displayed on the event website with a hyperlink to your corporate website. All participating sponsors will be invited to include the event logo and hyperlink on their website to maximize visibility for both the event and your company.
5. **SPECIAL VISIBILITY DURING THE VIP LAUNCH OF THE EVENT:** your logo will be showcased on site (logo on the thank you panels, on plasma screens, etc.)
6. When possible, the Bronze partners' logo or name will be included on the **print and digital ads**.
7. **OFFICIAL FLYER:** in colour, pocket format, printed and distributed to all participants and before the event in key locations in Montreal.
8. The organizing committee offers you four **(4) free tickets for the VIP launch (value of \$100 each)**.
9. The right to use the CARNAVAL DES COULEURS logo on all your communications, with the mention that you are a proud partner of the event.



## **OPTION #6 – SPECIFIC PARTNERSHIPS**

\$20,000 in products/services or \$10,000 in financial contribution

### **CHOICE OF:**

- Official presenter of the DANCE/PERFORMANCE stage
- Official presenter of the LIVE MUSIC stage
- Official presenter of the DJs stage
- Official presenter of the MULTIMEDIA SHOW
- Official presenter of the CONFERENCE

These options provide you with an excellent visibility on the promotional documents created for the event. Your logo will be included in the title of each designed section on all related promo. It will be included each time the activity you have chosen to sponsor is mentioned on the promotional documents.

- You will also get the same benefits as the PLATINUM PARTNERS get (see page 5).
- You will also be able to display your own banners and other promotional equipment on the site of the activity (or stage) you are sponsoring.

## **OPTION #7 – SPONSOR AN ARTIST OF THE CARNAVAL**

**\$1,000 IN FINANCIAL CONTRIBUTION**

By choosing this option you'll help fund the performance of an artist (or group) at the carnival. **Your company name/logo will be displayed on select communication materials in relation to the artist's performance: official flyer, web site and on-stage visibility.** Also, you'll receive a pair (2) of tickets for the VIP launch event (valued at \$100 each).

## **OPTION #8 – SPACE FOR YOU OWN KIOSK ON THE STREET 10'X10'**

**\$1,500 IN FINANCIAL CONTRIBUTION**

**This includes the actual space for four days with varying times. You are responsible for your own kiosk or booth: equipment, table, chairs, setting up, setting down, etc. THERE IS NO ELECTRICITY so you have to bring your own batteries if you want to plug any equipment. Please note that if you have music our sound, the level should be minimal.**

## **OPTION #9 – ADVERTISING SPACE IN THE PROGRAM FLYER**

A program will be printed in 25,000 copies. Size: 5.5" (w) x 8.5" (h).

FULL PAGE \$1,500 (\$850 for sponsors) / HALF PAGE \$750 (\$425 for sponsors)

## **OPTION #10 – TICKETS FOR THE VIP LAUNCH EVENT**

You can purchase tickets to the VIP launch event on October 5<sup>th</sup>, 2018:

- \$100 per ticket / or the corporate package at \$1,200 (includes 10 tickets and your company logo on the official event invitation, the thank you panels and the plasma screens)

## CONFIRMATION FORM

NAME OF THE COMPANY / ORGANIZATION \_\_\_\_\_  
CONTACT \_\_\_\_\_  
FULL ADDRESS \_\_\_\_\_  
TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_  
EMAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

Yes we are confirming our choice of partnership for the event 'LE CARNAVAL DES COULEURS 2018' (please check next to your choice):

- OPTION #1** OFFICIAL PRESENTER
- OPTION #2** PLATINUM PARTNER
- OPTION #3** GOLD PARTNER
- OPTION #4** SILVER PARTNER
- OPTION #5** BRONZE PARTNER



### OPTION #6 SPECIFIC PARTNERSHIPS

- Official presenter of the DANCE/PERFORMANCE stage
- Official presenter of the LIVE MUSIC stage
- Official presenter of the DJs stage
- Official presenter of the MULTIMEDIA SHOW
- Official presenter of the CONFERENCE
- OPTION #7** SPONSOR AN ARTIST OF THE CARNAVAL
- OPTION #8** KIOSK SPACE ON THE STREET (10' X 10')
- OPTION #9** ADVERTISING SPACE IN THE PROGRAM FLYER
- OPTION #10** TICKETS FOR THE VIP LAUNCH

\$100 single ticket X \_\_\_\_\_ = \$ \_\_\_\_\_ or corporate package for 10 people with visibility \$1200 X \_\_\_\_\_ = \$ \_\_\_\_\_

GRAND TOTAL: \$ \_\_\_\_\_

Please note that ALL THE SALES ARE SUBJECTED TO THE SALE TAXES GST-QST.

WAIVER OF RESPONSIBILITY in case the event is cancelled: the cash contributor of Carnaval des Couleurs 2018 agrees to pay 100% of the confirmed amount (depending on the level of sponsorship chosen) to FONDATION BBCM before the beginning of the event in October 2018. If ever the event is cancelled for a valid reason decided by both FONDATION BBCM and competent authorities, the contributor understands that the money already paid by the sponsor will be used by the organizing committee to pay for the expenses already incurred for the preparation of the event, with no automatic refund to the sponsor. A valid reason for a cancelation would be, for example: an act of God, an important security problem endangering people at the event, etc. According to industry standards, the contributor will have received all the visibility it is entitled to, from the signature of the form confirming the contribution until the event (sponsorship documents, various ads, web site, press releases, information sent to cultural groups, etc.). As soon as the contribution is confirmed and the partner logo received, the visibility will start on all pertinent documents which are equivalent to a non-refundable advertising purchase. After all the expenses incurred by FONDATION BBCM have been paid (following the unlikely cancellation of the event), if there is an available balance, the contributor may receive part of the payment back (in proportion to the value of the various sponsors' contributions). If applicable, the non used products / services will be sent back to the pertinent sponsors.

AUTHORIZED SIGNATURE: \_\_\_\_\_

All \$ amounts are payable to Fondation BBCM and payment must be received before the event at 2259 avenue Old Orchard, Montréal (Québec) H4A 3A7. For more information, please contact Mr. FRANCIS BLIER at 514 875-7026 ext. 206 or [coordination@bbcm.org](mailto:coordination@bbcm.org)  
Your logo in vector format (.eps or .ai) must be sent to: [coordination@bbcm.org](mailto:coordination@bbcm.org)