CONGRÈS ANNUEL de la francophonie albertaine

18 & 19 OCTOBER 2019

MACEWAN CENTRE CALGARY

PARTNERSHIP PLAN
PARTNERSHIP PLAN

WORD FROM THE PRESIDENT

Dear potential partner,

The Congrès annuel de la francophonie albertaine will be held at the MacEwan Conference & Event Centre in Calgary on October 18 – 19, 2019.

A flagship event organized by ACFA, the Congrès annuel de la francophonie albertaine provides the French-speaking community with a significant opportunity to gather together in Alberta. Persons from organizations, the education system, public service, arts sector and world of politics as well as many French speakers and language lovers come to learn about, discuss and celebrate all aspects of “la francophonie”.

This year is quite special, since we are also celebrating the 50th anniversary of the French Language Act which will be a central theme of the 2019 convention.

The Congrès de la francophonie albertaine is:

- Two days of activities, talks, workshops and shows
- More than 300 participants from all regions of Alberta
- An important place for community decision-making

We have many partners that make this a truly successful annual event and you have come to mind as one of them for this year.

Attached is information on the types of partnerships for the 2019 Congrès annuel de la francophonie albertaine.

We trust we can count on your support to make this a memorable event for all!

Le président,

Marc Arnal
# Partnership Plan

## Congrès Annuel de la Francophonie Albertaine Schedule

<table>
<thead>
<tr>
<th>Friday, October 18</th>
<th>Saturday, October 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon: Registration opens</td>
<td>8:30 am: Plenary session opens</td>
</tr>
<tr>
<td>1:00 pm: Convention starts</td>
<td>10:15 am: Health break</td>
</tr>
<tr>
<td>2:30 pm: Health break</td>
<td>10:30 am: Workshops – Block 3</td>
</tr>
<tr>
<td>2:45 pm: Workshops – Block 1</td>
<td>Noon: Lunch</td>
</tr>
<tr>
<td>4:00 pm: Workshops – Block 2</td>
<td>2:00 pm: Health break</td>
</tr>
<tr>
<td>5:00 pm: Cocktails and music</td>
<td>2:30 pm: ACFA Annual General Meeting</td>
</tr>
<tr>
<td>6:30 pm: Banquet</td>
<td>Coffee meeting with newly-elected ACFA board members following the AGM</td>
</tr>
</tbody>
</table>

*Schedule subject to change.*
PARTNERSHIP PLAN

EXCLUSIVE PARTNERSHIPS

COCKTAIL PACKAGE

$2000

Musical performances, bites, networking and bar, all good reasons for becoming the exclusive partner for the Cocktail de la francophonie!

By becoming the Exclusive Cocktail Partner, you get:

• 2 passports with access to all convention activities, including the Banquet de la francophonie
• Exclusive place cards with your logo on cocktail tables
• Exclusive posters with your logo at the entrance to the cocktail area and near the music stage
• One-page colour advertising in the souvenir program
• Logo in the “Exclusive Partners” section on the convention website
• Acknowledgments in an exclusive publication on Facebook, Twitter and Instagram prior to the convention
• Your logo on partner posters at the convention
• Mention of the partnership at the opening of the convention

BANQUET PACKAGE

$2000

Several hundred convention participants come to the banquet during the main conference to enjoy a delicious three-course meal.

By becoming the Exclusive Banquet Partner, you get:

• 2 passports with access to all convention activities, including the Banquet de la francophonie
• Exclusive place cards with your logo on banquet tables
• Your logo on the giant screen during the dinner
• One-page colour advertising in the souvenir program
• Logo in the “Exclusive Partners” section on the convention website
• Acknowledgments in an exclusive publication on Facebook, Twitter and Instagram prior to the convention
• Your logo on partner posters at the convention
• Mention of the partnership at the opening of the convention
ARCHITECT OF LA FRANCOPHONIE – BUSINESS PACKAGE $500

Promote your business to Francophones and Francophiles in Alberta! With the Business package, you get:

- Banner-size publication of a coupon of your choice for participants to use with your business. This offer will be printed in the souvenir book.
- Advertising on ACFA social networks prior to the convention
- Your logo and link to your website in the “Partners” section of the convention website
- Mention of the partnership at the opening of the convention

AMBASSADOR OF LA FRANCOPHONIE $500 or $750

Become a partner of the Congrès annuel de la francophonie albertaine and offer a health break or meal to participants. Choose one of the following:

- Snack (Friday) – $500
- Snack (Saturday) – $500
- Noon meal (Saturday) – $750
- Coffee meeting with newly-elected ACFA board members (afternoon) – $500

All options include:

- Place cards on tables with your logo
- Half-page colour advertising in the souvenir program
- Your logo and link to your website in the “Partners” section of the convention website
- Mention of the partnership by the facilitators
PARTNERSHIP PLAN

TURNKEY PARTNERSHIPS

**SUPPORTER OF LA FRANCOPHONIE**

$500 or $1000

Become the official presenter of one of the many workshops offered to participants!

- Workshop partner: $500.
- Three workshops for $1,000.

By becoming a Supporter of la francophonie, you get:

- A poster with your logo at the workshop entrance
- Mention of the partnership by facilitators at the start of a workshop
- Colour banner advertising in the souvenir program
- Your logo and link to your website in the “Partners” section of the convention website

PARTNERSHIP PLAN

À LA CARTE PARTNERSHIPS

**À LA CARTE**

Choose from the various available options:

- **Add an item to the official participant’s bag - $500**
  Distribute your promotional material to participants directly. Required number of items: 300

- **Sponsor a new generation of leaders - $75**
  Offer a young leader the chance to participate in convention events by sponsoring his registration. Your name or logo will be added to his badge in acknowledgement.

- **Post your banner on the convention site – $250**

**Advertising partnerships:**

Publish your advertising in the convention’s souvenir program:

- One-page colour: $400
- Half-page colour: $250
- Colour banner: $150

**Technical specifications for advertising:**

- Full page: 7.75 x 7.75
- Half-page: 7.75 wide x 3.88 high
- Banner: 6.5 wide x 2 high
PARTNERSHIP PLAN

YES, I WISH TO BE A PARTNER

Please choose the type of partnership:

EXCLUSIVE PARTNERSHIPS
- Francophonie Cocktail Package – $2,000
- Francophonie Banquet Package – $2,000

TURNKEY PARTNERSHIPS
- Architect of la francophonie - Business package – $500

AMBASSADOR OF LA FRANCOPHONIE
- Friday snack – $500
- Saturday morning snack – $500
- Noon meal – $750
- Saturday afternoon snack – $500
- Coffee meeting with newly-elected ACFA board members – $500

SUPPORTER OF LA FRANCOPHONIE
- One workshop – $500
- Three workshops – $1,000

À LA CARTE PARTNERSHIPS
- Add an item to the official participant’s bag - $500
- Sponsor a new generation of leaders - $75 per sponsored passport
  (please indicate the number of passports you wish to sponsor)
- Post your banner on the convention site – $250

ADVERTISING PARTNERSHIPS:
- One-page colour: $400
- Half-page colour: $250
- Colour banner: $150

NAME OF ORGANIZATION OR BUSINESS:
__________________________________________________________

BILLING ADDRESS:
__________________________________________________________

CONTACT PERSON FOR ADVERTISING:
__________________________________________________________

TELEPHONE NUMBER:
__________________________________________________________

EMAIL:
__________________________________________________________

For additional information or to send the completed pdf document, contact:

Rosane Doré Lefebvre
Public Affairs Manager
r.dore-lefebvre@acfa.ab.ca

T : 780.466.1680 x 202
www.acfa.ab.ca
@acfaab
@ACFAAB
acfaab