



Seattle's French Fest

A celebration of French-speaking cultures

Sponsorship, Booths and Advertising

Event Date: Sunday, March 20, 2016

Seattle Center



Photo from the 2015 event which drew 5,000 attendees.

Seattle's French Fest – Event Profile

Now in its fourth year, the French Fest at Seattle Center is a part of the Seattle Center's FESTÁL cultural event series and attracts 5,000 visitors. The event is free and open to the public (no admittance tickets are required). French Fest draws its inspiration from the worldwide "Day of Francophonie," organized in over 100 countries each March to celebrate the diversity of Francophone cultures and traditions around the world.

During the Seattle event, festival-goers of all ages have an opportunity to enjoy many activities – all with a "French" twist: live music, theater and dance performances, French cuisine, book sales, informative seminars and demonstrations, "best baguette" contest, games and more.

The event also features a unique Career Expo (*Salon de l'Emploi*) with the participation of local and international companies seeking French speakers and workshops led by employment professionals.



The event is organized by the nonprofit organization, France Education Northwest, with the support of Seattle Center FESTÁL, the French-American Chamber of Commerce of the Pacific Northwest, the Consular Agency of France in Seattle, Coca-Cola, Alaska Airlines, T-Mobile and other key supporters.

The 4th Edition: March 20, 2016 at Seattle Center

Date: Sunday, March 20, 2016

Venue: Seattle Center's Armory/Center House
– Main level and Mezzanine level

Time: 11:00am – 6:00pm

Activities:

- French Cooking Demonstrations
- French Book Sales
- Le marché of Francophone vendors
- Booths of local community organizations
- Le Bistro featuring French cuisine
- Live Music & Cultural Performances
- Children's Activities
- Wine Tastings (TBC)
- Salon de l'Emploi - an Employment Fair with a Bilingual Twist



Seattle's French Fest presents a unique opportunity to bring together the Seattle public, Francophiles and the Francophone community to showcase and celebrate diverse traditions.

Ways to Support and Participate

Below are options for Sponsorship, Booth Reservations and Advertising. Choose one or any combination of these. **Note that all are offered on a first come, first served basis. Reserve early to ensure your spot.** Reservations must be confirmed by February 20 to ensure inclusion in the program and promotional materials.

SPONSORSHIP LEVELS

The following sponsorships and associated benefits are available for the 2016 event:

Liberté Sponsorship

\$5,000 – includes 1) prominent reference “presented by” in all digital and print promotional materials, 2) optional event booth (your choice of style), 3) full-page program ad with your choice of front inside cover or back outside cover of the program, 4) banner on the main stage (provided by the sponsor), 5) recognition by the Emcee throughout the event.
Only 1 Liberté Sponsorship is available.

Égalité Sponsorship

\$2,500 – includes 1) recognition on all digital and print media, 2) optional event booth, 3) full-page ad in the early inside pages of the program, 4) company banner on display in the Armory.
Two Égalité Sponsorships are available.

Fraternité Sponsorship

\$1,000 – includes 1) recognition on all digital and print media, 2) optional event booth, 3) and half-page ad in the early inside pages of the program.

Confirm a sponsorship by registering [here](#) or calling Jack Cowan at 206.443.4703. (The above packages are designed for cash support. Benefits can be arranged for significant in-kind sponsors of donated products or services. Call our office to discuss.)



BOOTH RESERVATIONS

Main Floor booths include an 8ft x 10ft section that is professionally skirted and marked by pipe-and-drape, 6ft skirted table, plus 2 chairs. **Mezzanine** booths feature a 6ft table and 2 chairs. Electrical power to booths is available on special request and at additional cost. [REGISTER HERE](#)

Organization Type	MAIN FLOOR FEE	MEZZANINE FEE
Companies / For Profit - In addition to booth fees, retail sales are subject to 10% commission payable to the Seattle Center assessed on the day of the event.	\$325	\$225
Non-profit organizations 501(c)(3)	\$250	\$125

The organizing committee retains the option to determine if booth applications are suitable to the event theme. If you have questions regarding suitability, contact info@faccpnw.org.



ADVERTISING PLACEMENTS

Promote your business and deliver your sales message by purchasing advertising in the 2016 French Fest Program distributed to over 5,000 local individuals and businesses. [REGISTER HERE](#)

Size	Cost
Business Card (3.5" x 2"; color)	\$100
Half Page (5.5" x 4.25"; color)	\$150
Full Page (5.5" x 8.5"; color)	\$200
Full page Inside front or inside back Cover (5.5" x 8.5"; color) – if available	\$300
Outside back Cover (5.5" x 8.5"; color) – if available	\$400
Custom ad sizes are available on request.	

Image format: JPEG 265-300 dpi or camera-ready print copy. Reserve ad space prior to February 20, 2016. Purchase the ad online and email the file to info@faccpnw.org. Questions? Call 206.443.4703.