

2022 BASTILLE DAY

af Alliance Française
de Portland

PORTLAND BASTILLE FESTIVAL

JULY 16, 2022
JAMISON SQUARE IN THE PEARL
810 NW 11TH AVENUE, PORTLAND



OVERVIEW BASTILLE DAY - A PORTLAND TRADITION

Now entering into its 20th year in 2022, this festival, open to the public, is the largest of its kind on the West Coast, drawing up to 7,500 visitors.

The festival is presented by the non-profit Alliance Française de Portland. The Alliance is affiliated with the worldwide Alliance Française which is headquartered in Paris, France, and which has 832 chapters in more than 134 countries throughout the world. Portland's is the only Alliance in Oregon. The group's nonprofit mission is to provide top quality, low cost French language continuing education classes – and receives nearly 2,000 student enrollments per year, including adults and children.

THE LARGEST BASTILLE FESTIVAL ON THE WEST COAST OF THE UNITED STATES.



WHOLE DAY
FULL OF
FUN FOR
ALL AGES

CELEBRATING FRENCH CULTURE IN PDX

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 of 1789.

In Portland this celebration takes the shape of a lively mid-summer festival with an emphasis on French food, culture and fun!

Entire families come to enjoy crêpes or sausage merguez, browse the French book sale, visit the booths of the arts and crafts vendors, and to listen to the music of Portland's French troubadours and other entertainment. All with a distinctive French flair!



EVENT PROFILE / FAST FACTS

This festival has experienced rapid growth since its origin. Expectations are that the 2022 event will be even larger and more successful.

Number of visitors - 6,000-7,500
(based on previous attendance)

Advertising - Print, email, web, including 50,000 email contacts and outreach via social media.

Entertainment - French style music from accordion to jazz to Breton

Vendors - Food, products, French-related services

Nonprofits - Non-profit organizations with a French connection

Supported by - Current or past sponsors include The Swigert Foundation, Perrier/Nestlé, the Alliance Française, the French-American Chamber of Commerce, The Oregonian, A. Hardy USA (Hardy Cognac), the RACC, and the French American International School, and many others.



2022 PORTLAND BASTILLE FESTIVAL SPONSORSHIP OPPORTUNITIES



\$5,000 PRESENTING PLATINUM SPONSOR

(Exclusive, one only)

Your name/logo will be featured prominently in all electronic media (website and e-bulletins) and in the event brochure which is both online and printed.

Your logo will be featured in the Alliance e-bulletins to over 6,000 subscribers in issues from June through August of 2022.

A full color ad in the program: your choice of front inside or back outside cover of the print brochure.

On-stage recognition by the event Emcee and by dignitaries and representatives of the French government.

\$2,500 DIAMOND SPONSOR

Your name/logo will be featured prominently in all electronic media (website and e-bulletins).

Your name/logo will be featured prominently in the event brochure which is both online and printed.

Your logo will be featured on a permanent basis in the Alliance e-bulletins to nearly 6,000 subscribers, in the July and August issues.

A full color ad in the program.

The option of a 10 x 10 Festival Canopy on site, with premium placement in the Park, adjacent to the Alliance booth.

\$500 TO \$2000 CUSTOM SPONSORSHIPS

The organizers will be happy to work with cash and in-kind sponsors to tailor a package of features that work for their product, service or market.

SPONSOR INFORMATION

COMPANY NAME

CONTACT NAME

WEB URL

EMAIL

PHONE

MAILING ADDRESS

CITY&STATE

ZIP

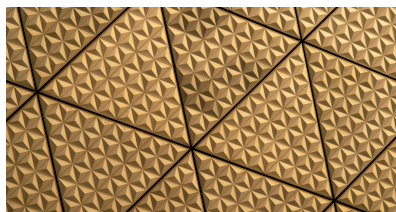
DONOR SIGNATURE

DATE

Please mail payments to:
Alliance Française
1425 SW 20th Ave., Suite 102
Portland, OR 97201

Event Contact:
Sherry Charles, Executive Director
Office 503.223.8388
Cell 503.951.8494
Email sherryc@afportland.org

SPONSOR LOGO/ART: EMAIL TO INFO@AFPORTLAND.ORG OR MAIL CAMERA-READY COPY TO THE ALLIANCE MAILING ADDRESS (ABOVE).



PLAN SELECTION

TYPE 1

\$5,000 Presenting Platinum Sponsor
(Exclusive, One Only)
The benefits with this plan are detailed in the sponsorship packet.

TYPE 2

\$2,500 Diamond Sponsor
The benefits with this plan are detailed in the sponsorship packet.

TYPE 3

\$500 to \$2000 Custom Sponsorships
Proposed amount: _____. The benefits with this plan are tailored to the sponsor's selected giving level.

The Alliance Française de Portland is a 501(c)3 nonprofit organization.
Tax ID#93-0878422. It is part of the world's largest French
cultural organization with 834 chapters in 134 countries.
Visit www.afportland.org