



# HONOURING FRANCOPHONE ENTREPRENEURSHIP

ccfvancouver.com



11<sup>th</sup> Edition  
Sponsorships & Partnerships Opportunities 2024

Contact : Louise Turgeon  
[louiseturgeon07@hotmail.com](mailto:louiseturgeon07@hotmail.com) – 604.318.1662





THE ANNUAL EVENT CELEBRATING  
VANCOUVER FRANCOPHONE BUSINESS  
OWNERS!

## LE GALA DE LA PALME BLEUE

The Francophone Chamber of Commerce of Vancouver (CCF Vancouver) is proud to host the Gala de la Palme Bleue, on June 5th, 2024, in the brand-new building of the Alliance Française de Vancouver.

Founded in 1983 by a small group of entrepreneurs, the CCF Vancouver is a non-profit organization dedicated to promoting the economic development of the Francophone community in Metro Vancouver. The CCF Vancouver works every day to help support entrepreneurs and business owners in the region, including through the organization of business events, networking activities, conferences, and workshops.

The Gala de la Palme Bleue is a unique business event in Metro Vancouver. Bringing together up to 150 people, this prestigious evening celebrates and rewards the excellence, success and creativity of our francophone businesses. Every year, participants include entrepreneurs, national and international businesses, economic development stakeholders, provincial, federal and international government representatives as well as local media.





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In previous editions, we have had the privilege of hosting these special guests:

- Nicolas Duvernois, President and Founder of Pur Vodka and the Adopt Inc. program, Entrepreneur and Author
- Martine Hébert, Vice-President of the Canadian Federation of Independent Business
- Pierre Clérout, Vice President Research and Chief Economist of the Business Development Bank of Canada (BDC)
- Jean-Christophe Fleury, Consul General of France in Vancouver
- Sylvie Fréchette, Olympic Champion and Author
- Michel Letellier, President of the Innergex Group
- Érik Giasson, Yogi of Wall Street
- Isabèle Chevalier, Nad Capital Inc.



Isabèle Chevalier, Gala de la Palme Bleue 2023

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## SPEAKER OF THE 2024 GALA



Trained as a classical French chef in his native Quebec, Yves Potvin has dedicated his culinary career to creating healthy, tasty, convenient foods found in major supermarkets, restaurants and institutions across North America, Europe and Asia. Over the past thirty years, Yves has successfully built two health-focused food companies, and now, since 2021, he has been working on his third start-up.

As the trailblazer in plant-based foods, his first venture, the eponymous [Yves Veggie Cuisine](#), founded in 1985, saw a phenomenal 50% growth per year over thirteen consecutive years

and won the prestigious SIAL d'Or for Innovation in Paris, France.

Yves followed up his first success with the founding of Garden Protein International in 2003 and the creation of [Gardein™](#) - a proprietary food technology that redefined the plant protein category. As a game changer in a fast-growing segment of the North American diet, Gardein™ garnered many awards and accolades, including recognition on *The Oprah Winfrey Show*, *The Ellen DeGeneres Show*, on national and local news broadcasts, as well as in influential, nationwide print and online media platforms.





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Konscious Foods™ is said to be Yves' most exciting endeavor yet.

Launched in 2021, [Konscious Foods](#) has created the world's first frozen, plant-based sushi, onigiri, and poke bowls for consumers to enjoy along with seafood products made entirely from plants for food service applications. All its delicious chef-crafted recipes are made with the highest quality, clean-label ingredients to help make indulging in plant-based seafood incredibly easy and convenient.

Yves currently serves on the board of advisors for both the UBC Faculty of Land and Food Systems and the BC Ministry of Agriculture. Yves also enjoys spending part of his time mentoring, start-up companies and as well as inspiring the young chefs of tomorrow as the owner of [Pacific](#)

[Institute of Culinary Arts](#) – one of Canada's top culinary training institutes. Coincidentally, Konscious Foods was initially conceived and developed in one of the school's food labs.

Potvin is considered by many as an expert on plant-based industry. With the launch of Konscious Foods, Yves has garnered several more wins "right out of the gate" including: *VegNews Best of Show Awards (2023)* ; *New Hope NEXTY Award Winner - Best New Frozen Product (2023)* – *Konscious Foods, California Roll* ; *New Hope NEXTY Award Finalist - Best New Plant-Forward Product (2023)* - *Konscious Foods, Kale Gomae Onigiri*

When Yves is not dreaming up new flavors and products for Konscious Foods, he enjoys golfing, hiking and discovering new restaurants and food concepts with his family.

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## VISIBILITY & MEDIA COVERAGE PLAN

### Online Marketing and Social Media (over 20,000 contacts)

- Bi-monthly, targeted email communication beginning in January 2024 ;
- Social media advertising campaign ;
- Posting of the event on the CCF Vancouver website and intensive social media communications for over 20 weeks on all social media platforms including LinkedIn, Twitter, Facebook, Instagram ;
- Sharing of the event in all Vancouver business calendars including Business In Vancouver, BC Business, Small Business BC, Georgia Straight, Vancity Buzz ;
- Sharing communications around the event through Francophone organizations and our vast network of partners ;
- Regular online mentions and identifications of our partners and sponsorships.

### Press Relations coverage

- Sending 3 press releases to French, English and local media for the announcement:

#### Before the Gala

- Of the speaker of the 11<sup>th</sup> Gala Palme Bleue
- Of the three finalists of the Palme Bleue Awards

#### After the Gala

- Of the winner of the Palme Bleue Award for Entrepreneur of the Year
- Pre- and post-event television and radio interviews.

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## SPONSORSHIP LEVELS

For any questions, please contact Louise Turgeon:  
[louiseturgeon07@hotmail.com](mailto:louiseturgeon07@hotmail.com) / 604.318.1662

	 PRIVILEGE \$10,000	 PLATINE \$7,500	 GOLD \$5,000	 SILVER \$3,500	 BRONZE \$1,000
Only one company accepted in this category	✓	✗	✗	✗	✗
A sponsorship table at the "Succès d'Affaires" event in 2024	✓	✗	✗	✗	✗
Announcement of your sponsorship via email and social media with the possibility of sharing information about your company	✓	✗	✗	✗	✗
Company identification in a press release	✓	✗	✗	✗	✗
Presentation of the Palme Bleue Award at the Gala	✓	✗	✗	✗	✗
30-second video (prepared by you) broadcasted during the event	✓	✓	✗	✗	✗
Photos with the winners and guests upon request	✓	✓	✗	✗	✗
Possibility to distribute your promotional material (in a gift bag prepared by you) for each guest	✓	✓	✓	✗	✗
Installation of your banner ad at the event	✓	✓	✓	✗	✗
Post-event promotion: sponsorship acknowledgement on website, social media	✓	✓	✓	✓	✗
Verbal identification and acknowledgement of your sponsorship during the event	✓	✓	✓	✓	✗
Advertising page in the printed program of the Gala	1 page	1 page	1/2 page	1/4 page	✗
Identification of the company on the event's promotional materials: website, emails, social media	✓	✓	✓	✓	✓
Company logo on signage and on the event program	✓	✓	✓	✓	✓
Logo on the media wall	Dominant	✓	✓	✓	✓
Complimentary tickets to the Gala	4	4	2	2	1
Tickets at member prices for your guests	illimité	illimité	6	2	2
<b>TOTAL OF BENEFITS</b>	<b>17</b>	<b>13</b>	<b>10</b>	<b>8</b>	<b>5</b>



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## PARTNERSHIP OPPORTUNITIES

### In-kind donations

In-partnership opportunities are available around the event itself such as food, decoration or promotional items such as pens, chocolates, mugs, gift certificates, which will be inserted in the bags along with your business card for the guests on the day of the Gala. In this case, the minimum number required is 125 pieces.

*In-kind donations will receive visibility commensurate with the investment, equivalent to that given to monetary sponsorships.*

### Gifts of attendance

During each edition of the Gala Palme Bleue, the Chamber of Commerce offers 3 attendance prizes to be drawn among the guests. A great opportunity to promote your company to the greatest audience.

### Media in service

This partnership offers you the right to the first interview with the winner of the Palme Bleue awards, an interview with the speaker at the Palme Bleue Gala and 1 free ticket to attend the Gala.

### Friends of the Chamber - donations starting at \$100

Friends of the Chamber are mentioned in the digital program.

### Advertisements in our digital brochure

- Business card size (3.5 x 2 in) : \$250
- Quarter page (2.75 x 4.25 in) : \$500
- Half page (5 x 3.75 in) : \$1,000





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## Virtual Auction

The CCF Vancouver will be hosting an online auction that will be open for several weeks, from before until after the Gala. You contribute to this sale in the form of a product, service, gift certificate, etc. which will be available for purchase on our online platform. Funds generated from buyer auctions will go back to the CCF Vancouver to support its operations. In return, you can highlight and promote your products or services, as well as your involvement within the local Francophone business community.

If you wish to add your item to the auction, please contact Denise Belisle at [miss.denisio@gmail.com](mailto:miss.denisio@gmail.com)

## All other partnerships

Please contact Louise Turgeon, by email at [louiseturgeon07@hotmail.com](mailto:louiseturgeon07@hotmail.com) or phone at 604.318.1662

# PARTNERSHIPS DEADLINES

To best prepare the event and communication materials, please respect the deadlines listed below for each stage of your sponsorship:

- Completed form and logo: April 15, 2024
- Sponsorship payment: April 15, 2024
- Ad design: April 30, 2024
- 30-second video: May 15, 2024

Please fill out the [sponsorship online form](#) or [go to our website](#) to purchase a sponsorship option.



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THE FRANCOPHONE AND FRANCOPHILE  
BUSINESS COMMUNITY  
OF GREATER VANCOUVER

[ccfvancouver.com](http://ccfvancouver.com)

[info@ccfvancouver.com](mailto:info@ccfvancouver.com)