

BONJOUR BUSINESS

THE GREATER VANCOUVER FRANCOPHONE BUSINESS OWNERS' EXPO

Wednesday, December 4th, 2024
3:00 PM - 8:00 PM
Roundhouse Community Centre, Yaletown

3rd EDITION

2024 SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

Contact : Louise Turgeon
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ABOUT THE CCF VANCOUVER

Founded in 1983, the Francophone Chamber of Commerce of Vancouver (CCF Vancouver) is a non-for-profit organization dedicated to promoting the economic development of the Francophone and Francophile community within the Greater Vancouver area.

The CCF Vancouver works every day to help and support entrepreneurs and business owners in the region, especially by offering business events, networking activities, conferences, and workshops.

With these activities, the CCF Vancouver helps stimulate the development of Francophone entrepreneurship in British Columbia. It therefore aims to:

- promote networking and partnerships between Francophone entrepreneurs in Greater Vancouver
- support skills and leadership development
- promote its members and support their growth

Managed by a Board of directors, the CCF Vancouver has experienced a rapid growth over the last years, and has today more than a hundred members and partners to its credit. It actively collaborates with the French- and English-speaking business communities, as well as various organizations from different levels of government.



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ABOUT BONJOUR BUSINESS

For the 3rd consecutive year, the Francophone Chamber of Commerce of Vancouver is proud to present:

BONJOUR BUSINESS
Greater Vancouver Francophone Business Owners' Expo

Wednesday, December 4th, 2024
3:00 PM - 8:00 PM
Roundhouse Community Centre, Yaletown

This unique event in Vancouver aims to bring together, celebrate and promote Francophone businesses in Greater Vancouver, by offering them the opportunity to present their products and services to an audience of both professionals and individuals.

Nearly 70 entrepreneurs and business owners from all sectors of activity are expected for this great celebration of the Francophonie, which highlights a warm, dynamic and creative business community.



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Impacts of the first editions

- 90% of exhibitors at Bonjour Business 2023 were satisfied or very satisfied with the event.
- 75% of exhibitors at Bonjour Business 2023 said they intended to book an exhibition booth again for the 2024 edition.
- 1/3 of exhibitors said Bonjour Business allowed them to develop new partnerships.
- 85% of exhibitors at Bonjour Business 2022 said the event allowed them to generate new contacts/leads.

Testimonies

"My first participation in Bonjour Business was interesting. An experience rich in meetings and sharing. All in a good atmosphere."

Sarah Corbières, Daily Life Organizing (exhibitor)

"By allowing me to make myself known and to show my products, my participation in Bonjour Business could generate financial gains in the future."

Louis Anctil, Les Éditions du Pacifique Nord-Ouest (exhibitor)

"My goal was to get to know other exhibitors and the Francophone community. Great team, open, friendly, embracing."

Thomas Arn, Swissbo (exhibitor)

"What a pleasure to have participated in Bonjour Business, organized by the CCF Vancouver! A great opportunity to meet some great people while having a great time.."

Marion Ziller, MZ Immigration Services (exhibitor)

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BONJOUR BUSINESS 2024

Objectives

- 1) Promote activities and help increase awareness of French-speaking entrepreneurs and business owners in Greater Vancouver, among a broader audience of professionals and individuals, both Francophone and Anglophone.
- 2) Promote professional connections and the development of new partnerships, by offering exhibitors and visitors a friendly space for exchanges and networking.
- 3) Promote and support the dynamism, creativity, innovation and friendliness that characterize the French-speaking business community in Greater Vancouver.
- 4) Introduce exhibitors and the public to the various services offered in French by the businesses and organizations exhibiting at the Expo.



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Target Audiences

- “EXHIBITORS” Target

French-speaking entrepreneurs and business owners, from all industries.

Number of exhibitors expected : 70

- “VISITORS” Target

Professionals and business representatives, from all industries and of all languages

Individuals, of all ages, ethnicities and languages

Number of visitors expected : 500 to 1,000



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Event Settings

- 70 exhibitor booths, including several “Holiday Season Market” booths allowing local French-speaking artisans to sell their products
- A “Wine Garden / Networking” space, with high tables and a wine bar (for a fee), to allow exhibitors and visitors to meet and chat in a warm and friendly setting
- 3 food trucks on the Roundhouse’s outdoor esplanade
- Networking time before the event between exhibitors, partners, sponsors and the organizer



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AWARENESS PLAN AND MEDIA COVERAGE

Marketing & Communications

- Bi-monthly targeted email campaigns, starting in September 2024;
- Event website: www.bonjourbusiness.ca, showcasing the exhibitors, sponsors and partners;
- Display of the event on the CCF Vancouver's website;
- Intensive communications on CCF Vancouver's social media (Instagram, Facebook, LinkedIn) for more than 12 weeks;
- Online paid advertising campaign;
- Poster campaign in key places in downtown Vancouver and across the Greater Vancouver municipalities;
- Collaboration with institutional, economic and advertising partners for communications and promotion of the event.

Media Relations

- Three press releases to be sent to the media to announce:

Before Bonjour Business

- The opening of booths reservations for exhibitors
- The event's program and settings

After Bonjour Business

- The event report (number of exhibitors and visitors, feedback, etc.)
- Television and radio interviews before and after the event

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BECOME A PARTNER OF BONJOUR BUSINESS 2024

Becoming a partner of Bonjour Business 2024 means:

- Increasing your visibility and promotion among various target audiences (professionals and individuals, both French-speaking and English-speaking) before, during, and after the event
- Positioning your business/organization as a key player in the Greater Vancouver business community, including the French-speaking community
- Promoting your products and services to potential customers and partners, in an original and engaging way, while taking advantage of the holiday season
- Demonstrating your commitment to your customers and partners, by sponsoring their exhibition table (depending on the sponsorship level chosen)
- Promoting a positive brand image for your company/organization, by partnering with an event known for its warm, friendly and welcoming atmosphere

Monetary sponsorships are 100% used to cover the costs of organizing Bonjour Business 2024, including:







- Venue rental
- Rental or purchase of equipment and materials for exhibitors
- Purchase of food for exhibitors and volunteers on the day of the event
- Marketing and advertising operations

Please note, the CCF Vancouver team is entirely made up of volunteers, except for two part-time staff dedicated to member relations and communications.

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SPONSORSHIP LEVELS

	 PRIVILEGE \$ 10,000	 PLATINE \$ 7,500	 GOLD \$ 5,000	 SILVER \$ 3,500	 BRONZE \$ 1,000	 FRIEND à p. \$100
Announcement of your sponsorship via email and social media, with the opportunity to of sharing information about your company	✓	✗	✗	✗	✗	✗
Identification of your company in a press release	✓	✗	✗	✗	✗	✗
Placement of your advertising banner in the venue	✓	✓	✗	✗	✗	✗
Exhibition table(s) included for your clients and/or partners	5	4	3	2	1	✗
Opportunity to include your promotional material in the gift bag distributed to each exhibitor	✓	✓	✓	✓	✓	✗
Advertising in the event brochure	full-page (chosen)	full page	1/2 page	1/4 page	Business cards	✗
Company's logo on the event promotional materials	Dominant	✓	✓	✓	✓	✓
TOTAL OF ADVANTAGES	11	8	6	5	4	1

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OTHER PARTNERSHIP OPPORTUNITIES

In-kind donations

In-kind partnership opportunities include, for example: food or beverages distributed during the Show; decorations for the venue; promotional items for gift bags offered to exhibitors (minimum 70) and/or visitors (minimum 1,000).

In-kind donations will receive visibility proportional to the investment, equivalent to that granted to monetary sponsorships.

Prizes and Gifts

At each edition of BONJOUR BUSINESS, the Chamber of Commerce offers door prizes that will be raffled for both visitors and exhibitors.

Brochure Ads

- Business card (3.5 x 2 in) : \$250
- ¼ page (2.75 x 4.25 in) : \$500
- ½ page (5 x 3.75 in) : \$1,000
- Full page (5.5 x 8.5) : \$2,000

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DEADLINES

To ensure the best preparation for the event and communication materials, please adhere to the deadlines indicated below for each stage of your sponsorship:

- Sponsorship confirmation and payment: October 25, 2024
- Logo submission: October 25, 2024
- Receipt of advertisement for the brochure: November 4, 2024
- Submission of the name(s) of invited exhibiting organization(s): November 4, 2024

CONTACTS

Sponsorships Coordinator
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BONJOUR BUSINESS

Bringing together, celebrating and
promoting Francophone
businesses in Greater Vancouver,



ccfvancouver.com

communication@ccfvancouver.com

