

SPONSORSHIP OPPORTUNITIES

GALA DE LA PALME BLEUE 2025



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THE VANCOUVER FRANCOPHONE CHAMBER OF COMMERCE

is proud to present the **12th edition** of the Gala de la Palme Bleue, which will be held on

Thursday, 22 May, 2025
Vancouver Rowing Club
Stanley Park

A must-attend event in the Greater Vancouver business community since 2013, the Gala de la Palme Bleue brings together nearly **150 people** each year for a prestigious evening that celebrates the excellence, success, and creativity of Francophone businesspeople in metropolitan Vancouver.

Complete the [sponsorship form](#) or [purchase your sponsorship](#) directly online

GALA DE LA PALME BLEUE 2025

A preferred communication channel to convey your messages to **Francophone and Francophile business leaders, entrepreneurs, and decision-makers** in the Greater Vancouver area.



150 participants from the Greater Vancouver Francophone business community.



Communications sent to over **3,000** Francophone business contacts.



Positioning with a **loyal business clientele** connected to a provincial, national, and international network.



Did you know?

13,135 professionals use French at work in Vancouver.

Founded in 1983, the Vancouver Francophone Chamber of Commerce is a non-profit organization that has experienced rapid growth in recent years and now has **over a hundred members and partners**. It actively collaborates with local Francophone and Anglophone business communities, as well as various provincial and federal government agencies.

VISIBILITY PLAN 2025

THE VANCOUVER FRANCOPHONE CHAMBER OF COMMERCE

In an ocean of companies that communicate exclusively in English, the Francophone market in Vancouver represents a unique opportunity for differentiation.



Serge Corbeil, Director of Government Relations, at Air Canada.

MARKETING & COMMUNICATION

- ✓ Bimonthly, targeted email communication over a 5-month period;
- ✓ Event posting on the CCF Vancouver website;
- ✓ Intensive communications on CCF Vancouver's social media platforms (Instagram, Facebook, LinkedIn) over more than 20 weeks;
- ✓ Online paid advertising campaign.
- ✓ Sharing communications and promoting the event with institutional, economic, and advertising partners.

MEDIA RELATIONS

- ✓ Sending three press releases to Francophone and Anglophone media outlets to announce:

Before the Gala

- o The theme and keynote speaker of the 12th Gala de la Palme Bleue.
- o The three finalists for the Palme Bleue Award.

After le Gala

- o The winner of the Palme Bleue Award for Business of the Year.

- ✓ Television and radio interviews before and after the event.

GUEST OF HONOUR 2025

Isabelle Hudon

President and Chief
Executive Officer at the



Isabelle Hudon is recognized as a mobilizing leader with a sharp strategic sense, bringing to the organizations she leads a consistently ambitious and resolutely action-oriented vision.

Since taking office, Isabelle has dedicated herself to bringing the “D” in BDC to the forefront of her 2,900 colleagues’ activities and priorities. Driven by a strong desire to increase the organization’s contribution to the country’s development through its entrepreneurs, she is accelerating the deployment of multiple initiatives across BDC that will enable the organization to increase its impact and contribute to fair, inclusive, and sustainable economic growth.

In addition to her role at BDC, Isabelle serves as co-chair of the Ordre de Montréal Advisory Council and is the co-founder of L’effet A. Previously, she acted as the Prime Minister of Canada’s representative for La Francophonie and has served on the boards of Hydro-Québec, Groupe Marcelle, Holt Renfrew, and the Canada Council for the Arts.

She joined BDC in August 2021 as President and Chief Executive Officer, after serving as Canada’s Ambassador to France and Monaco from 2017 to 2021, and holding positions as President and CEO (Quebec) and Senior Vice President for Sun Life Financial Canada.

PALME BLEUE AWARD



Each year, the **Gala de la Palme Bleue** presents the **Palme Bleue Award** to the Business of the Year, recognizing the innovation, growth, responsibility, and community involvement of a Francophone entrepreneur in Greater Vancouver.



Lucas Navilloz & Alice Couderc

Co-founders of the company




The 2024 Palme Bleue Award winners.



New this year!

This year, a prominent figure from the Francophone business community will be honored for their **remarkable leadership** and significant impact.

SPONSORSHIP LEVELS

	 PRIVILÈGE 10,000\$	 PLATINE 7,500\$	 OR 5,000\$	 ARGENT 3,500\$	 BRONZE 1,000\$	 AMI•E à p. 100\$
Annnonce de votre commandite par courriel et médias sociaux avec possibilité de partager des informations sur votre compagnie	✓	✗	✗	✗	✗	✗
Identification de la compagnie dans un communiqué de presse	✓	✗	✗	✗	✗	✗
Présentation du Prix de la Palme Bleue lors du Gala	✓	✗	✗	✗	✗	✗
Vidéo de 30 secondes (préparée par vos soins) diffusée durant l'événement	✓	✓	✗	✗	✗	✗
Photos avec les lauréat•es et invité•es sur demande	✓	✓	✗	✗	✗	✗
Possibilité de distribuer votre matériel promotionnel (dans un sac cadeau préparé par vos soins) pour chaque invité•e	✓	✓	✓	✗	✗	✗
Installation de votre bannière publicitaire	✓	✓	✓	✗	✗	✗
Identification et remerciements verbaux durant l'événement, à titre de reconnaissance de votre commandite	✓	✓	✓	✓	✗	✗
Page de publicité dans la brochure imprimée du Gala	1 page	1 page	1/2 page	1/4 page	✗	✗
Identification de la compagnie sur les supports de promotion de l'événement : site, courriels, médias sociaux	✓	✓	✓	✓	✓	✓
Logo de l'entreprise sur la signalisation et sur le programme du Gala	✓	✓	✓	✓	✓	✓
Logo sur le mur Média	Dominant	✓	✓	✓	✓	✗
Billets offerts pour assister au Gala	4	4	2	2	1	✗
Billets à prix membres pour vos invité•es	Illimités	Illimités	6	2	2	✗



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OTHER PARTNERSHIPS



In kind donations

Partnership opportunities include, for example, food or beverages served during the Gala; decorations for the venue; promotional items for gift bags offered to participants (minimum of 125 units).



Door prizes

At each edition of the Gala de la Palme Bleue, the CCF Vancouver offers door prizes that are drawn among the guests. This is a great opportunity to showcase your company to business people.



Advertisement in the official Gala 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

OTHERS PARTNERSHIPS

Louise Turgeon

by email louiseturgeon07@hotmail.com

or by phone 604.318.1662

SPONSORS OVER THE YEARS



AIR CANADA

Québec 



CIRQUE DU SOLEIL



PACIFIC QUÉBEC INC.

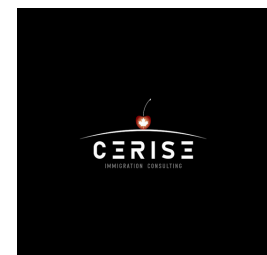


GREEN PENGUIN MARKETING



By Delice
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INVESTMENT GROUP



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Communication & Marketing

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