



**FRENCH AMERICAN  
CHAMBER OF COMMERCE  
ROCKY MOUNTAIN**

# **BASTILLE DAY**

— *French Fest* —

## **SPONSORSHIP PACKAGE**



**JULY 14-15, 2023  
CHERRY CREEK NORTH, DENVER  
FREE EVENT**



**FRENCH AMERICAN  
CHAMBER OF COMMERCE  
ROCKY MOUNTAIN**



# **BASTILLE DAY**

## *French Fest*

### **EVENT OVERVIEW**

Following the tremendous success of Taste of France 2022 in Larimer Square, which garnered significant media coverage and drew a large attendance, the French American Chamber of Commerce Rocky Mountain is thrilled to present the inaugural Bastille Day French Fest in Denver's most upscale location. This event aims to provide enhanced visibility and exceptional value to the businesses sponsoring it.

### **DATE**

July 14th from 12 to 9pm & July 15th from 10am to 9pm.

### **LOCATION**

The festival will be held in the charming outdoor setting of Cherry Creek North - Fillmore Plaza, located at 105 Fillmore St, Denver, CO 80206.

### **ATTENDANCE**

This is a FREE EVENT, and we anticipate the attendance of several thousand local residents and visitors throughout the two-day event. Our target audience includes influential community members, C-suite executives and business leaders, high-net-worth individuals, and luxury lifestyle enthusiasts.

### **PROGRAM**

Two days of a French Market with 40 vendors (food, wine, beer, art, craft, ...)  
Entertainment with live performances: DJ, bands, dance, and other surprises!  
Networking event for businesses and sponsors on 7/14 from 6 to 8pm  
VIP section for our sponsors with champagne bottle service included. Invite your prospective and current clients to celebrate!

### **MEDIA COVERAGE**

Bastille Day French Fest is promoted via a multi-support approach.

- Local TV & Media Press: The Denver Post, 5280, Westword, 303 Magazine
- RMFACC's Channels (8K+ contacts): website, newsletter, social media
- Cherry Creek North network and PR
- Social Media: Paid ads, influencers, partnerships and organic posts



**FRENCH AMERICAN  
CHAMBER OF COMMERCE  
ROCKY MOUNTAIN**



# **BASTILLE DAY**

## *French Fest*

### **ABOUT THE EVENT**

We are proud to organize this event with the full approval of the Cherry Creek North Business Improvement District.

By selecting Cherry Creek North as our venue, our primary objective is to provide our sponsors and vendors with exceptional opportunities to connect with a high-potential target audience and forge valuable business relationships within the thriving Cherry Creek business environment.

To amplify the exposure of the Bastille Day French Fest, we have curated two exciting games that will significantly enhance visibility for our sponsors and attract a larger attendance during the festival:

1. **Scavenger Hunt:** Starting on July 1st, we invite attendees to embark on an engaging in-person scavenger hunt within the vibrant streets of Cherry Creek North. This interactive game will create buzz and generate foot traffic, drawing attention to both the festival and our esteemed sponsors.
2. **Enter to Win:** Open to the local community. Participation is free and registration requires answering a few simple questions online. By engaging with our sponsors and following them on social media, participants will have even more chances to win fantastic prizes generously offered by our sponsors.

By collecting relevant data throughout the festival, we aim to gain a deeper understanding of the Cherry Creek North and festival attendees/participants. This data will provide valuable insights into demographics, preferences, and behavior, empowering us to continually improve and tailor future events to meet the evolving needs and desires of this dynamic community.

We express our gratitude for your support and sponsorship, as it is instrumental in elevating the Bastille Day French Fest and ensuring its resounding success. Working together, we can make this event a remarkable celebration of French culture and gastronomy in the heart of Cherry Creek North.



**FRENCH AMERICAN  
CHAMBER OF COMMERCE  
ROCKY MOUNTAIN**



# **BASTILLE DAY**

## *French Fest*

### **WHY BECOME A SPONSOR?**

Bastille Day French Fest presents sponsors with a unique opportunity to engage with a targeted audience, increase brand visibility, and strengthen community ties, all while promoting your brand in a significantly upscale context.

- **Brand Exposure:** Sponsors will gain significant exposure to a well-targeted audience attending the festival. They can prominently display their logos, banners, and signage throughout the event, increasing brand visibility and recognition.
- **Targeted Marketing:** Bastille Day French Fest attracts a specific audience interested in travels, French culture, luxury, and gastronomy. Sponsors can leverage this opportunity to connect with their target market directly and promote their products or services relevant to the attendees' interests.
- **Community Engagement:** Sponsoring a cultural event like Bastille Day French Fest demonstrates a commitment to the local community and its business relationships to France. This engagement can help build positive connections with community members, fostering brand loyalty and a favorable reputation.
- **Networking Opportunities:** Sponsors can take advantage of the festival to network with other businesses, community leaders, and influencers in attendance. Such connections can lead to potential partnerships, collaborations, and business opportunities.
- **Social Media Exposure:** Bastille Day French Fest will be covered extensively on social media platforms. Sponsors can benefit from the festival's online presence by having their brand mentioned, tagged, or shared by attendees, influencers, or official festival channels, reaching a wider audience beyond the event itself.



**FRENCH AMERICAN  
CHAMBER OF COMMERCE  
ROCKY MOUNTAIN**



# **BASTILLE DAY**

## *French Fest*

### **MORE REASONS TO BECOME A SPONSOR**

- **Product/Service Promotion:** Opportunity to showcase their services through experiential activations, providing attendees with a firsthand experience of what the brand offers. This can generate interest, boost sales, and create a positive association with the sponsor's offerings.
- **Corporate Social Responsibility (CSR):** Supporting a community event like a Bastille Day festival aligns with a company's CSR goals. Sponsors can demonstrate their commitment to cultural diversity, support of the French art de vivre and social responsibility by investing in and supporting such events organized by a local nonprofit organization, enhancing their brand image.
- **Hospitality and VIP Access:** Access to the VIP Space for the sponsors and their guests. Champagne bottle service available. This provides an excellent opportunity for relationship building and entertaining important stakeholders.
- **Data Collection and Market Research:** Sponsors can gather valuable data through the Enter to Win game by suggesting us questions to ask to the participants. This information can provide insights into consumer preferences, behavior, and market trends, aiding future marketing strategies.
- **Positive Association:** By associating with a popular and well-attended Bastille Day festival, sponsors can benefit from the positive atmosphere, excitement, and joy associated with the event. This positive association can create a lasting impression on attendees and help build brand loyalty.



**FRENCH AMERICAN  
CHAMBER OF COMMERCE  
ROCKY MOUNTAIN**



# **BASTILLE DAY**

— *French Fest* —

**DO YOU WANT TO BE A  
SPONSOR?**

**Email us at [info@rmfacc.org](mailto:info@rmfacc.org)**