

SPONSORSHIP PACKAGES



FESTIVAL FRANCOPHONIE

16 MARCH 2024

CAPE TOWN – 3RD EDITION





◆ ◆ ◆ **FRANCOPHONIE**
◆ ◆ ◆ **FOOD & CULTURE FESTIVAL**
◆ ◆ ◆ **16 MARCH 2024**

What:

Event where the French speaking countries are put in the spotlight of culture and food to offer:

concerts (international & local bands) and other cultural shows, iconic foods (frites, wine, baguette, waffles & crepes, chocolate...), as well as Congolese, Cameroonian, Gabonese, Malian, Senegalese foods and crafts

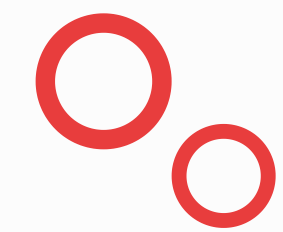
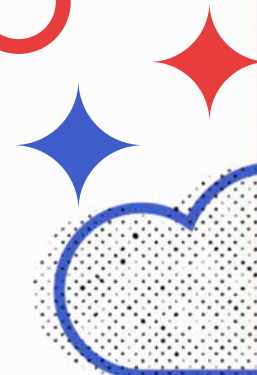
Where:

Embassy of Belgium - Residence of the Ambassador 29 Boshoff Ave, Newlands Central location, very easy access, safe parking

When: Saturday 16 March – from 10.00am until 16.00pm

Target audience: Expat community & local audience, French-speaking or not – free entrance Target of 2500+ visitors

Organiser: Belgian Chamber of Commerce in Southern Africa - Cape Town (BCCSA) in collaboration with the Consulate General of France in Cape Town, and the Consulate General of Belgium in Cape Town, Wallonie-Bruxelles International, French South African Chamber of Commerce and Industry (FSACCI) and their Embassies, and the participation of other francophone consulates and organizations (Romania, Madagascar, Mauritius, DRC...)





PREVIOUS EDITIONS

- 19th March 2022: 2000+ visitors
- 4th March 2023: 2500 visitors
- 16th March 2024: Target 2500+ visitors
- Widely recognized success!
- Marketing via posters, adverts, mailings, (social) media ...



THE OFFERING

A rich cultural program: MC, live music (international & local bands), fashion shows, stand-up comedy, quiz and much more

Cosmopolitan & kid-friendly environment: Vendors & visitors include a wide range of French-speaking countries in Europe and Africa. Activities for kids are offered (jumping castles, circus shows).

Wine and Beer vendors: French wines or wine makers and Belgian beers, served on tap and in bottles or glass.

Food vendors Waffles, Crepes, French patisserie, charcuterie, Belgian chocolate, frites, Swiss fondue, Congolese, Cameroonian, Gabonese, Malian, Senegalese foods, and more: all freshly prepared on site for immediate enjoyment or to take home

International Flea Market Curated by the Belgian Chamber of Commerce and BE Social

French and Belgian branding of the venue, inside and outside

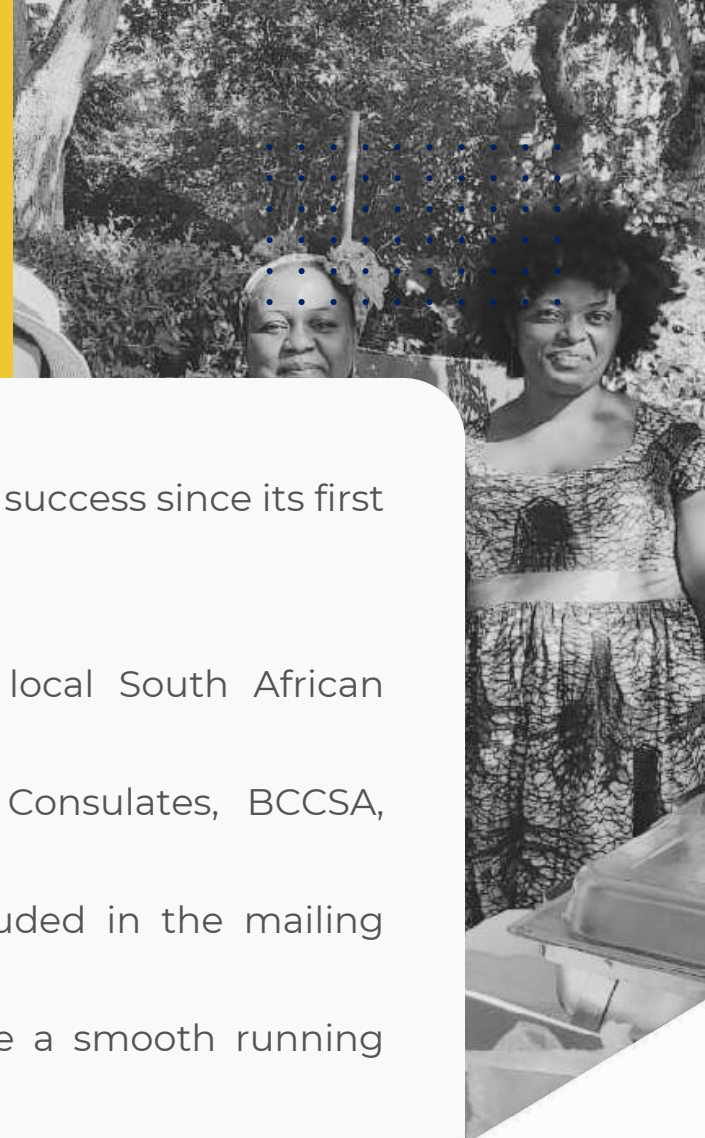


Festival Francophonie

REASONS TO SPONSOR



- The FFCF brand is well established in Cape Town, with a major success since its first edition (up to 2500 visitors/day)
- This market is an annual feature and is anticipated.
- The market attracts a large audience: expat community, local South African citizens, food & music lovers, It is unique in its offering.
- Wide promotion on various social media platforms (via Consulates, BCCSA, vendors, and media).
- Database mail drops to potential visitors: all branding included in the mailing campaigns to reach +/- 5000 unique addresses.
- The BCCSA CT has extensive experience and can guarantee a smooth running event
- We have the full support of the Consulate General of France and the Consulate General of Belgium in Cape Town and the French & Belgian Embassies in Pretoria.



GOLD SPONSORSHIP – R 30,000

Name and Logo included in social media campaign:

- Our campaign will include paying advertisement on FB, to reach 100,000 targets, with active engagement.
- The campaign will run for +/- 4 weeks.
- The campaign will be shared with the Consulate General and key stakeholders for maximum exposure.
- Logo included in all the mailing campaigns (reach of +/- 5000 addresses)
- Logo included in photo booth prints, this is new to FFCF
- Fee for the stand at the market included in the sponsoring package, with priority choice to decide where the stand will be located
- Dissemination of your branding material on the day of the market, with no limit to the amount of banners, brochures, displays that can be put in/around the market area
- Dedicated series of pictures taken by a photographer at the market, to be posted online and offered to you





SILVER SPONSORSHIP – R 15,000

Name and Logo included in social media campaign:

- Our campaign will include paying advertisement on FB, to reach 100,000 targets, with active engagement.
- The campaign will run for +/- 4 weeks.
- The campaign will be shared with the Consulate General and key stakeholders for maximum exposure.

Logo included in all the mailing campaigns (reach of +/- 5000 addresses)

Fee for the stand at the market included in the sponsoring package.


Festival
Francophonie

BRONZE SPONSORSHIP – R 8,000

Limited name and logo inclusion in social media campaign:

- Our campaign will include paying advertisement on FB, to reach 100,000 targets, with active engagement.
- The campaign will run for +/- 4 weeks.
- The campaign will be shared with the Consulate General and key stakeholders for maximum exposure.
- Relevant logo included in all the mailing campaigns (reach of +/- 5000 addresses)
- Fee for the stand at the market included in the sponsoring package. The location of stand will be allocated to you.



 Festival
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A PROFESSIONAL AND EXPERIENCED EVENT MANAGEMENT



BELGIAN
CHAMBER OF
COMMERCE
for SOUTHERN AFRICA

- The BCCSA CT has extensive experience (organization of yearly Taste Of Belgium, and Francophonie Food & Culture Festival) and can guarantee a smooth running event.
- Database mail drops to potential visitors: all branding included in the mailing campaigns to reach +/- 5000 unique addresses.
- Full support of the Consulate General of France and the Consulate General of Belgium in Cape Town and the French & Belgian Embassies in Pretoria.

Festival
Francophonie



PARTNERS



**AMBASSADE
DE FRANCE
EN AFRIQUE DU SUD,
AU LÉSO THO
ET AU MALAWI**

*Liberté
Égalité
Fraternité*



**CONSULATE GENERAL
OF BELGIUM
IN CAPE TOWN**



**CONSULAT
GÉNÉRAL
DE FRANCE
AU CAP**

*Liberté
Égalité
Fraternité*



Wallonia.be

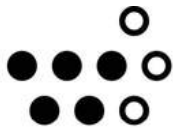
EXPORT
INVESTMENT



**BELGIAN
CHAMBER OF
COMMERCE**
for SOUTHERN AFRICA



**FRENCH SOUTH AFRICAN CHAMBER
OF COMMERCE AND INDUSTRY**



**Wallonie - Bruxelles
International.be**



Créée depuis 2022 au Cap, le Festival culturel et gastronomique de la francophonie (Francophonie Food & Culture Fest) s'est rapidement établi comme un événement unique et marquant dans le riche agenda culturel capetonien. Attirant plus de 2000 visiteurs dès sa première édition, et confirmant l'année suivante avec 2500 visiteurs, l'événement offre une plateforme d'une excellente visibilité auprès du public sud-africain et expatrié de tous âges, dans un cadre de grand charme (la résidence de Belgique).

Organisée avec la participation des institutions et organisations francophones au Cap, cette manifestation est une occasion de réunir une audience cosmopolite, amatrice de culture, de gastronomie et d'artisanat. Se déroulant sur une journée (10-16h), elle comporte un programme culturel incluant musique, mode, arts du cirque, ainsi qu'un grand nombre de commerçants (jusqu'à 60 étals).

Pourquoi contribuer ?

Une occasion unique de rassembler de multiples nationalités et cultures dans un cadre festif et familial, autour de la promotion de la francophonie linguistique et culturelle. Une occasion de promouvoir la communauté francophone dans sa diversité et tous les acteurs qui la font vivre – commerciaux, société civile et institutionnels. Très bonne visibilité auprès d'une audience cosmopolite, de classes moyennes et supérieures, locale et expatriée.

Contreparties

Inclusion dans les campagnes de communication (pendant 4 semaines sur les réseaux sociaux – 100000 cibles avec engagement actif) et logos sur les supports de communication envoyés aux abonnés des newsletters des consulats et à la presse locale Gratuité des frais de stands commerçants et possibilité de choix d'emplacement dans le marché Possibilité de dissémination d'articles de promotion durant l'événement Prises de vues par un photographe mettant en avant les sponsors, publiés sur les RS offerts



Launched in Cape Town in 2022, the Francophonie Food & Culture Fest has quickly established itself as a unique event in Cape Town's rich cultural calendar. Attracting over 2,000 visitors in its first year, and confirming its success the following year with the following year with 2,500 visitors, the event offers a platform for excellent visibility to the South African and expatriate public of all ages, in a charming setting (the Belgian residence).

Organised with the participation of French-speaking institutions and organisations in Cape Town, this event is an opportunity to bring together a cosmopolitan audience with a passion for culture, gastronomy and crafts. Taking place over one day (10am-4pm), it includes a cultural programme including music, fashion and circus arts, as well as a large number of traders (up to 60 stalls).

Why contribute?

The event is a unique opportunity to bring together a wide range of nationalities and cultures in a festive, family-friendly setting, to promote the French language and culture. An opportunity to promote the diversity of the French-speaking community and its actors - businesses, civil society and institutions. Highly visible to a cosmopolitan, middle and upper class, local and expatriate audience.

Quid pro quo

Inclusion in communication campaigns (for 4 weeks on social networks - 100,000 targets with active with active engagement) and logos on communication materials sent to consulate newsletter subscribers and local press newsletters and to the local press. Free cost of trade stands and choice of location in the market choice of location in the market. Possibility of distributing promotional items during the event. Photographs taken by a photographer highlighting the sponsors, published on social networks offered.





THANK YOU

Team Festival Francophonie

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