

Franco**FEST**2026

CONNECTION

# PARTNERSHIP PROPOSAL



COLLABORATION



# FESTIVAL OVERVIEW

Presented by Centre francophone Hamilton, FrancoFEST is the largest free Francophone arts and culture festival in the Niagara Peninsula. Over the years, it has become a must-attend event celebrating the richness, diversity, and vitality of Canada's Francophonie.

The 2026 edition will take place from June 19 to 21 at Gage Park in Hamilton, once again bringing together thousands of visitors in a festive, inclusive, and intergenerational atmosphere. A true gathering place, FrancoFEST fosters cultural exchange, community connection, and artistic discovery.



FrancoFEST offers a rich and accessible program that showcases a wide range of artistic disciplines. Music, dance, circus arts, visual arts, and performances come together to create a dynamic and immersive cultural experience.

Beyond the performances, the festival stands out through its participatory activities and welcoming spaces designed to encourage connection, learning, and discovery.

Whether you are an arts enthusiast, simply curious, or looking for a shared experience, there is something for everyone.

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# OUR VISION

To make FrancoFEST a flagship event in Ontario, recognized as an essential showcase of Francophone culture. The festival aims to bring together diverse audiences through accessible, inclusive, and inspiring cultural experiences, while promoting Francophone artists and communities. It seeks to strengthen a sense of belonging and to promote Francophone diversity across the province in a sustainable and collective manner.

# OUR MISSION



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To offer a diverse, high-quality cultural program that showcases Francophone talent from here and abroad. The festival creates spaces for people of all ages to meet, discover, and share. It supports artistic expression, promotes inclusion, and actively contributes to the development and visibility of the Francophone community in Ontario through transformative and sustainable initiatives.



# A REAL AND MEASURABLE IMPACT

FrancoFEST is much more than a cultural event: it serves as a catalyst for development for the community and the region.

The 2025 edition demonstrates this impact:

- A 92% satisfaction rate among festival-goers (2025)
- Strong regional participation, with 70% of visitors coming from Hamilton and the surrounding area
- The ability to reach new audiences, with 43% first-time visitors
- Significant media coverage and rapidly growing digital visibility (15,000 visits to our website from March to July)
- Economic impact estimated at nearly \$1.8 million.

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# WHY PARTNER WITH US ?

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Partnering with FrancoFEST means taking part in a meaningful and high-impact project. It is also a unique opportunity to position your organization at the heart of a unifying event that is beloved by the public and recognized for its quality.

By becoming a partner, you will benefit from:

- increased visibility among a broad, diverse, and engaged audience;
- a positive association with a major cultural event;
- opportunities to promote your services and mission;
- significant media and digital presence.

FrancoFEST thus offers an ideal setting to strengthen your community ties while achieving your communication goals.

**Please explore the different partnership levels (see the next page).  
The CFH is open to discussing ways to tailor sponsorship options to best meet your needs.**

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Package Includes	Bronze 500\$	Silver 1,000\$	Gold 2,500\$	Platinum 5,000\$	Diamond 10,000\$	Presenting Sponsor 20,000\$
Geotargeted social media promotion (June) → 6,500 impressions per post	1	1	2	2	3	5
Logo on our website with link to your page → 15,000 visitors	✓	✓	✓	✓	✓	✓
Logo on two on-site festival banners (4' x 8')	✓	✓	✓	✓	✓	✓
Booth space (tent, table, 2 chairs) for 3 days → 7,000 visitors		✓	✓	✓	✓	✓
Logo on the official program → 50,000 digital versions   500 printed copies		✓	✓	✓	✓	✓
Mention in CFH newsletter → 2,500 subscribers		1 mention	2 mentions	3 mentions	Special newsletter	3 dedicated newsletters
VIP Kits (festival T-shirt, beer glass, and one drink)			2 kits	4 kits	5 kits	10 kits
Speaking time & official recognition during the festival			3 minutes	5 minutes	2 x 5 minutes	3 x 5 minutes
Special on-stage acknowledgment highlighting your mission				✓	✓	✓
Broadcast of a promotional video of your choice on our platforms				✓	✓	✓
Naming rights for a stage or area + large branded banner					Secondary stage/area	Main stage OR festival naming rights
Logo on promotional materials (cups, glasses, banners, T-shirts)					✓	✓
Logo featured in the festival trailer → 1 month screening in 2 cinemas + 10,000 online views						✓



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# INTERESTED?

## Contact Lanciné Koulibaly

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# THANK YOU!