

QuébecFest 2023

Free event
 Festival of fun under the sun
 with Live music , Shows,
 food, drinks, raffles
 and much more!
 At The Pompano Beach Amphitheater



- Event date: February 18th, 2023
- Schedule: 8:30 am to 6:00 pm Evening Concert: February 18th from 7:30 pm to 10:30 pm
- Venue/Site: The Pompano Beach Amphitheater – 1806 NE 6th St, Pompano Beach, FL 33060

www.FloridaSunFest.com – www.Quebecfest.info

Event marketing is a great way to advertise and reach customers. “Live marketing” directly engages consumers and invites and encourages them to participate in the evolution of a brand. It drives purchases and consideration across age, gender, and ethnicity. 70% of consumers say that they would be more likely to purchase a product or brand after experiencing it at an event.

Florida SunFest through the QuébecFest is offering you “Live marketing” at its best, providing a unique and targeted way to get your message in front of over 150,00 viewers of our advertising and over 20,000 consumers during the event.

<h1>QuébecFest™</h1> <h2>2023</h2>	<h3>QuébecFest™ Overview</h3> <ul style="list-style-type: none"> ➤ FREE admission ➤ FREE Parking ➤ Live Music & entertainment ➤ Games ➤ FREE Shows ➤ Food (\$) ➤ Bar (\$) ➤ Exhibitors (30+) ➤ Raffles 	<h3>SPONSORS Benefits</h3> <p>Opportunity to brand your products and/or services to thousands of visitors, including Florida residents, domestic & international <i>snowbirds</i>.</p> <p>Long visitor engagement period; Quebec Fest 2016, 2017, 2019, 2020 - based on past events it is estimated that visitors spent an average of 3.5 hrs at event, and over 40% of attendees spent 4+ hrs.</p> <p>Projected attendance for 2023 10,000 +</p> <p>Limited partner sponsorship – offers high impact engagement opportunities</p>	<h3>QuébecFest™ Assets</h3> <p>Niche market Pre-event Advertising & Marketing in South Florida as well as in Canada. Bilingual (English/French) Media & event coverage Sponsor included in all Marketing & Advertising Sponsor signage throughout event site Product placement within site Retail showcase opportunity (exhibitor booth). Brand exposure in Media. Prominent positioning in Social Media + digital platforms. Tickets & hosting opportunities.</p>
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Florida Sun Fest

QuébecFest 2023

Bronze Sponsorship

Sponsorship value: \$2,500

Business name, logo and Tel # to appear on event websites;
www.FloridaSunFest.com and www.QuebecFest.info

Link exchange between event websites and business

Included in all **daily** Social Media advertising starting December 2022 until February 2023 -

Business name to appear in brochures & flyers to be distributed in South Florida Tri-counties from December 2020 until February 2023 - (35,000 copy minimum)

Name and logo included in post event magazine report (distribution March 2023 - 35,000 copy minimum)

Business name included in event program (distribution of 5,000 + program before the event (in Tri-counties of Broward- Dade and Palm Beach) and to attendees during event - minimum 10,000 copies)

Opportunity to offer a door prize with one Live advertising of your business on main stage

Business name included in monthly email broadcast (sent to thousands of business partners and potential visitors – over 50,000 registered members)

Admission for 2 to the Saturday evening concert

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Gold Sponsorship

Sponsorship value: \$3,500

Name, logo and Tel # to appear on event websites; www.FloridaSunFest.com and www.QuebecFest.info, with link exchange between event websites and your website

Name and logo will appear in all event related Advertising and Marketing, including radio advertising and printed material to be distributed in Florida, in over 300 locations in Quebec & Ontario (in Canada) and in a few locations in Vermont and New York.

Included in all **daily** Social Media advertising starting December 2022 until March 2023 – (reaching over 50,000 thousands registered members)

Name and logo to appear in brochures & flyers to be distributed in South Florida Tri-counties from December 2022 until February 2023 (35,000 copy minimum)

Name and logo to be included in post event magazine report (distribution March 2023 - 35,000 copy minimum) and continuous presence on all websites related to event, from April to October 2023.

Name to be included in event program (distribution of program to attendees during event - minimum 25,000 copies)

Name & logo to be printed on staff Polo shirts and other event related promotional material

Name and logo to be included in our monthly email broadcasts (sent to thousands of business partners and potential visitors – over 100,000 registered members)

Name & logo to be printed on **all event banners on site and around the event site.**

Live presentations during the event promoting the Sponsor.

Guest of honor and presentation at the Saturday evening Grand Concert Tribute to Elvis (4 complimentary VIP tickets)

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Event Sponsorship ***Sponsorship value: \$5,000***

This sponsorship includes all features mentioned in the **Bronze and Gold options +**

Business name to be added to all event presentations made prior, during and after the event

This sponsorship will allow the sponsor to be integrated to all printed and digital advertising & Marketing

1/2 page advertising in Carrefour Floride Magazine from January 2023 and March 2023 (2 months – value \$2500) Add info: 4 colors ad, full page – Once a month publication distributed at 35,000 copies in Dade, Broward, Palm Beach counties, in over 250 locations in Florida and over 300 locations in Canada including Plattsburg Int'l Airport).

Business name & logo to be printed on all event banners to be displayed in and around event site as well as on Main Stage banners (2)

Name & logo to be printed on Concert posters and tickets on staff Polo shirts and other event related promotional material

4 Live advertising throughout the event (up to 2 minutes each –

Distribution of your promotional materiel (flyers or brochures) upon arrival of visitors at main entrance welcome booth

Business name & logo printed on flyers to be distributed through advertising partner's network (25,000 copies minimum) from December 2022 to February 2023

Business name & logo to be included in monthly email broadcast from December 2022 until March 2023

Admission for 4 to the Saturday evening show Tribute to Elvis

Participation to all Marketing actions pertaining to promoting the event from December 2022 until February 2023.