

# FRANCJA DO POZNANIA

Family picnic with numerous attractions for children and adults.



**When?** - 22<sup>th</sup> September 2013, Sunday

**How long?** - 11.00 – 18.00

**Where?** - Poznan Malta – Overground Tarraces

**For who?** - citizens of Poznan, families with kids, students

**How many participants?** – over 4 000 during the day

**Under the auspices of the:**



Organizatorem i pomysłodawcą wydarzenia **FRANCJA DO POZNANIA** jest firma 4 way communication Dzierkacz, Leśniewski Sp.j., ul. Znanieckiego 10, 60-682 Poznań, NIP: 781-183-48-43, 301077202, nr KRS 0000327542

# FRANCJA DO POZNANIA



It is our pleasure to invite you to as an important part of our project that aims to promote and popularize Swedish country and its culture in Poland. During the event **FRANCJA DO POZNANIA** we will show its remarkable culture, tradition and history, as well as an offer of the companies that are associated with France.

Through the fun we want to show that there are many more positive associations with France, starting with the French authors of books, through art, history, culture and tourism, ending with traditional flavors of French cuisine.

An undoubtable advantage of the event is its open and entertaining character, which makes it an attractive product, not only in cultural aspect, but also in marketing. If You choose to participate in our project, you have the unique opportunity to present your company and at the same time emphasizing its French roots or connections.

**FRANCJA DO POZNANIA** it's a project designed by 4 way communication agency, fully funded by the sponsors. On the following pages you can find sponsorship packages. We hope that you will find the right package for your business needs and budget options. We are open to any suggestions and proposals in regards to cooperation

We encourage you to get familiar with the offer, planned attractions and participate with us. We believe that with your commitment, together we can encourage citizens of Poznań to discover France in a whole new dimension.

# LOCATION

Ground tribunes at the Malta Lake.

Malta is one of the most visited places in Poznan. Relaxation, active recreation, greenery, beautiful landscape and good location, these words best reflect the climate of The Malta Lake.

Throughout the year there are numerous events held at the lake. Ranging from sporting events at local and national level to the largest world-class events.

That makes Malta, especially during spring and summer season, a place where crowds of residents of Poznan gather to enjoy their time.

The location we have chosen guarantees that the event will not remain unnoticed among the cultural events taking place at the Malta Lake.



**To see whole place, please click the link below:**

<https://maps.google.pl/maps/ms?msa=0&msid=213157446959738726244.0004dcab0c085da8605e2&hl=pl&ie=UTF8&ll=52.400077,16.982799&spn=0.000343,0.001032&t=h&z=21&vpsrc=6&layer=c&cbll=52.400044,16.982826&panoid=wHLGNpGz4HIKSdCqlB5l2g&cbp=12,284.22,,0,11.52>

# ACTIVITIES FOR YOUNG

1. **Reading corner for children** - selection of the most interesting stories of French authors and workshops based on the most popular characters from the books
2. **Art workshops** – images thematically related to France, made by using freeform, and face painting in the national colors of France.
3. **Workshops based on knowledge about France** – e.g. The Eiffel Tower made of books, three-dimensional map of France, French flavors – kids laboratory
4. **Workshops** for kids conducted by Hippocampus publishing company (*Once Upon a Time... Life*);
5. **Learning French language** based on pictures and fun
6. **Dance workshops for children and youth**
7. **Traditional French activities for children** – under the supervision of a qualified animators,
8. **Football** – huge football tournament and football free style tournament
9. **Spectacle** based on the selected French books for children – on the main stage with the participation of children attending the event
10. **Quiz about France**



# ACTIVITIES FOR ADULTS

1. **Cooking demonstrations with tasting** - traditional and modern French cuisine
2. **Sport competitions** – bule tournament, chess tournament, football derby
3. **Learning French language**
4. **Exhibition of Books** by French Authors
5. **Fairs of French products** – presentation of traditional products from France (with the ability to make purchases): cheese, wine, soaps, herbs etc;
6. **Workshops of French wines and cheese** – lecture and tasting
7. **Presentation of French touristic regions** – Provence, Cote d'Azur, Brittany, Alps, Paris;
8. **Exhibition of French art**



# ACTIVITIES FOR ALL

1. **Gentle Jazz Trio** – concert of French songs performed by the Gentile Jazz Trio.
2. **Family Tour de France** – parents and children will be able to take part in an exciting rally bike Tour de France and win one of attractive prizes.
3. **Dance shows and dance workshops**
4. **Families quizzes** – How well do you know France?
5. **A living history lesson** – The Three Musketeers story



## ORGANIZATION & SAFETY

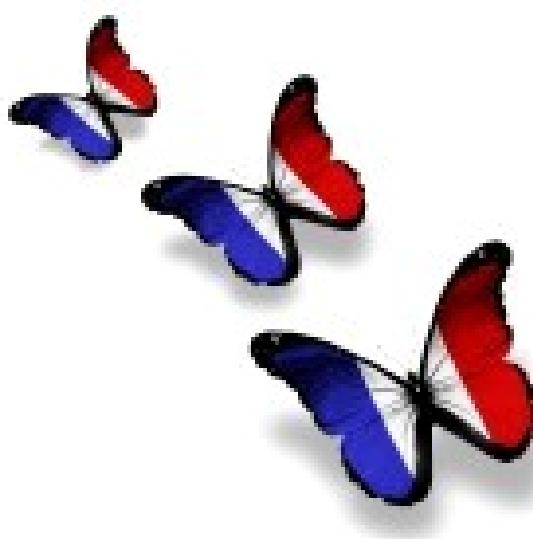
1. Tents: there will be 4 tents set up to protect the visitors in case of bad weather
2. Main Stage – 6 x 8 m – competitions, performances for children, concert and selected attractions planned by the sponsors will take place on the main stage;
3. The Host of the event – he will run animations during the whole day
4. The safety of participants will be supervised by professional security and medical assistance, ready to provide help if needed
5. Games for children will be carried out by professional animators;
6. Toilets and access to running water is only 20 meters from the place of events;
7. Snack bars are only 10 - 50 meters from the event.
- 8.



# PROMOTION

We are planning to promote the event using the following tools:

1. Fanpage on Facebook;
2. Distribution of flyers - 50 000 pcs.
  - a) na terenach Malty w weekend poprzedzający wydarzenie;
  - b) w mieście w tygodniu poprzedzającym wydarzenie;
  - c) dystrybucja ulotek u partnerów eventu;
3. Posters in the special advertising pillars at Malta, a week before the event;
4. Website: [www.francjadopoznania.pl](http://www.francjadopoznania.pl)
5. Distribution of A2 posters in Poznan's kindergartens, primary schools and high schools, colleges and universities - in the amount of 3000 pieces;
6. Mailing from our databases - about 10 000 records;
7. Media Sponsorship – local and national media (traditional and electronic media)
8. Press releases sent to local and national media (traditional and electronic media);
9. Banner campaign for local and national internet portals



# FRANCJA DO POZNANIA – OFFER

## **Possible forms of cooperation:**

- 1/ Booth - exhibitor,
- 2/ Sponsor of the attraction: the concert, dance show, the lessons of history, etc.
- 3/ Sponsor: strategic, official, sponsor.

## **1/ EXHIBITOR - STAND FOOD / WINE - 3 000 PLN net**

### **The price includes the following costs:**

- The promotional campaign of picnic FRANCJA DO POZNANIA
- Tent 9 m<sup>2</sup>,
- Table and garden bench seat,
- Socket
- General and administrative expenses: security, insurance, medical coverage, information, hostesses, transportation, cleaning, electricity, etc.

## **2/ SPONSOR OF THE ATTRACTION (the concert, dance show, the lessons of history)**

### **Prices of the Attraction**

- A living history lesson – 5 500 PLN net
- Family Tour De France – 3 000 PLN net
- The concert - Gentile Jazz Trio – 4 000 PLN net
- Cooking show – 3 500 PLN net
- Attraction for children – 4 500 PLN
- Foosball Tournament for parents – 2 000 PLN net
- Football Tournament for kids – 2 500 PLN net

**Range of services to individual negotiations:** Please contact to arrange the details and conditions.

### 3/ SPONSORSHIP OFFER

	STRATEGIC SPONSOR	OFFICIAL SPONSOR	SPONSOR
<b>AMOUNT (net)</b>	<b>15 000 PLN net</b>	<b>10 000 PLN net</b>	<b>5 000 PLN net</b>
Business segment and titular exclusivity	YES	max. 3 companies from not competing industries	NO
Sponsor's name and logo exposure in all the media information about the event such as flyers, posters, invitations, badges,	YES	YES	YES
Stand up size max. to ...	70m2	40m2	20m2
Contest on stage on behalf of the Sponsor	YES	YES	YES
Mailing Information sent on behalf of the sponsor	YES	YES	NO
Distribution of advertising aids: catalogs, brochures, gadgets, etc.	YES	YES	YES
Visual promotion: add on the walls, banners, roll-ups, etc.)	YES	YES	NO
Logo and company's information on Facebook	YES	YES	YES
Logo and interactive link to sponsor's homepage <a href="http://www.francjadopoznania.pl">www.francjadopoznania.pl</a>	YES	YES	YES
Banner advertising on the official website: <a href="http://www.francjadopoznania.pl">www.francjadopoznania.pl</a>	YES	YES	YES
Use of the name of the event in marketing activities	YES	YES	YES
Presentation of the company's profile by host of the event	x 8	x 4	x 2
Transfer of the participant's list, on the basis of questionnaires collected during the event	YES	NO	NO
Ability to perform a promotion in accordance with the rules of the sponsor	YES	YES	YES
Other to be determined	YES	YES	YES