



2023 Bastille Day Sponsorship Opportunities

Invitation to Participate



Vintage Citroën Car Parade

Mesdames et Messieurs,

In 2023, Alliance Française will host its annual Bastille Day Celebration, a community event in the Harrison neighborhood of Minneapolis. Friday, July 14 will be filled with live Francophone music, dancing, family fun and French atmosphere! A Francophone Bazaar will feature the work of local artists, merchants, and food—including delicious crêpes and Parisian-like food to go! This year, we expect more than 3,000 Minnesotans of all ages to join in the festivities.

Bastille Day Festivals are held around the world in celebration of this day, and for more than 50 years the Alliance Française has brought Bastille Day celebrations to Minnesota. Historically, the day commemorates the storming of the Bastille prison in Paris on July 14, 1798, marking a turning point in the French Revolution and the beginning of democracy in France.

Over the years, our Bastille Day celebration has expanded to better represent our local community of French speakers by celebrating the global diversity of the French-speaking world. Alliance Française Mpls/St Paul invites you and your organization to participate in our celebration.

Sponsorship support allows us to offer this event free of admission, ensuring that participation is accessible to all. We would love to meet with you to discuss the possibilities and benefits of sponsoring Bastille Day and the impact of your sponsorship for this important community event.

Cordialement,
Annika Wennerlund
Development Coordinator
development@afmsp.org

Christina Selander Bouzouina
Executive Director
directeur@afmsp.org



Bastille Day Sponsor Benefits

Sponsor Benefits	Premier	Gold	Silver	Bronze
Title Sponsor on Stages	✓			
Category Exclusivity Considered	✓			
Sponsor logos on AFMSP tents	✓	✓		
Space for Booth and Product Sampling	✓	✓	✓	
Social Media Promotion on Facebook and Instagram	Premier Logo	Gold Logo	Silver Logo	Bronze Logo
AFMSP Website and Online Communication Promotion	Premier Logo	Gold Logo	Silver Logo	Bronze Logo
Print Promotional Materials	Premier Logo	Gold Logo	Silver Logo	Bronze Logo
Investment	\$5,000	\$3,000	\$2,500	\$1,000

Are you part of a small business or community organization?

Become a Neighborhood Partner — \$250 Investment

As a Neighborhood Partner of our Bastille Day celebration, your logo will be included on our print and digital promotional materials. Your investment will also include a reserved space for your business or organization to have a booth in our vendors' market.

Custom Sponsorship

If you are interested in sponsoring at a different level, please contact development@afmsp.org

Visibility

Join us to engage with over 3,000 attendees of all ages as we celebrate the French-speaking communities living here in Minnesota!



Reach a Cross-Cultural Audience

- ◆ Our website receives over **200,000** pageviews and **55,000** unique visits each year
- ◆ Our e-newsletter sent out each Wednesday reaches an audience of over **9,000** contacts
- ◆ On social media, we have a Facebook community of over **5,600** subscribers and an Instagram following of nearly **2,000** subscribers

Sponsorship Form



Programs will take place outdoors at the Alliance Française Mpls/St Paul (227 Colfax Ave N) from 5 to 9 pm, with several globally-inspired food trucks stationed along 2nd Avenue.



The 2023 Bastille Day entertainment will include:

- ◆ Multiple live bands and dance performances
- ◆ Interactive performances, including a puppet theater and roaming juggler
- ◆ Ongoing free activities and games for children, including a bouncy castle
- ◆ Trivia and games for adults
- ◆ DJs spinning contemporary global Francophone music
- ◆ A vintage Citroën car parade
- ◆ A visit from Marie Antoinette

Contact Name _____

Phone _____

Company _____

Address _____

Email _____

Sponsorship Level

Premier Gold Silver Bronze Neighborhood Partner Custom _____

For planning purposes, please consider making a donation annually for 2 years 3 years 5 years



Please make checks payable to Alliance Française or call 612 332 0436 with credit card information. Completed form can be addressed to the attention of Annika Wennerlund, development@afmsp.org. Please contact Annika with any questions. Merci de votre soutien!



Alliance Française Mpls/St Paul is a non-profit 501(c)3 organization. Our mission is to promote French-speaking cultures from around the world in our community through language classes, cultural events and information resources.