

**BASTILLE DAY**  
**LOS ANGELES FESTIVAL**

**2012**  
**SPONSORSHIP**  
**PACKAGE**

*Bahama*



# BASTILLE DAY LOS ANGELES FESTIVAL



## BENEFITS



**GAIN VISIBILITY** to one of Los Angeles's most well attended event with over 10,000 attendees with increase of 20% each year.

**GENERATE SALES LEADS** from Los Angeles's most affluent attendees from Beverly Hills, Santa Monica, Westwood, Brentwood, West Hollywood, Newport Beach, Manhattan Beach and Pasadena.

**HHI** Average household income of \$100,000 - \$150,000+ with large amount of disposable income.

**TAKE ADVANTAGE** of our invaluable, globally reaching media coverage through radio, television, internet and print media partners, valued over half a million dollars.

**UTILIZE THIS EVENT** to create a unique pre-event and post event activation strategy that will extensively promote your brand and open up new channels of revenue, engage your retailers gaining you preferred product placement and stronger relationships.

**REACH AN AUDIENCE** in a relaxed environment where they are open to new ideas and eager to try new things.

**WORK WITH A SPONSORSHIP TEAM** that is flexible and willing to assist you in developing effective, creative and result driven activation strategies.

**ENJOY AND SHARE IN THE SUCCESS** of an event that is now in its 8th consecutive year of production.

**EVENT LOCATION** is in the heart of Los Angeles, next to the famous Dodgers Stadium. The gorgeous Elysian Park is the city's oldest public park and is home to numerous historic sites. It was once home to the Yang-Na Indian village and dates back to Native American history.

# CELEBRATE BASTILLE DAY IN LOS ANGELES

# BASTILLE DAY LOS ANGELES FESTIVAL

## COME JOIN IN THE FUN

**Sunday July 8, 2012**  
Noon - 5 PM

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## CELEBRATE OUR 11th YEAR ANNIVERSARY!

- ⌘ A true Provincial Petanque Tournament
- ⌘ A Parisian Waiters' Race
- ⌘ Children's Village with Fun and Games
- ⌘ Comedians, Singers, and Artists
- ⌘ French Market Vendors
- ⌘ Sidewalk Cafes
- ⌘ Fun Prizes
- ⌘ Fabulous Raffles, including a Trip to Paris!
- ⌘ Famous French Food, Wine and Delights!

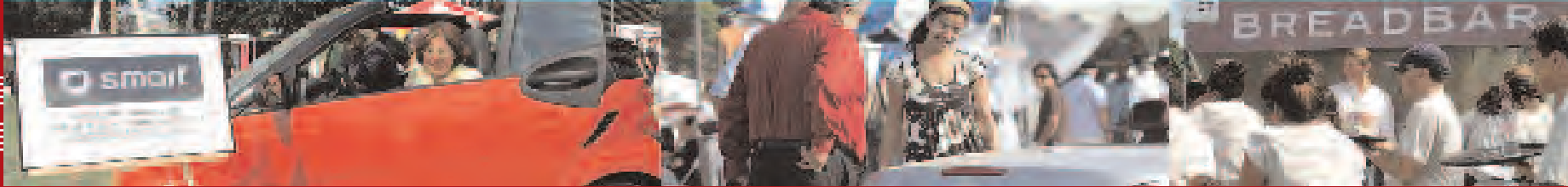
## DEMOGRAPHIC OF ATTENDEES

- ⌘ 10,000+ attendees and growing
- ⌘ Average Household income of \$100,000 - \$150,000+
- ⌘ Average age 40
- ⌘ 85% or more College educated
- ⌘ 70% or more Professionals
- ⌘ Enjoys fine dining, traveling, wine tasting, champagne, live entertainment, spas, art and shopping
- ⌘ French Nationals and American Francophiles
- ⌘ Residence of affluent neighborhoods of West Hollywood, Beverly Hills, Santa Monica, Westwood, Newport Beach, Manhattan Beach and Pasadena.

Bastille Day commemorated the storming of Bastille in 1789, marking the beginning of the French revolution. We celebrate this event in Los Angeles because we appreciate the fact that France and the United States have had a long common history.

From the very start, we shared the same ideals and fought for the same values. Today, we share an appreciation for gourmet food, amazing wine, fun games, laughter, family and fantastic entertainment. For the past 11 years, more and more people gathered together in Los Angeles to attend this amazing celebration. We hope you will join us in 2012!

# BASTILLE DAY LOS ANGELES FESTIVAL



[bastilledaylosangeles.com](http://bastilledaylosangeles.com)

## SPONSORSHIP OPPORTUNITIES

⌘ Festival Title Sponsor	\$100,000
⌘ Main Stage Sponsor	\$75,000
⌘ VIP Tent Sponsor	\$50,000
⌘ Waiters Race Sponsor	\$10,000
⌘ Petanque Area Sponsor	\$6,000
⌘ Picnic Area Sponsor	\$6,000
⌘ Branding Awareness Program	\$1,850
⌘ Exclusive Pouring Rights <i>(Wine, Beer, Champagne, Water, Soft Drinks)</i>	\$5,000

Media Partner Sponsor and Customizable Sponsorship Opportunities are also available.

### Past Sponsors



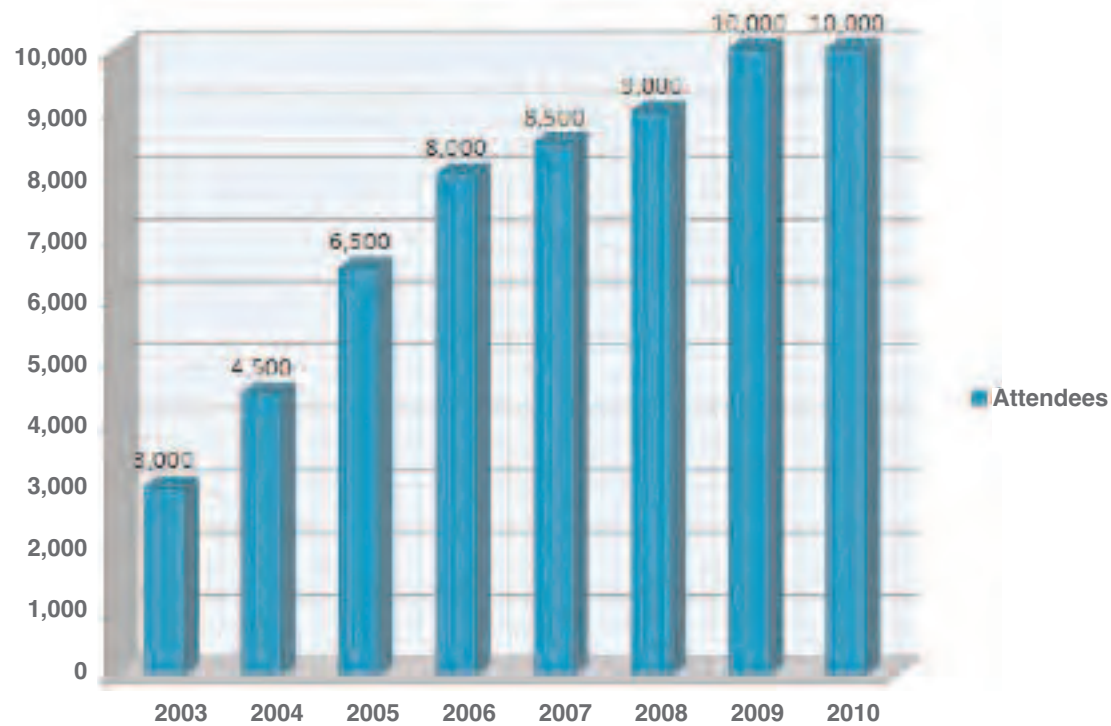
# BASTILLE DAY LOS ANGELES FESTIVAL



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## SUBSTANTIAL HISTORICAL GROWTH

Growth in Festival Attendance Figures



# BASTILLE DAY LOS ANGELES FESTIVAL



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## MEDIA COVERAGE FOR BASTILLE DAY

MEDIA	TYPE	COPIES/AUDIENCE	COVERAGE AREA
KNBC Channel 4	Television	5.29 million viewers	Los Angeles, Local
CBS News	Television	6.2 million viewers	Los Angeles, Local
ABC News	Television	4.16 million viewers	Los Angeles, Local
Europe 1	Radio	5.3 million listeners	International
La Brea Press	Print	33,000 subscribers	Los Angeles, Local
Yelp.com	On-line media	74,000 local subscribers	National
Eye Spy LA	On-line media	60,000 visitors	Los Angeles, National
Indie 103.1	Radio	500,500 listeners / wk	Los Angeles, National
Adrenaline Radio	Radio	100,000 listeners / wk	Los Angeles, Local
Beverly Hills Courier	Print	64,700 local subscribers	Los Angeles, National
Gayot	On-line media	28,000,000 visitors	National
LA Times	Print	4.4 million readers	Los Angeles, Local
LA Times - Weekend Guide	On-line media	775,000 visitors	Los Angeles, National
LA Weekly	Print	900,000 estimated readers	Los Angeles, Local
Westways	Print	8 million readers	National
France Today – France Amerique	Print	60,000 subscribers	USA & France
Flavorpill	On-line media	59,000 visitors	Los Angeles, National
CitySearch.com	On-line media	50,000 visitors	National

# Bastille Day Sponsorship Pricing



## FESTIVAL TITLE SPONSOR

- “The 2012 Bastille Day Los Angeles Festival presented by ...”
- Branding of General Admission Entrance
- Balloon Branding Program
- Logo printed on 10,000 wristbands
- 50 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the official Bastille Day T-shirts
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website
- 5-minute stage presentation opportunity
- Back Cover of 10,000 Festival Programs
- 1 double booth
- 20 VIP Tent passes with complimentary food and drinks and reserved tables
- 2 reserved parking spaces

## MAIN STAGE SPONSOR

- Insert your company name as the Main Stage Sponsor
- Branding of the backdrop, the side banners, and the front banner of stage
- 25 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses
- Your company name and logo will appear on the Bastille Day Main Entrance banner

- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website
- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs - preferred position

- 1 double booth
- 10 VIP Tent passes with complimentary food and drinks and reserved tables
- 2 reserved parking spaces



## VIP TENT SPONSOR

- Insert your company name as the VIP Tent Sponsor
- Branding of the VIP tent
- Branding of the VIP tent cocktail napkins
- Gift bags branding (if applicable)
- 20 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses

- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website
- Your company will be named on stage

- Full-page ad into 10,000 Festival Programs - preferred position
- 1 booth
- 10 VIP Tent passes with complimentary food and drinks and reserved tables
- 2 reserved parking spaces







## WAITERS RACE SPONSOR (Sponsorship levels available upon request)

- Your company logo branding on waiters berets (or hats)
- Your company logo branding on waiters aprons
- Your company logo branding on waiters tray
- 20 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses

- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website

- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs preferred position
- 1 booth
- 4 VIP Tent passes with complimentary food and drinks

## PETANQUE AREA SPONSOR

\$ 6,000

- Insert your company name as the Petanque Area Sponsor
- Your company logo branded on flag markers, and all other promotional items related to the petanque game
- 10 general admission tickets
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards

- Your company will be named on stage
- Full-page ad into 10,000 Festival Programs
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses

- 1 booth
- 4 VIP Tent passes with complimentary food and drinks



## PICNIC AREA SPONSOR

\$ 6,000

- Insert your company name as the Picnic Area Sponsor
- Your company logo branded on table clothes
- Your company logo branded on umbrellas
- Your company logo branded on flag markers
- 10 general admission tickets
- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses

- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name and logo will appear on 10,000 Bastille Day postcards
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website
- Your company will be named on stage

- Full-page ad into 10,000 Festival Programs
- 1 booth
- 4 VIP Tent passes with complimentary food and drinks





**BRANDING AWARENESS PROGRAM \$ 1,850**

- Your company name and logo will appear on 500 official posters posted in local restaurants, stores and businesses.
- Your company name and logo will appear on the Bastille Day Main Entrance banner
- Your company name will appear on Bastille Day press releases
- Link to the official 2012 Bastille Day Festival website
- Your company will be named on stage
- Full page ad into 10,000 Festival Programs
- 1 booth
- 2 VIP Tent passes with complimentary food and drinks

**BEVERAGE COMPANIES**

Inquire about the EXCLUSIVE POURING RIGHTS SPONSOR **\$5,000**

**MEDIA PARTNER SPONSOR**

Customized

**CUSTOMIZED SPONSORSHIP OPPORTUNITIES**

Available for those who would like to incorporate product placement and activation strategies.

# BASTILLE DAY LOS ANGELES FESTIVAL



## CONTACTS



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