

2008 Portland Bastille Festival Advertising Opportunities



An event program will be produced which will serve as the community's resource guide for "All Things French in Portland."

The program – printed in quantity of 2,000 and offered to the public for free -- will be:

- 1) available at the event,
- 2) distributed to retailers and restaurants during the 10 days prior to the event,
- 3) distributed in the French-American community as a resource guide after the event

DISPLAY ADS

OPTIONS Actual page size is (8 ½"H by 5.5"W). All printing is in black and white.

TYPE	Ad Dimensions	Price
Full page	7.5" H x 4.5" W	\$200
Half page	3.25" H x 4.5" W	\$125
Business Card	2" H x 3.5" W	\$50

AD FORMATS

Digital: Please email your ad copy (if digital) as email attachments to linda.witt@comcast.net.

Preferred formats: .pdf, .jpg, .jpeg, Microsoft Office files (Word; Excel; Powerpoint).

Camera-ready or Business-Card for Scanning: Mail to the address listed below.

CONTACT US

Contact Linda Witt at 503.516.5914 or linda.witt@comcast.net. Make payments out to: "Alliance Française" and mail to:

Alliance Française
1425 SW 20th Ave., Suite 102
Portland, OR 97201

www.afportland.org

Deadline for Sponsorship Reservations is March 31, 2008.

Deadline for Ad Reservations is May 30, 2008.

Deadline for Ad/File Submissions is June 15, 2008.

Event Profile

Key data on the 2007 event are below – rapid growth has occurred over the six-year history of this festival so expectations are that the 2008 event will be even larger and more successful.

Highlights in 2007

History in Portland	2007 was the 5th Annual Event and the 3rd Annual Waiters Race
Number of visitors	5,000 – 5,500
Venue	Jamison Square Park in the Pearl
Advertising	Print, Electronic Billboard, Radio, Email, Web and Direct Mail
Sponsors in 2007	Air France, US Bank, Hoyt Properties LLC, Alliance Française, Essilor, Fenouil Restaurant, Maletis/AMI Brands
Signature Event	Portland Waiters Race “Course des Garçons de Café”
Stage Entertainment	French style music from French Cajun Blues to jazz to folk
Vendors	25 vendors of food, products, services
Nonprofits	5 nonprofit organizations with a French connection



The Portland Waiters Race draws waiters and waitresses from restaurants all over the city – the racers compete on speed and agility in balancing tray contents.



New in 2008

In this 7th year of the festival look for these exciting new developments:

- Run for the Baguettes – a new race for the general public, following the Portland Waiters Race
- Mimes (need we say more?), pétanque (or boules) competition with prizes and lessons for the public
- Le Chic Chien competition – a fashion show for urban dogs
- Expanded vending and dining area, including a farmer’s market “en plein air”
- Expanded activities for children including face painting, balloon clown , coloring and crafts
- Travel information on diverse Francophone travel destinations: New Orleans, Québec, French Caribbean and France
- Citywide events including wine tastings, restaurant dinners highlighting French chefs, plus French movies and documentaries timed with Bastille Festival week