



# BASTILLE DAY

JULY 14<sup>TH</sup>, 2022 AT FLOATING ISLAND



# About Bastille Day



Bastille Day, **the French National Day**, commemorates the first anniversary of the storming of the Bastille on 14<sup>th</sup> July 1789, a turning point of the French Revolution, as well as the *Fête de la Fédération* which celebrated the unity of the French people on July 14<sup>th</sup>, 1790.

The first image that comes to mind for Bastille Day celebration in France is a parade on the Champs-Élysées avenue and a fantastic fireworks show in front of the Eiffel tower on July 14<sup>th</sup>. Celebrations are not held in Paris only, but everywhere in France and wherever French people live. It is also the occasion to celebrate French culture all around the world!

# FKCCI Bastille Day Event



Let's celebrate French Bastille Day with the **FKCCI**, in Seoul at the famous Floating Island on Han River!



Since July 2011, the FKCCI has held a Bastille Day every year (except during Covid period) and it has become, along with the FKCCI Gala in December, one of the Chamber's biggest events.



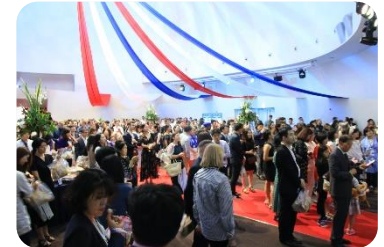
We welcome **over 500 guests** who enjoy a joyful and vibrant French atmosphere in a beautiful summer night with their friends and colleagues.

# 2022 FKCCI Bastille Day Features



## 8 reasons why you must be at FKCCI's Bastille Day event !

- More than **500** guests expected
- **VIPs** from the French-Korean business community
- High-end catering (champagne & special buffet with **French food** including a cheese and wine selection)
- Wonderful **Lucky Draw prizes**
- French style **music performance** and **dance party** with DJ
- **Extensive communication** campaign by FKCCI and its partners (French Embassy, ....)
- Fantastic atmosphere with French touch at iconic Seoul landmark
- Incredible **firework!**



# 2022 FKCCI Bastille Day Agenda



<b>Title</b>	FKCCI Bastille Day 2022
<b>Date/ Time</b>	Thursday, July 14th, 2022/ 19:00 – 01:00 KST
<b>Venue</b>	<a href="#">Floating Island</a> , Convention 2F
<b>Language</b>	French / Korean
<b>Participants</b>	+/- 500

<b>19:00-20:00</b>	<b>Welcome &amp; Registration / Champagne cocktail reception</b>
<b>20:00-20:20</b>	<b>Opening Ceremony</b>
<b>20:30-20:45</b>	<b>Fireworks</b>
<b>From 20:45</b>	<b>Cocktail buffet dinner</b>
<b>21:00-21:30</b>	<b>Music Concert</b>
<b>21:30-22:10</b>	<b>Best Dresser &amp; Instagram # Contest / Lucky Draw</b>
<b>22:10-01:00</b>	<b>DJ Dance Party</b>

*\*Schedule might be subject to change.*



# Previous Partners for FKCCI Bastille Day



**AIRFRANCE**



**ANDROS**



ASIAN TIGERS  
MOBILITY



**BaByliss**  
PARIS

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

bluebell



**BNP PARIBAS**  
The bank for a changing world



Bistro  
**Flam's**  
maison alsacienne



**Brioche Dorée**  
French Bakery Café



**DASSAULT SYSTEMES**

**DeLonghi**

**Dongwon**  
Wineplus



**D.P.J. & Partners**  
Architecture

**evian**



**FOUR SEASONS**  
HOTEL SEOUL

**FRANCE GOURMET**



**HITEJINRO**

**iDutch**

**IT-CONCEPT**  
Servers, Network, Security & Support

**JCDecaux**

**Kennie Young**  
STYLE CURATING AGENCY

**KUSMI TEA**  
PARIS  
Maison de thé depuis 1867

**LA MAISON DU CHOCOLAT**  
PARIS

**LBG**  
LUXURY BUSINESS GROUP

**LE CORDON BLEU**  
SOOKMYUNG ACADEMY



**L'ORÉAL**



**NAOS**



**Pernod Ricard Korea**  
페르노리카 코리아

**Pierre Fabre**  
Dermo-Cosmétique



**SAINT JAMES**  
NÉ DE LA MER



**SASSY**



GRAND MERCIURE

NOVOTEL

NOVOTEL

ibis  
STYLES

SEOUL DRAGON CITY

**SERASE**  
WITH NATURAL MINERALS



**SHIN&KIM**  
법무법인 세종

**SOCIETE GENERALE**

**SOO DEVIE**  
Wine Curation

**THALES**

**THE RAUM**  
SOCIAL VENUE

**THE SHILLA**  
SEOUL

**1664**  
BLANC

Partnership Benefits	Platinum	Gold	Silver
<b>Total Fee</b> (KRW, VAT included) In case of donation in kind: minimum cash donation 3M for Platinum, 2M for Gold and 1M for silver + difference can be paid in kind	5M	3.5M	2M
❖ Online Promotion			
• Company recognition on FKCCI & Partner’ Official Website	Large size	Medium size	Small size
• Company recognition on FKCCI & Partner’ SNS (Facebook, Naver Blog, Twitter, LinkedIn, Instagram)	Large size	Medium size	Small size
• Logo exposition on E-Invitation Card	Large size	Medium size	Small size
• Visibility on video published after the event on YouTube	Large size	Medium size	Small size
❖ On-site Promotion			
• Logo display on the screen of event hall	10-second logo or video display of <u>each companies</u>	5-second logo display of <u>all companies</u>	3-second logo display of <u>all companies</u>
• Logo display on every displaying banners	Large size	Medium size	Small size
• Logo on wristbands and Lucky draw tickets	✓		
• Logo on the banner of photo zone	✓		
• Logo on table	✓	✓	
• Company promotion desk (Optional)	Top placement	✓	✓
❖ More			
• Special pricing for reservation	✓	✓	
• Special mention on the event’s Press Release	✓		
• Special introduction during event	✓		
• Logo exposition on the invitation for VIP’s	Large size	Medium size	Small size
• Tickets for the event & Lucky Draw tickets offered	8 / 8	5 / 5	2 / 2
• Feedback document after the event	✓	✓	✓

# Partnership Benefits Examples



## Online promotion

- Company recognition on FKCCI website and blogs (**over 180,000 visitors** per year) as well as on SNS (**over 28,000 followers** on all SNS platforms)
- Company logo on the event promotion e-mailing (**over 5,400 email subscribers**) & French Embassy e-mailing (**over 80,000 subscribers**)

**13,100**

Followers



**5,400**

Subscribers

**6,900**

Followers



**10,500**

Visitors/month

**5,300**

Followers



**4,500**

Visitors/month

**1,600**

Followers



**23,000**

Total views

**100**

Subscribers



**4,200**

Readers



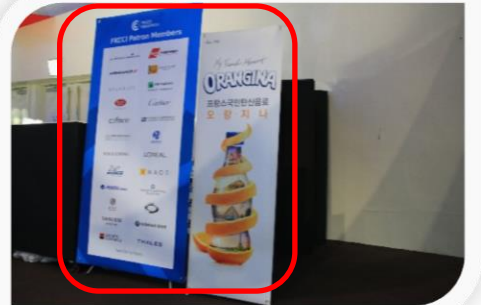


# Partnership Benefits Examples



## On-site promotion

To increase company's visibility to potential customers  
(Depending on your partnership benefits/ p.7)



# Partnership Benefits Examples



## On-site promotion

To increase company's visibility to potential customers

- Distribution of promotional products to participants
- A promotional table for the service or product demonstration



# Partnership Benefits Examples



## On-site promotion for **Platinum** Sponsors only

- Logo on Lucky Draw Tickets
- Logo on Wristbands
- Logo on the banner of photo zone
- Special mention on the event's Press Release
- Special introduction during event



Lucky Draw Ticket



Online Event Banner



Event Wristband



# Honor Partnership Benefits



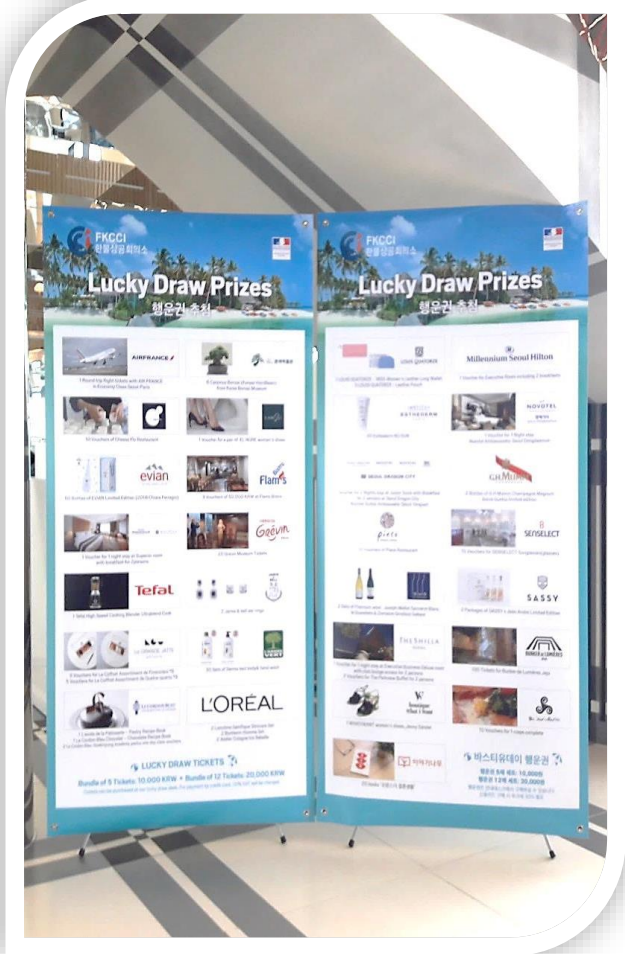
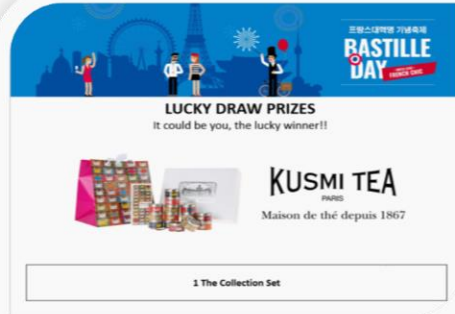
Promote your products and company before and during the event by sponsoring **Lucky Draw Prizes** for the Bastille Day 2022 participants!

In this sponsorship case, there is **no limit on the amount and quantity**.

- Product and brand promotion / event promotion through FKCCI NAVER BLOG (Reference: <https://blog.naver.com/francebiz> FKCCI News)
- When awarding prizes with Lucky draw, the logo is exposed on stage, and the award is presented directly on the stage in case of TOP 5 products.
- Insert product image or brand logo on the on-site banner and introduce the product
- Insert the brand name (no logo) in the event promotion email, partnership list on the page
- Company promotion desk on the event day

*For participate to Honor Partnership only, please contact us [event@fkcci.com](mailto:event@fkcci.com)*

# Honor Partnership Examples



Standing Banner

Products promotion on site

# Partnership Registration form



Partnership type	Mark your choice	Total Sponsoring Amount (KRW)
PLATINUM (≥ 5,000,000 KRW Inc.)		
GOLD (≥ 3,500,000 KRW Inc.)		
SILVER (≥ 2,000,000 KRW Inc.)		

※ **Note 1.** If the sponsoring amount ranks in the top five, you will be presented on stage during the lucky draw ceremony.

※ **Note 2.** To be a sponsor by kind donation, please contact us.

※ **Note 3.** For participate to **Honor Partnership only**, please contact us event@fkcci.com

**\*The closing date for Partnership registration is June 28<sup>th</sup>**

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

SIGNATURE \_\_\_\_\_





# BASTILLE DAY

JULY 14<sup>TH</sup>, 2022 AT FLOATING ISLAND

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