



# 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



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<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

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<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



And more...

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
❖ <b>Online Promotion</b>			
• 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
❖ <b>On-site Promotion</b>			
• 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	✓	✓
❖ <b>More</b>			
• 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

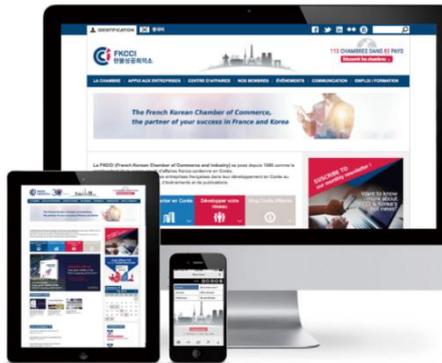


**23,000**  
Total views

**100**  
Subscribers



**4,200**  
Readers

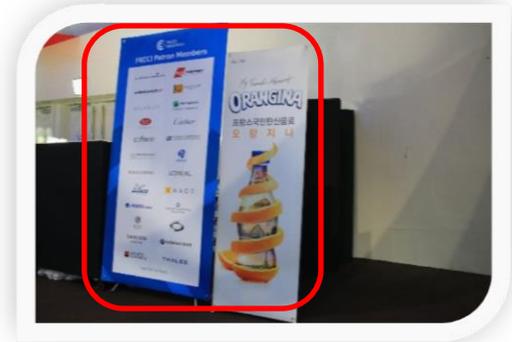
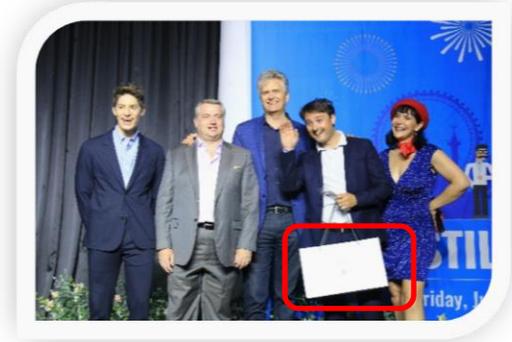
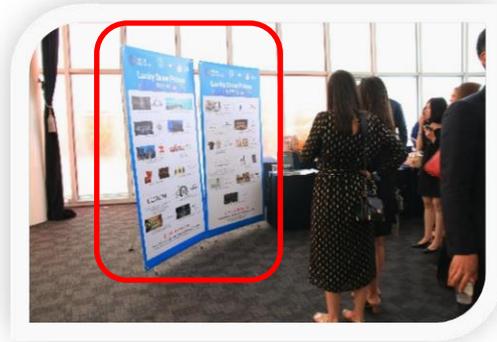
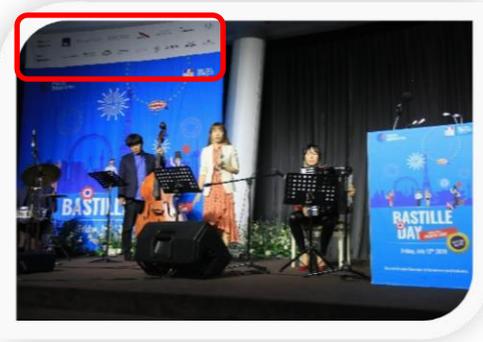


# Partnership Benefits Examples



## 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)*



# 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](mailto: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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