

BAD BOY CLUB MONTRÉAL

ÉDITION
2022

BLACK & BLUE

360°

SPONSORSHIP PROPOSAL

CANADIAN **THANKSGIVING WEEK**
AND **COLUMBUS DAY WEEKEND** IN OCTOBER
VARIOUS LOCATIONS IN MONTREAL



PARTNERSHIP PROPOSAL & ADVERTISING OPPORTUNITIES

Please note that this document is confidential and copyrighted, it is strictly for your own internal consideration purposes. This partnership proposal will allow you to use the applicable officially protected trademarks of the BBCM Foundation, until December, only if and when you enter into an approved agreement with us.

THE BLACK & BLUE FESTIVAL

Montreal, Quebec, Canada

Canadian Thanksgiving Holiday & American Columbus Day Holiday

VARIOUS LOCATIONS IN MONTREAL



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SPECIAL BLACK & BLUE 360° MESSAGE



Hello to all our dear partners, participants and friends,

In this special period of coming out of the pandemic, the BBCM Foundation would like to reassure you that our team is working hard on the annual preparation of the Black & Blue Festival, which changes theme with each edition in a creative way. We always develop a 'mega-show' concept with top DJs for the main event of the Black & Blue Festival, often choosing a new spectacular location from year to year. In 2022, for the first time in 32 years, the BBCM Foundation will present the 'main' event of the Black & Blue Festival at **La TOHU**, on Sunday, October 9, 2022 all night, from 10 p.m. to 8 a.m. The theme will be '**BLACK & BLUE 360°**' in reference to the special circular shape of this extraordinary venue, but also in reference to the new artistic programming of this event which will for the first time take on a truly professional multidisciplinary form. It should be noted that the main event of the Black & Blue Festival was canceled in 2020 and 2021 by Public Health authorities, so the return of the event in 2022 must be impressive, super-charged and of high artistic quality. Indeed, the new concept is to include continuous caliber shows throughout the event, either with distinct musical accompaniments or simultaneously during the performances of the various guest DJs present.

The event's new multidisciplinary artistic program will include, among other things:

ELECTRONIC MUSIC: local and foreign DJs/remixers. But this year, we are also aiming to hire 'live' artists (musicians, percussionists and specific singers) who will perform electronic music live on stage.

CIRCUS: Several circus artists, including aerial shows, acrobats, acts on the ground, etc. This aims to completely fill the event with multiple artistic performances even if some of these will take place simultaneously on the music of the guest DJs. In some more major cases, circus performances will have their own musical score, for example when DJ sets change (between DJ time slots).

DANCE: we plan to offer two to three performances by professional dance troupes during the event, therefore choreographed and timed performances with simultaneous integration of acrobats, for festive numbers on lively music that meets the expectations of the audience.

DIGITAL ARTS (VIDEOGRAPHERS/SCRATCH, etc.): given the concept of the circular room, our special '360°' concept is to place screens or video tiles all around the room, and involve several digital artists, videographers and 'scratchers' to completely fill the content of these screens, during continuous artistic performances and during the event in general.

SONG: singers who have the know-how to perform electronic music to accompany DJs or during shows during the evening.

STREET ARTS: we plan to integrate several styles of street arts into the event, at the entrance door outside the building, in the reception area, in certain appropriate areas of the event.

Our organizing committee is therefore taking a new, improved turn to become more efficient in terms of artistic excellence and awareness. With the addition of other art forms of presentation, we will encourage the development and strengthening of a variety of connections with the public, we will complete the artistic offer in our community, and by engaging many more artists than usual for this major event, with interesting fees if possible with your desired significant financial support, we will contribute to improving the remuneration of Quebec artists and cultural workers.

Several other official or affiliated activities will also be on the program during the many days of the Festival, such as the Leather Ball, the Party District presented by District, the Twinkle Party, etc.

Thank you very much for your participation and support.

Robert J. Vezina

President, BBCM Foundation – Black & Blue Festival /
Montreal Carnival of Colors

Located in the heart of the Cité des arts du cirque, **TOHU** is a place for dissemination, creation, experimentation and convergence between culture, environment and community involvement. Since its creation in 2004, TOHU has become a reference in the field of sustainable development through culture.



Photo credit: Michel Bazinet photographer for the BBCM Foundation, main event of the Black & Blue Festival 2019.

OFFICIAL FACT SHEET

The following organizations have received financial support from BBCM (non-exhaustive list)

ABAAPAS	G-BLEUS
ACCM/SIDA BÉNÉVOLES MONTRÉAL	GAP-VIE
ACPV	GROUPE LGBT
ACT-TORONTO	(DONATION DE BILLETS)
ALGI	GEISPI
ARC-EN-CIEL D'AFRIQUE	GROUPE GAI ACTION INFLUENCE
ARCHIVES GAIES DU QUÉBEC	ÉDUCATION
BCPWA-VANCOUVER	HARRY BARTEL MEMORIAL FUND
BRUCE HOUSE-OTTAWA	HEAD & HANDS
CAMP POSITIVE (ROYAL VICTORIA HOSPITAL)	HOMO SAPIENS
CATHOLIC COMMUNITY SERVICES	HÔPITAL GÉNÉRAL DE MONTRÉAL
CCGLM	JGLA 95
CENTRE D'ACTION SIDA MONTRÉAL (WOMEN)CENTRE PIERRE-HÉNAULT	MAISON AMARYLLIS
CHAMBRE DE COMMERCE GAI DE QUÉBEC	MAISON D'HÉRELLE
COALITION SIDA DES SOURDS DU CLUB DE CURLING GAI LES PHÉNIX QUÉBEC	MAISON DU PARC
COLLECTIF CARRÉ ROSE	MAISON LUDOVIC
COMITÉ DE DÉFENSE JURIDIQUE. CPAVH	MAISON PLEIN COEUR
DE GAMA	MAISON RE-NÉ
DIRE ENFIN LA VIOLENCE	MCGILL AIDS CENTRE
LES DRAGONS DE MONTRÉAL	MCGILL AIDS CHILDREN CAMP
LES ENFANTS DE BÉTHANIE	MC FAUCON
ÉQUIPE DE NATATION À CONTRE-COURANT	MIELS QUÉBEC
ÉQUIPE MONTRÉAL	MISSION MONTRÉLAISE SUR LES DROITS HUMAINS DES SIDÉENS
FESTIVAL IMAGE & NATION GAI ET LESBIENNE	OUTLAW MCGILL
FESTIVAL DES FILMS ET DES ARTS LGBTQ	PHOENIX DE MONTRÉAL
FIERTÉ GAI DE QUÉBEC	PWA FOUNDATION-TORONTO
FONDATION CLG	QUEER TECH MTL
FONDATION D'AIDE DIRECTE SIDA MONTRÉAL	REGROUPEMENT DES PERSONNES VIH AU QC
FONDATION JOËL GRÉGORY	VOLLEY-BORÉAL BIG JUMP
FONDATION FRIENDS FOR AIDS	RUBAN EN ROUTE
FONDS DE DÉPANNAGE MÉDICAMENTS	RÉZO
FORUM JEUNESSE DE L'ÎLE DE MONTRÉAL	SIDACTION
	SIDALYS
	SIDA-SECOURS
	SIDA-VIE LAVAL
	UQAM (BOURSE EN ÉTUDES GAIES)

and many others...

Many organizations have also received support from the foundation in products/services.

THE BBCM FOUNDATION - BAD BOY CLUB MONTRÉAL

- A significant force for the whole community
- A major tourism asset
- A social involvement tool
- A gesture of solidarity and unity
- A springboard for the emergent artists
- Artistic creativity in a technological universe

Status : Volunteer-based non-profit organization giving financial and products/services support to groups providing direct care to people living with HIV/AIDS, and to gay & lesbian community groups. Total donations given out so far: more than \$1,300,000

Funds are available to support eligible groups and organizations. Detailed requests must be mailed to :

Funding Evaluation Committee

c/o Robert J. Vézina, Committee Director
The BBCM Foundation
2259 Old Orchard avenue
Montréal (QC) Canada H4A 3A7

Economic and tourism spin-offs generated by BBCM events for the gay village and the Montreal region since 1991 are evaluated at more than \$500 million.

Spin-offs of the annual Black & Blue Festival are estimated several million \$ per edition. The Black & Blue has been named the world's best event of its type by Out & About of New York, a specialized gay travel reference publication.

The festival was also named «Best International Festival» by «Best of Clubbing» from France. In the past years, the Black & Blue festival has also won the award for «best international party » from Edge awards in the U.S.

The Board of Directors (volunteer positions) is composed of three members. The Organizing Committee is composed of about 40 volunteer members from various backgrounds reflecting the diversity of our communities. Many other volunteers help ensure the success of BBCM's annual events.

WHAT IS THE BLACK & BLUE FESTIVAL ?

The Festival's volunteers and community supporters have a strong commitment to our cause :

THE FIGHT AGAINST AIDS AND SUPPORTING THE GAY COMMUNITY.

The Black and Blue Festival is an event that brings together hundreds of volunteers, community organizations, businesses and companies, as well as government bodies, who co-operatively create a week of cultural, social and sports events. The Festival is a celebration of the diversity and the uniqueness of the gay community. Individuals and groups contribute their time, skills and talent to create this 10-day festival held in various locations throughout Montreal. The Festival welcomes thousands of people who come to Montreal to participate, meet and celebrate a way of life and the importance of solidarity and tolerance in modern society.

The week of the Festival begins with an official launch cocktail where the volunteers, the supporters, the sponsors and the press are invited. The rest of the week is filled with a variety of events that include small and large benefit parties, and much more.

The crowning event is the "Black & Blue Party" (Sunday evening of the Canadian Thanksgiving weekend). This event alone is expected to attract thousands of people.

The BBCM team is also working on a special safe sex prevention campaign, in collaboration with different AIDS awareness organizations and medias. The educational campaign will be launched just before the Festival and will target young adults. It will promote safe sexual practices.

The Black & Blue Festival is still a highlight on the joint holiday weekend of Canadian Thanksgiving and the American Columbus Day, welcoming all participants in a positive and unique spirit contributing to a charitable objective: direct AIDS care and gay community support.

THOUSANDS OF participants are expected to attend the 360th edition of the Black & Blue Festival. Their average age is between 20 and 45. The majority of the participants (gays, lesbians and their trendy gay-friendly straight friends) earn approximately 50% more than the national average and spend approximately 60% more than the national average. They value acceptance and respect and in return they will support and spread the word about supportive companies.

They are a defined and influential market group. They are respected and are considered to be trendsetters in many consumer-related areas beyond their own markets. Many major corporations such as Air Canada, Calvin Klein, Naya, IBM and American Express have recognized this significant buying power and specifically target this key market. The Black & Blue attracts a good number of HETEROSEXUALS (approx. 35%), a very unique open-minded phenomenon not seen at other gay events elsewhere in North America.



Voted BEST INTERNATIONAL FESTIVAL by Pink TV, France
www.bestofclubbing.com

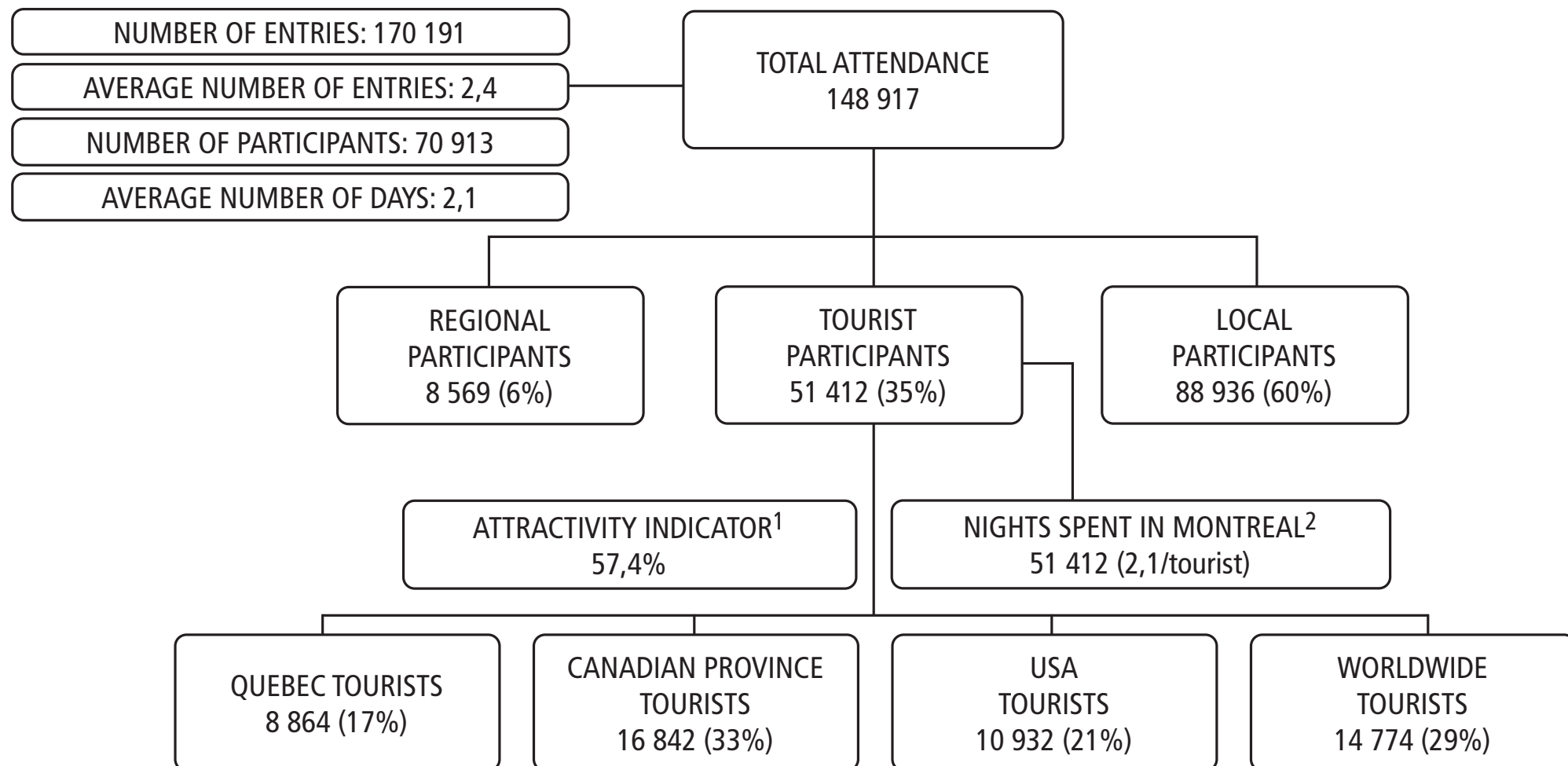
Voted BEST INTERNATIONAL PARTY by edge magazine, USA
www.edgenewyork.com

INDICATOR SUMMARY

TOTAL FIGURES FOR
THE BLACK & BLUE FESTIVAL
AND THE CARNIVAL OF COLORS

DATA FROM THE ATTENDANCE AND PROVENANCE STUDY

COMPILED BY LÉGER MARKETING FOR THE BBCM FOUNDATION, OCTOBER 2018



¹ Calculated from Q13, Q14 & Q14B according to the guidelines of Tourisme Québec.

² Calculated from Q18, Q13, Q14 & Q14B, according to the guidelines of Tourisme Québec.

Note: Unrounded figures where used for calculations.

SPONSORS, ASSOCIATES, FRIENDS AND PARTNERS

Some examples of the past few years (in random order)

Gouvernement du Québec
Clinique l'Actuel
Tourisme Montréal
Chapiteau Summum
Société des alcools du Québec
Régie des installations olympiques
Palais des congrès de Montréal
Gouvernement du Canada
Le Cirque du Soleil
Métropolis
Musée des beaux-arts de Montréal
Famous Players Cinemas
L'Opéra de Montréal
Musée d'art contemporain
de Montréal
Brasseries Molson
Naya
Harry Rosen
Glaxo Wellcome
Guru
LSM
Merck Frosst
Nebbia
Fugues
Banque de Montréal
Absolut Vodka
Roche Pharma
Merrill Lynch
American Express Travel Services
IBM Canada
Le Château
Restaurants Mikes
Toyota Canada
Club La Cité Gym & Spa
Parasuco Jeans
Durex Canada
Capital Q Weekly, Sydney,
Australia
Genre Magazine
Amsterdam Gay News
Zoom Media
Diesel Clothing
Fab Magazine
A&U America's AIDS Magazine
Wet Formulas International
HX Magazine, New York City
Mix 96 Radio, Montréal
Our World Magazine
MP Repro
Hôtel Delta

Hôtel Faubourg Montréal
Kind Bars
Musée McCord
Pink Banana Media
Publicité Sauvage
Men on Vacation
www.gaywired.com
In Newsweekly Boston,
New England
Manline / Masculigne
Xtra Magazine Toronto
Outrage Magazine, Australia
Zero Magazine, Spain
The Saint at Large, New York
Hotlanta River Expo, Atlanta
Jeffrey Sanker Enterprises,
Los Angeles
Splash Productions, Austin, Texas
Big Time Productions, Chicago
The Winter Party, Miami Beach
Queensize Magazine, Belgium
Club Montage, San Diego
Splash Bar, New York
Chaps, Boston
RÉZO
Chambre de commerce gaie du Québec
Boston Hope
Festival de films Image+Nation
Équipe Montréal (Regroupement des
équipes sportives LGBT de Montréal)
Club de natation À Contre Courant
Centaur
Q Life Magazine USA
Dimane PR, Belgium
W Hotels
VIA Rail Canada
Delta Hotels
Société des Alcools du Québec
Starbucks Coffee
Lifestyles Condoms
ALDO Group
Coors Light
Yogourts Liberté
Alliance de la Fonction publique
du Canada
SDC du Village
Base Energy Drink
Ticketpro.ca
Magasin de musique Archambault

HISTORY

THE FOUNDATION

- Over \$1.3 million donated
- \$500 millions in economic spin-offs for Montreal so far
- Supports many LGBTQ+ community groups
- Volunteer-based
- Important community leader

THE PARTICIPANT

- Above the average disposable income
- Key market consumer
- Interested and enthusiastic
- Demonstrates brand loyalty
- Effective word-of-mouth and large electronic information network
- Straight & gay

THE EVOLUTION OF THE BLACK & BLUE FESTIVAL

1991 - BLACK & BLUE I
1 event, 800 participants

1992 - BLACK & BLUE II
1 event, 2,500 participants

1993 - BLACK & BLUE III
4 events, 7,000 participants

1994 - BLACK & BLUE IV
9 events, 20,000 participants

1995 - BLACK & BLUE V
11 events, Michel-Ange

1996 - BLACK & BLUE VI
18 events, Night Flight to Venus

1997 - BLACK & BLUE VII
27 events, Magical Odyssey

1998 - BLACK & BLUE VIII
36 events, Terra Nostra

1999 - BLACK & BLUE IX
50 events, Cosmos

2000 - BLACK & BLUE X
50 events, 10th anniversary

2001 - BLACK & BLUE XI
50 events, 01 Origine

2002 - BLACK & BLUE XII
50 events, Humanité

2003 - BLACK & BLUE XIII
50 events, Nu

2004 - BLACK & BLUE XIV
50 events, Louis XIV

2005 - BLACK & BLUE XV
50 events, Xtreme Ball

2006 - BLACK & BLUE XVI
50 events, Supersonic

2007 - BLACK & BLUE XVII
45 events, Powertrip

2008 - BLACK & BLUE XVIII
45 events, Digital Paradise

2009 - BLACK & BLUE XIX
45 events, Lite Switch

2010 - BLACK & BLUE XX
45 events, 20th anniversary

2011 - BLACK & BLUE XXI
45 events, Black Jack

2012 - BLACK & BLUE XXII
45 events, Evolution

THE EVENT

- 7 days of activities
- Best and biggest of its type in North America
- World-renowned
- Cultural, Sports, Social
- Since 2018, with a brand new mainstream
carnival: **The Carnival of Colors of Montreal**

WHY BECOME A PARTNER?

A UNIQUE OPPORTUNITY


- This market group has an estimated value of \$46.5 billion in Canada (\$514 billion in the U.S.).
- More than any other event of this kind, the Black & Blue provides a multitude of visibility opportunities: posters, flyers, newspapers and magazine advertisements in the U.S./Canada and all around the world, souvenir program, mailings, banners, on-site representation, promotional distribution, digital communications, social media, etc.
- Participants at our different events earn 50% more than the national average and spend 60% more.
- Promotion and advertising for this festival will be seen by millions of people throughout North America, Europe and Australia. The overall promotional value of the event is estimated at over \$3 million in terms of official documents and media placements distributed and seen before, during and after the event.
- The largest event of its type in the world providing year-long visibility.
- A unique opportunity to introduce your products/services or promote your organization with this important consumer group.
- An opportunity to redefine your existing market and to maintain products/services loyalty with this faithful market.
- An opportunity to support a highly visible cause, one that has affected the whole world.
- An occasion to be considered as an investment: the influence and trend-setting ability of this market group is well-known.
- In a rapidly growing environment of consumer education, there is an interest and a concern in how organizations act in the public. Sophisticated consumers with above than average profiles want to know that their service and product providers are involved and are helping our communities.
- Consumers feel good knowing that the organizations they support are committed to being good corporate citizens. Sponsoring an event that has a highly visible cause, such as AIDS and community involvement, is an extraordinary opportunity to show that you care. It will confirm your targeted clients' loyalty to you and show potential new clients that their money spent with you provides them with more value than with your competitors.
- This is a wonderful combination of altruism merged with marketing that will provide great return to you, on the occasion of the 32nd edition of the Black & Blue Festival, a very special event making history year after year.

THE BLACK & BLUE FESTIVAL

The 32^e Black & Blue Festival will be THE major gay and gay friendly celebration, bringing together thousands of North Americans and international visitors to Montreal for the largest all-night multimedia show and fundraising dance event in the world in one single venue. An evening of live performances, state-of-the-art lighting, and the world's leading DJ's playing the best house music. The setting: a unique high-tech and festive atmosphere, interactive special effects and entertainment on a large scale. This is intended to foster a sense of inclusiveness and therefore expand Black & Blue's rapidly growing number of participants.

This incredible main event will feature:

- world-renowned dance music performers;
- top international DJ's - producers;
- a multimedia and multidisciplinary show including dancers and acrobats;
- interactive special effects on a large scale;
- other entertainment performers throughout the event.



REFERENCES

FROM THE ARTISTS

"I enjoyed the party and the production was amazing ! I have never seen something like that. It totally blew me away!" – SATOSHI TOMIIE, SAW RECORDINGS

"...merci pour tout. **Vous êtes des pros, c'est un honneur de pouvoir travailler avec vous.** Ce fût une soirée inoubliable..." – ALEX+SIMON, STEREOMOVERS (MUSIC GROUP)

"We had an amazing time in Montréal. You and **the entire staff of BBCM treated us with such friendliness and respect.** It seems as if James' performance at Recovery was a smash hit." – MITCH AMTRAK, DJ JAMES ANDERSEN'S AGENT

"Thanks so much for inviting me to perform at Black & Blue this past weekend. My husband and I had such a great time! The drivers, the support staff, the personnel at the venues - they were all so wonderful. And **the audiences were so exciting to perform for.** Of course, it could not have been done without your incredible organization, coordination, enthusiasm and positive attitude. Congratulations to all at the BBCM Foundation." – SUZANNE PALMER, RECORDING ARTIST

"It was an absolute pleasure to work with you and the BBCM Foundation. The impeccable organization of you and your staff, is something you don't find everyday in the music industry. Your professionalism, kindness and a complete willingness to make sure everything worked out for not only me, but for everybody involved is **something that will not soon be forgotten.**" – BILLIE (SINGER)

"DJ Tom [Stephan] thoroughly enjoyed djing at the party & I had a fabulous time absorbing the wonderful ambience of it all. **I was so impressed by the terrific organization - a credit to you all.**" – MITCH CLARK, PET SHOP BOYS PARTNERSHIP

"Had a blast in Montreal. **B&B is simply amazing!** Hope you enjoyed our set." – PALASH (FROM DJ DUO SAEED & PALASH)

MEDIA & INDUSTRY REFERENCES

Best Organized Event Award (BBCM Foundation) "**Bad Boy Club Montreal produces some of the most spectacular circuit events.** With sky-high production values and a list of co-sponsors that look like a James Cameron movie credit roll, their events raise big bucks for gay charity". – OUT & ABOUT TRAVEL MAGAZINE, ANNUAL AWARDS

"A group of gay fund raisers in Montreal has given a boost to the city's economy by raising its tourism profile." – THE GLOBE AND MAIL, «CANADA'S NATIONAL NEWSPAPER», FRONT PAGE.

"# 1 major event on the gay party circuit: Black & Blue Party, Montreal, Columbus Day weekend." – THE NEW YORK TIMES

"BBCM has done an amazing thing: **it has turned a series of festivities into a solid fund raising system** that has generated thousands of dollars for AIDS charities. The significance of the BBCM to the Montreal gay community cannot be under-estimated." – ASSOCIATE EDITOR, MIRROR AND CONTRIBUTOR, XTRA TORONTO & THE ADVOCATE

The Best Circuit Party (Black & Blue) "Congratulations to the Bad Boy Club Montreal for a beautifully conceptualized and well-produced event." – OUT & ABOUT TRAVEL MAGAZINE, PARTY PICKS AWARDS

"Congratulations and thank you for a wonderful Black & Blue Festival. My friends and I had a great time in Montreal, and really enjoyed ourselves at all of the events." – CRAIG SMITH, DIRECTOR OF EVENTS, WINTER PARTY MIAMI

"What appeared on paper as a "too big to enjoy" event turned out to be one of the best sounding, all encompassing club experiences I have ever had. **It truly was a first class party** unequaled in all aspects." – HOSH GURELI, SENIOR DIRECTOR, ARISTA RECORDS



BLACK & BLUE FESTIVAL PARTNERSHIP

OFFICIAL OPPORTUNITIES (IN CANADIAN DOLLARS)

For businesses, private foundations and community groups.

TITLE PARTNERSHIP \$35,000

Official Presenter exclusivity (in cash)

GRAND LEVEL \$20,000

MAJOR LEVEL \$10,000

ASSOCIATE LEVEL \$5,000

SIMPLE LEVEL \$2,500

FRIEND LEVEL \$1,000

LISTING OF PROMOTIONAL TOOLS

PRINT MATERIAL

AD CAMPAIGN

In numerous media outlets throughout Canada, USA, Europe and Australia.

OFFICIAL INVITATION BROCHURE (BACK OF OFFICIAL POSTER)

High quality print, 4 colour process. Distributed in selected cities in Canada, USA, Europe and Australia.

FLYERS

High quality print (colour and black & white formats). Distributed in selected cities in Canada, USA and Europe.

POSTERS

Distributed in selected cities in Canada and USA.

- 1 official 24x36 poster, high quality print
- Various 11"x17" posters

OFFICIAL SOUVENIR PROGRAM (20,000 COPIES)

Excellent quality print, 4 colour process. Distributed to all participants of the festival, at the Welcome Centre, at specific events, on site, and at some pre-promo activities around the world.

DIGITAL SUPPORT

WEB SITE - WWW.BBCM.ORG (OVER 5 MILLION VISITORS PER YEAR)

The majority of tourists and VIP pass holders use the BBCM Foundation web site for their travel info and their VIP pass reservations. With over 5 million visitors per year, this is one of the most popular site of this type in Canada (stats available upon request).

FACEBOOK AND TWITTER

BBCM is also present on Facebook and Twitter with an important network that is constantly growing.

PRESS RELEASES

To media organizations in Canada, USA, Europe and Australia. All sponsors mentioned in the official press kit issued during the event.

OTHER TOOLS

OFFICIAL LAUNCH RECEPTION

VIP reception for sponsors and partners. Official Presenter and Grand Level Partners logos will be showcased.

T-SHIRT

Your company logo on the official Black & Blue Festival T-Shirt distributed with the VIP pass package and to all committee members, volunteers, etc.

BANNERS

Your company banner displayed at the main event. It needs to be fireproof and supplied by the sponsor.

PROJECTIONS

Your company logo on video projections at the main event.

VIP PASSES

Your company logo printed on the back of the VIP passes.

ON SITE PROMOTIONAL DISTRIBUTION

The right to have your promotional information distributed at the main event.

ON SITE PROMOTIONAL SPACE

The right to have available space at the Black & Blue main event where your company may erect a booth to promote and distribute promotional materials. This option must be in respect to the regulations of the location and in keeping with the law and in agreement with the Black & Blue Festival organizers.

OTHER SPECIAL BENEFITS

That the sponsor may wish for, and the Black & Blue Festival organizers may agree to be acceptable, in keeping with the value of your sponsorship option.

COMPARATIVE GRID OF SPONSORSHIP CATEGORIES

OVERALL VISIBILITY

	\$35,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
	TITLE PARTNER OFFICIAL PRESENTER	GRAND	MAJOR	ASSOCIATE	SIMPLE	FRIEND
• Ad campaign	top logo	logo	logo	logo*	—	—
• Official invitation brochure/ Fold flyer	Ad+logo	logo	logo	logo	logo	logo
• Flyers	logo	logo	logo	logo	—	—
• Official colour poster	logo	logo	logo	logo	name	name
• Various 11 "x17" posters	logo	logo	logo	logo	—	—
• Official souvenir program	Ad+logo	Ad+logo	logo	logo	logo	logo
• BBCM web site & social medias	logo	logo	logo	logo	name	name
• Hyperlink to your web site	yes	yes	yes	yes	possible	—
• T-shirt	logo	logo	logo	logo	—	—
• VIP passes	logo	logo	logo	—	—	—
• Press releases / kit	name	name	name**	name**	name**	name**
• Official launch reception (verbal mention)	name	name	—	—	—	—
VISIBILITY DURING THE MAIN EVENT						
• Your banner displayed	yes	yes	yes	yes	yes	yes
• Video projections	logo	logo	logo	logo	—	—
• On site promotional distribution	yes	yes	yes	yes	—	—
OTHER						
• Free promotional VIP passes	yes	yes	yes	—	—	—
• Tickets for the main event or alternative event	yes	yes	yes	yes	yes	yes
• Other elements to be determined such as lower-rate ads in invitation brochure and souvenir program	yes	yes	yes	yes	—	—

*NAME TO BE USED ALTERNATIVELY WHEN SPACE ALLOWS **FINAL PRESS RELEASE ONLY
IMPORTANT NOTE : SIZE AND POSITIONING OF LOGO VARIES PER CATEGORY. BIGGER LOGO FOR TOP CATEGORIES



OTHER PARTNERSHIP OPPORTUNITIES

Via the BBCM Foundation. All prices in CAN. \$

OFFICIAL INVITATION BROCHURE ADVERTISING

\$1,000 for 1/4 page, \$1,500 for 1/3 page, \$2,000 for 1/2 page, \$3,000 for 3/4 page and \$4,000 for full page. Payable in financial contribution only. Limited space available. Can be combined with another option.

SOUVENIR PROGRAM ADVERTISING

From \$250 to \$8,000 depending on size and placement of your ad. Can be combined with another option. The souvenir program will be distributed in mid-September in major cities in Canada and the U.S., as well as at different venues in Montreal during the festival. See page 19 for details and ad reservation form.

ON-SITE PROMOTION PACKAGE

For \$1,500, your organization will be able to set up a booth at the main event venue and give away promotional material (subject to approval by BBCM Foundation). Can be combined with another option.

HYPERLINK & BANNER (WWW.BBCM.ORG)

For \$1,500 to \$10,000, your company can have a permanent hyperlink and colour banner on the BBCM EVENTS front page. Prices are \$1,500 CAN. per month including placement coordination and some design assistance. \$15,000 CAN. for a whole year. Proportional rates available based on the number of months you choose to be live. The majority of tourist and VIP pass holders use the BBCM Foundation web site for their travel info and their VIP pass reservations.

OFFICAL USE OF THE BLACK AND BLUE LOGO

For a minimum donation of \$500, the BBCM Foundation will allow you to use the Black and Blue logo (official international trademark) on your own promotional material, therefore associating your organization to this major event at a very low cost to you, and help to promote the event at the same time. Please note that your organization has to be supportive of the gay community and the AIDS cause in order to use the Black & Blue logo. The BBCM Foundation reserves the right to refuse granting this permission to any organization.

BLACK & BLUE OFFICAL T-SHIRT SPONSORSHIP

For \$5,000, your logo will be printed in a priority size and position on the official Black and Blue t-shirts.



PARTNERSHIP CATEGORIES

TITLE PARTNERSHIP \$35,000 CAN.

OFFICIAL PRESENTER - FINANCIAL CONTRIBUTION ONLY

All of the visibility elements described here and in the Grand Level category will be made available to the principal supporter providing that you have signed your intent to support before their production deadline.

Please refer to the complete list of benefits under Grand Level category (right hand side of this page) to which are added:

- event property for a full year or three years preferably
- title partner's name/logo integrated to the event signature (Black & Blue 360°)
- more VIP tickets / passes than the Grand Level partner(s)
- a dedicated wall at the main event venue to display your banner, advertising, videos, etc.
- your own VIP section at the main event
- double page spread advertising in the festival souvenir program
- two advertising panels on the festival invitation brochure
- a full page about your organization and/or products/services on the BBCM Foundation website (www.bbcm.org)

You will also have the first right to accept or decline the title of "Official Presenter" for the next edition of the Black & Blue Festival.

All and every promotional item (any publication, letterhead, banner, poster, website, etc.) will feature your logo or name prominently at the top, to the right of the Black & Blue 360° official logo, every time it is used by the BBCM Foundation. On all ads and promotional documents, your logo in top-billing with Black & Blue title and your logo also placed in the sponsors list at the bottom, hence double exposure.

ALSO:

- Your organization logo on the flyers used at official Black & Blue pre-events during the year in other cities
- Identification of centre-stage with your organization logo at the festival main events
- Other benefits to be discussed with BBCM Foundation

GRAND LEVEL \$20,000 CAN.

FINANCIAL CONTRIBUTION AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT

The name and logo of your organization to have appropriate visibility prominence and print size in keeping with the value of this support option. You will also have the first right to accept your participation, at this level, for the next edition of the Black & Blue Festival. All of the following visibility elements will be made available to your organization providing that you have signed your intent to support before respective production deadlines.

ONGOING VISIBILITY

- Ad campaign - your organization logo
- Official Invitation brochure - your organization logo on thank-you page (1 special box)
- Flyers - your organization logo
- Posters - your organization logo on all posters
- Official souvenir program - your organization logo on thank-you page
- Web Site - your organization logo and hyperlink to your web site
- T-shirt - your organization logo on the back
- VIP passes - your organization logo
- Press releases and official launch reception - your organization name.
- Mention of our partnership on the BBCM Facebook page.
- Full page advertising in the official souvenir program (Only if sponsorship is in \$)

VISIBILITY DURING THE MAIN EVENT

- Banner - your organization banner displayed
- Projections - your organization logo
- On site promotional distribution

OTHER

- The right to use the official Black & Blue Festival logo on your own advertising/promotions
- Free promotional VIP passes for the Festival and tickets for the main event or equivalent
- Other benefits to be discussed with BBCM Foundation in keeping with the value of your support level.

By selecting this category, your organization (or products/services) will be named the "official product" of your activity sector allowing you exclusive rights of supply and exposure, and free distribution as applicable.

PARTNERSHIP CATEGORIES (CONT)

MAJOR LEVEL \$10,000 CAN.

FINANCIAL CONTRIBUTION AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT.

The name and logo of your organization to have appropriate visibility prominence and print size in keeping with the value of this support option. You will also have the first right to accept your participation, at this level, for the next edition of the Black & Blue Festival. All of the following visibility elements will be made available to your organization providing that you have signed your intent to support before respective production deadlines.

ONGOING VISIBILITY

- Ad campaign - your organization logo
- Official Invitation Brochure - your organization logo
- Flyers - your organization logo
- Posters - your organization logo on all posters
- Official souvenir program - your organization logo
- Web site - your organization logo and hyperlink to your website
- T-shirt - your organization logo on the back
- Final press release - name of your organization
- Half page in Official souvenir program (Only if sponsorship is in \$)

VISIBILITY DURING THE MAIN EVENT

- Banner - your organization banner displayed
- Projections - your organization logo
- On site promotional distribution

OTHER

- The right to use the official Black & Blue Festival logo on your own advertising/promotions
- Free promotional VIP passes for the Festival and tickets for the main event or equivalent
- Other benefits to be discussed with BBCM Foundation, in keeping with the value of your support level.

ASSOCIATE LEVEL \$5,000 CAN.

FINANCIAL CONTRIBUTION AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT.

The name and logo of your organization to have appropriate visibility prominence and print size in keeping with the value of this support option. You will also have the first right to accept your participation, at this level, for the next edition of the Black & Blue Festival. All of the following visibility elements will be made available to your organization providing that you have signed your intent to support before respective production deadlines.

ONGOING VISIBILITY

- Ad campaign - your organization logo
- Official Invitation Brochure - your organization logo
- Flyers - your organization logo
- Posters - your organization logo on all posters
- Official souvenir program - your organization logo
- Web site - your organization logo and hyperlink to your website
- Final press release - name of your organization
- Quarter page in Official souvenir program (Only if sponsorship is in \$)

VISIBILITY DURING THE MAIN EVENT

- Banner - your organization banner displayed
- Projections - your organization logo
- On site promotional distribution

OTHER

- The right to use the official Black & Blue Festival logo on your own advertising/promotions
- Tickets for the main event or equivalent
- Other benefits to be discussed with BBCM Foundation, in keeping with the value of your support level.

PARTNERSHIP CATEGORIES (cont)

SIMPLE LEVEL \$2,500 CAN.

FINANCIAL CONTRIBUTION AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT.

The name and logo of your organization to have appropriate visibility prominence and print size in keeping with the value of this support option. You will also have the first right to accept your participation, at this level, of the next edition of the Black & Blue Festival. All of the following visibility elements will be made available to your organization providing that you have signed your intent to support before respective production deadlines.

ONGOING VISIBILITY

- Official Invitation Brochure - your organization logo
- Posters - your organization name on the official colour poster and your logo on the mega poster
- Official souvenir program - your organization logo
- Web site - your organization name and hyperlink to your website
- Final press release - name of your organization

VISIBILITY DURING THE MAIN EVENT

- Banner - your organization banner displayed

OTHER

- The right to use the official Black & Blue Festival logo on your own advertising/promotions
- Tickets for the main event or equivalent
- Other benefits to be discussed with BBCM Foundation, in keeping with the value of your support level.

FRIEND LEVEL \$1,000 CAN.

FINANCIAL CONTRIBUTION AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT.

The name and logo of your organization to have appropriate visibility prominence and print size in keeping with the value of this support option. You will also have the first right to accept your participation, at this level, of the next edition of the Black & Blue Festival. All of the following visibility elements will be made available to your organization providing that you have signed your intent to support before respective production deadlines.

ONGOING VISIBILITY

- Posters - your organization name on the official colour poster and your logo on the mega poster
- Official souvenir program - your organization logo
- Web site - your organization name and hyperlink to your web site
- Final press release - name of your organization

VISIBILITY DURING THE MAIN EVENT

- Banner - your organization banner displayed

OTHER

- The right to use the official Black & Blue Festival logo on your own advertising/promotions
- Tickets for the main event or equivalent

REPLY FORM PARTNERSHIP PROPOSAL



Please send this completed form to the BBCM Foundation with your logo in vector format: (.ai or .eps) to: rjv@bbcm.org

For further information, please contact:

THE BBCM FOUNDATION
2259 avenue Old Orchard
Montréal, QC, Canada H4A 3A7

ROBERT J. VEZINA,
PRESIDENT & FOUNDER
tel.: 514.875.7026 ext. 205 • cel: 514.816.3720 • rjv@bbcm.org

All \$ amounts are payable to The BBCM Foundation and payment must be received before the event. The BBCM Foundation does not issue tax receipts for sponsorship or advertising agreements. However, standard receipts on BBCM letterhead can be supplied upon request and can be used by your accounting department as proof of contribution.

PLEASE NOTE: IF YOUR SUPPORT IS NOT CASH BASED, THE PRODUCTS/SERVICES OFFERED HAVE TO BE ACTUALLY USEFUL TO THE EVENT (IE ADVERTISING, T-SHIRTS, LIQUOR PRODUCTS, REQUIRED-PRODUCTION EQUIPMENT, ARTISTIC/DECOR ELEMENTS, ETC.). FREE SAMPLES OF CONSUMER PRODUCTS, AND OTHER PERIPHERAL ITEMS ARE NOT CONSIDERED ESSENTIAL TO THE EVENT AND THEREFORE CAN'T AUTOMATICALLY RECEIVE BLACK & BLUE SPONSORSHIP BASIC VALUE. EACH PRODUCTS/SERVICES OFFERED HAS TO BE CONFIRMED AND APPROVED IN ADVANCE BY THE BBCM FOUNDATION.

CONTACT NAME AND TITLE.....

COMPANY

ADDRESS.....

CITY/PROVINCE/COUNTRY.....

POSTAL CODE/ZIP.....

TEL..... FAX..... EMAIL

WEB SITE WWW.....

SIGNATURE..... DATE

Yes, we would like to be associated with the 360° Edition of the Black & Blue Festival in Montreal and confirm the following sponsorship or advertising option(s): PLEASE CHECK WHERE APPROPRIATE: (Prices in CAN\$)

- ☐ **TITLE PARTNERSHIP** \$35,000 financial contribution (Official Presenter)
- ☐ **GRAND** \$20,000 financial contribution &/or equivalent products/services value (allowing for official status)
- ☐ **MAJOR** \$10,000 financial contribution &/or equivalent products/services value
- ☐ **ASSOCIATE** \$5,000 financial contribution &/or equivalent products/services value
- ☐ **SIMPLE** \$2,500 financial contribution &/or equivalent products/services value
- ☐ **FRIEND** \$1,000 financial contribution &/or equivalent products/services value
- ☐ **INVITATION BROCHURE ADVERTISING** from \$1,000 to \$4,000 (\$)
- ☐ **SOUVENIR PROGRAM ADVERTISING** from \$250 to \$8,000 (\$) See form on next page.
- ☐ **ON SITE PROMOTION PACKAGE** 1,500\$ (\$)
- ☐ **WEB LINK/FRONT BANNER** from \$1,500 to \$10,000 (\$)
- ☐ **USE OF THE BLACK & BLUE LOGO** \$500
- ☐ **OFFICIAL BLACK & BLUE T-SHIRTS SPONSORSHIP** \$5,000

REPLY FORM SOUVENIR PROGRAM AD

FILE SPECS

High quality magazine (300 dpi)

Files must be supplied in these following formats :

- Photoshop CC .tiff or .eps
- Illustrator CC .eps (outlined text)
- InDesign CC .indd
- Press Quality PDF

BLEED : You must add an extra 0.125" all around Full page and Central spread.

LIVE AREA : To avoid the text to be cut during the trimming, keep it inside the live area size.

Please ensure that fonts are rasterized before sending your file.

DEADLINE: September 5th, 2022

Files can be sent by e-mail at: rjv@bbcm.org
(must not exceed 8 MB).

The BBCM Foundation is not responsible for images and fonts problems. (If using Illustrator, fonts should be converted to path and images embedded).

IMPORTANT

All payments are payable to The BBCM Foundation. The payments must be received before the publication of the souvenir program. If the payment is not received the ad will not be placed in the program.

CONTACT NAME AND TITLE.....

COMPANY

ADDRESS.....

CITY/PROVINCE/COUNTRY

POSTAL CODE/ZIP.....

TEL..... FAX..... EMAIL.....

WEB SITE HTTP://

SIGNATURE..... DATE.....

Please make your selection with an X in the appropriate box (see advertising), sign above and fax at 1.514.875.9323 or send by email to rjv@bbcm.org

DISTRIBUTION

Starting towards the end of September, available in different hotels, restaurants, bars and stores across Montréal and at all Black & Blue Festival locations. Distributed via Tourism Montréal.

GENERAL SPECS

20,000 copies - Trim page size 8.5" X 10.875" - approx. 60 pages (or more) - 4 colors - FREE

ADVERTISING (prices in CAN. \$)

POSITION & FORMAT	STANDARD	PARTNER*	AD SIZE	LIVE AREA
<input type="checkbox"/> Inside front cover	\$ 5,000	\$ 2,500	8.5" x 10.875"	8" X 10.375"
<input type="checkbox"/> Inside back cover	\$ 4,000	\$ 2,500	8.5" X 10.875"	8" X 10.375"
<input type="checkbox"/> Back cover	\$ 6,000	\$ 3,000	8.5" X 10.875"	8" X 10.375"
<input type="checkbox"/> Central spread	\$ 8,000	\$ 3,500	17" X 10.875"	16.5" X 10.375"
<input type="checkbox"/> Full page	\$ 3,000	\$ 1,700	8.5" X 10.875"	8" X 10.375"
<input type="checkbox"/> Half-page horizontal	\$ 2,000	\$ 900	8" X 5"	X (n/a)
<input type="checkbox"/> Quarter page	\$ 1,000	\$ 550	3.875" X 5"	X (n/a)
<input type="checkbox"/> Business card	\$ 500	\$ 250	3.875" X 2.375"	X (n/a)

* PARTNER RATES (SUPPORTERS & SPONSORS, COMMUNITY PARTNERS, SMALL GAY BUSINESSES IN MONTREAL)

NOTE : FOR ALL MATERIAL NOT RESPECTING THE ABOVE SPECS, GRAPHIC DESIGN CHARGES WILL APPLY (75\$/HOUR).