

16th EDITION

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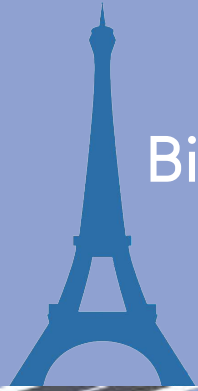
TOUR DE FRANCE LUNCH

—
Partnership
Opportunities



**FRENCH AUSTRALIAN
CHAMBER OF COMMERCE**

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& the Tour de France Lunch?



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The French Australian Chamber of Commerce
presents



TOUR DE FRANCE LUNCH



MELBOURNE
Le Tour experience
starting
19.07.19



The French Australian Chamber of Commerce and Industry (FACCI) is delighted to present the 2019 Tour de France Lunch. 2019 is a special year as we will be celebrating the 100 year anniversary of the Maillot Jaune ("Yellow Jersey"). There are over 21000 cyclists in Victoria and more than 57% declare the Tour as their favourite cycling event and watch the Tour de France on SBS. And it's not just about cycling, the Tour de France also captures the hearts of lovers of great French food and wine, spectacular scenery and vibrant history. The Tour de France Lunch links all these features in a unique event, creating an outstanding opportunity to showcase your company's brand, increase its visibility, make new connections and generate new business opportunities. In 2019, the 16th year of the FACCI Tour de France Lunch, we are placing a special emphasis on women in

cycling and business. And so we are delighted that this year's Master of Ceremonies is Dr Bridie O'Donnell, former professional cyclist. Own charity partner for the event is, once again, Tour de Cure. During lead up to the event, FACCI will undertake a targeted communication campaign, focusing on corporate and cyclist as including through social media. We are excited to offer your company the ability to be highly visible in that campaign and to be a key player at the Event itself. In this Sponsorship Kit, you will find more details of the Lunch Programme and entertainment, and all the details you need to become a sponsor of FACCI's Tour de France Lunch.

We invite your participate ever our and to share in the excitement of being a part of the most famous bicycle race in the world.

Mickael Georgitsis
President FACCI Victoria



1st

Private network of French
companies in Australia

16th

Edition of the famous
Tour de France Lunch



3rd

Largest membership
based French Chamber
Commerce in Asia - Pacific

400 + Participants

Providing visibility among key
industry decision makers



10 000

Contacts in
The French Australian Chamber
of Commerce Network

10 000

Potential contacts for
your business through mailing
campaigns, Social Media etc.

"The FACCI Tour de France lunch is without doubt the business lunch of the year. Great food and wine, superb company and the best local celebration of Le Tour. It's not to be missed." David Culbert, Jump Media

"The Tour de France lunch is such a great event to renew with previous contacts and meet new francophiles ... It is definitely part of my social calendar and a long awaited occasion from many of my clients." Isabelle Lefevre, Partner at Deloitte

"The FACCI Tour de France lunch has provided me a perfect business development opportunity to entertain clients and build relationships, year after year, in a great environment where conversations about business, cycling, food, travel would naturally flow. Clients loved attending this event and were raving about it, months afterwards. It is just a unique moment in Melbourne's busy event calendar. I'm looking forward to the next one!" Alain Herz Senior Alliance Specialist, SAS

"Sleep deprived from watching so much of the Tour on SBS, I needed another dose of seriously good French food, wine, style, networking.....and more cycling! Vive le Tour de France lunch!" Kerry Willcock

Indicative Program 2019

Lunch

3 laps of great French food and wine

Bicycle museum

Charly

Century of Maillot Jaune

Displays of Maillots Jaunes

Best of...

SBS videos of classic Tour de France



It's your turn!

Wahoo Challenge



Your Master of Ceremonies

Dr Bridie O'Donnell

What we can offer

HIGH VISIBILITY

- Naming rights of the event
- Speaking opportunities
- Acknowledgment of your sponsorship during the official proceedings and in the lunch programme
- Allocation of prominent space at the venue (product, corporate banners)

COMMUNICATION

- Advertisement included in the lunch programme
- Brand activation on FACCI communications: Social media, website, Tour de France Lunch web page, booklet (300 copies)
- Photographs of the event taken by a professional photographer focusing on your donation and brand

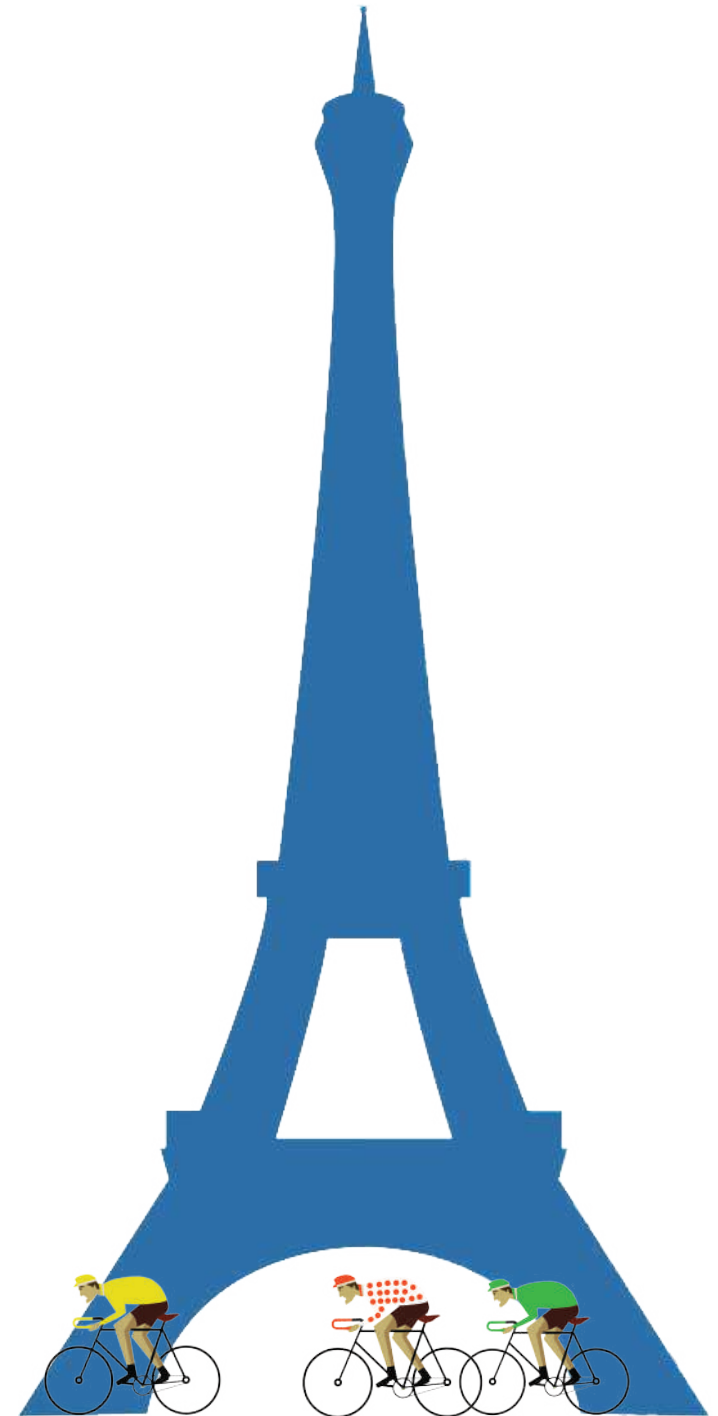
CORPORATE SIGNAGE

- Your logo displayed in the event venue
- Your exclusive branded photobooth
- Opportunity to provide branded gift bags
- Opportunity to provide all guests with promotional material at the event (brochures, flyers, gifts, silent auction items)

NETWORKING OPPORTUNITIES

- Complimentary ticket(s) and VIP seats at the Head Table
- Opportunity to organise a CEO Lunch reception with selected FACCI members linked to the 2019 Tour de France Lunch
- Special cycling VIP seated at your table

We are more than happy to discuss any ideas you may have to enrich the Tour de France Lunch and to suit your requirements. Please feel free to contact us if you need any further information.



Terms

| | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 | In-Kind Sponsor |
|--|----------------------|------------------|-------------------|-------------------|-----------------|
| YOUR INVESTMENT (excl. GST) | | | | | |
| - VISIBILITY | | | | | |
| Speaking opportunities | ● | | | | |
| Acknowledgement of your sponsorship during the official proceedings | ● | ● | ● | | |
| FACCI emailing campaigns: Article announcing our Event Partnership (6,000 contacts) | ● | ● | | | |
| FACCI website: 1 month top banner (728x90px) and a badge (300x300) (Unique Visitors/month: 4500, Page views/month:15,000) | ● | ● | | | |
| Advertisement offered in the lunch booklet given to guests during the lunch (about 300 copies) | ● | ● | ● | ● | |
| Logo and name inclusion - Inclusion of the company logo on the HTML invitation (3,000), program (300 copies), and website | ● | ● | ● | ● | ● |
| Exposure on FACCI communications - Social media (LinkedIn, Facebook, Twitter), FACCI website, FACCI newsletter (6,000 readers) | ● | ● | ● | ● | ● |
| Exposure on Partner Communications | ● | ● | ● | ● | ● |

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|---|----------------------|------------------|-------------------|-------------------|-----------------|
| - CORPORATE SIGNAGE | ● | ● | | | |
| Allocation of prominent space at the venue for a promotional display (Car, Bikes.) | ● | | | | |
| Opportunity to provide branded gift bags visible on selected guest seats | ● | | | | |
| Your exclusive branded Photobooth | ● | | | | |
| Corporate banner display: Banner displayed in a prominent position (chosen by Organiser) in selected areas. | ● | ● | ● | ● | |
| - NETWORKING OPPORTUNITIES | ● | | | | |
| Opportunity to organise a CEO lunch reception with selected FACCI members linked to the 2019 Tour de France Lunch | | | | | |
| Complimentary tickets with preferential seating | 20 | 10 | 5 | | |
| Complimentary VIP seats at the Head Table | 1 | | | | |
| - GIFTS | ● | ● | ● | ● | ● |
| Opportunity to provide all guests with promotional material at the event (brochures, flyers, gifts) | ● | ● | ● | ● | ● |
| Photos - Photographs of the event taken by a professional photographer focusing on your donation and brand | ● | ● | ● | ● | ● |
| Other benefits | ● | ● | ● | ● | ● |
| They can be negotiated to suit your specific requirements | | | | | |

Contact

Ludivine Durier & Thomas Mercier

Events & Partnership

T (+61 3) 9027 5642

ludivine.durier@facci.com.au

thomas.mercier@facci.com.au

Albane Chenu & Fatouma Aguid

Events & Partnership Assistants

T (+61 3) 9027 5642

event-vic@facci.com.au

