

Partnership Plan



51th Edition
2017

History and characteristics

The oldest festival of its kind in North America

The Festival Folifrets Baie-James is a legally constituted non-profit organization whose mission, for 50 years, has been to organize winter-carnival-type festivities. It was in 1967 that a member of the Chibougamau Chamber of Commerce, Léopold Larouche, suggested organizing a snowmobile competition in Chibougamau. Since then, every year, the town of Chibougamau has been recognized for its unique winter festival, where family and snowmobiling are in the spotlight. Formerly the Rallye International de Chibougamau, the Festival Folifrets Baie-James became more family-oriented and returned to downtown.

The event brings everyone out to enjoy our great winter days.

Two major activities are hallmarks of the Festival Folifrets Baie-James:

The Cross-Country is a snowmobile race based on rider endurance. Participants receive over \$20,000 in awards and prizes in various categories.

In the Randonnée du Président, the high point and last event, riders travel over more than 60 kilometres of marked trails. The goal of the Randonnée du Président, which mainly involves vintage snowmobiles, is to earn points by reaching various checkpoints. Points are also awarded based on snowmobile age. In 2015, this constantly growing event attracted more than 600 riders.

Also and above all, the Festival Folifrets is more than 300 volunteers supervised by an Organizing Committee, also composed solely of volunteers, who organize and supervise a vibrant, emotionally charged program of festivities to entertain locals and visitors.

LIST OF FESTIVAL OFFICERS AND ORGANIZING COMMITTEE:

Noms	Coordonnées	Poste
Nacy Gervais	Cellulaire : 418-748-5422	Présidente
Chantale Leblond		Vice-présidente
Patrick Biron		Trésorier
Claude Girard		Vice-président technique
Marie-Josée Courte		Vice-présidente adjointe
Doris Paul		Directrice financement
Vacancy		Secrétaire

Complete list of the organizing committee, available on request from Mrs. Doris Paul at administration@festivalfolifrets.com or 418 770-3300

Attention note that we have kept the data of the 49th because that 2016 was special because it marked the 50th anniversary of the event.

The Cross Country attracts more riders consisting mainly of Nord-du-Québec region.

Provenance des participants du Cross-country 2015	
Chibougamau	17
Chicoutimi	1
Dolbeau-Mistassini	3
La Doré	4
Lanaudière	1
Lavaltrie	2
Mirabel	1
Mistissini	21
Normandin	1
Notre-Dame-de-Laurette	1
Oujé-Bougoumou	3
Québec	1
Rouyn-Noranda	2
St-Félicien	2
St-Félix-de-Valois	1
St-Honoré	1
Waswanipi	1
Wemindji	1
	64

Attendance

It is difficult to accurately calculate attendance for each activity, since access is not controlled. The following data is approximate and gives an idea of the number of people who participated in each event.

Participation aux différentes activités		
Activité	2014	2015
Soirée d'ouverture (couronnement de la reine)	100	100
Cross-Country (coureurs)	60	64
Cross-Country (spectateurs)	3 000	3 500
Déjeuner du Festival	1 000	821
Soirée des aînés	200	250
Soirée bénévolat (ville de Chibougamau)	450	470
Soirée Folifrets	300	200
Journée familiale	5 000	5 000
Rallye magasinage	35	51
Randonnée du Président (randonneurs)	645	629
Randonnée du Président (spectateurs)	6 200	6 500
Total	16 990	17 495

PRIZE STRUCTURE

Prize Structure					
Randonnée du Président Prizes			Cross-Country Prizes		
				Pro	Sport
1	\$3,200		1	\$5,000	\$2,500
2	\$2,500		2	\$3,000	\$1,500
3	\$1,800		3	\$2,000	\$750
4	\$1,100		4	\$1,000	\$500
5	\$950		5	\$750	\$400
6	\$850		6	\$600	\$300
7	\$750		7	\$500	\$250
8	\$650		8	\$400	\$200
9	\$550		9	\$300	\$150
10	\$450		10	\$250	\$150
11	\$350				
12	\$250				
13	\$150				
14	\$150				
15	\$150				
16	\$150				
17	\$125				
18	\$125				
19	\$125				
20	\$125				
21	\$100				
22	\$100				
23	\$100				
24	\$100				
25	\$100				

Structure of the Partnership Plan

Platinum Partner	Gold Partner	Diamond Partner	Copper Partner	Iron Partner	Bronze Partner
\$10,000 and over	\$5,000 to \$9,999	\$3,000 to \$4,999	\$2,000 to \$2,999	\$1,000 to \$1,999	\$500 to \$999

Prize Partner	\$100 to \$,5000
For this category, contact Doris Paul at 418-770-3300	

IT IS POSSIBLE TO SIGN FOR 3 YEARS AND OVER WITH INCREASED VISIBILITY. CONTACT US TO TALK ABOUT

Visibility Plan

Platinum Partner: (\$10,000 and over)

- Your logo will be on all print advertisements:
 - In the print media, newspapers and specialized magazines
 - On membership cards (2,000 cards)
 - On promotional T-Shirts
 - On the Festival's trailer
 - On partner banners
 - On the Festival's website: www.festivalfolifrets.com
 - On promotional posters
 - On the official Festival and Cross-country placemats (20,000 copies)
- Mentioned in other media
 - Radio
- Invitation to the press conference announcing the festivities
- Invitation for photos on the start line of the Cross-Country and Randonnée du Président
- Two free tickets to each event and, where possible, invitation to speak

- Possibility of being associated with a specific activity
- A Randonnée du Président or Cross-Country prize (your choice) awarded on your behalf with the possibility of it being presented to the winner by your representative
- Press book at the end of the Festival

Gold Partner: (\$5,000 to \$9,999)

- Your logo will be on some print advertisements:
 - In the print media, newspapers
- On promotional T-Shirts
 - On the Festival's trailer
 - On partner banners
 - On the Festival's website: www.festivalfolifrets.com
 - On promotional posters
 - On the official Festival and Cross-country placemats (20,000 copies)
- Mentioned in other media
 - Radio
- Invitation for photos on the start line of the Cross-Country and Randonnée du Président
- Two free tickets to each event and, where possible, invitation to speak
- A Randonnée du Président or Cross-Country prize (your choice) awarded on your behalf with the possibility of it being presented to the winner by your representative
- Press book at the end of the Festival

Diamond Partner: (\$3,000 to \$4,999)

- Your logo will be:
 - On some print advertisements
 - On the Festival's website: www.festivalfolifrets.com
 - On promotional posters
 - On the Festival's trailer
 - On the official Festival placemats
- One free ticket to each event and, where possible, invitation to speak

- Press book at the end of the Festival

Copper Partner: (\$2,000 to \$2,999)

- Your name will be on some print advertisements:
 - In the local newspaper only
 - On the Festival's website: www.festivalfolifrets.com
- Press book at the end of the Festival

Iron Partner: (\$1,000 to \$1,999)

- Thanks in the local newspaper
- Name on the Festival's website: www.festivalfolifrets.com

Bronze Partner: (\$100 to \$999)

- Thanks in the local newspaper

Prize Partner: (Depending on the prize)

- The prize will bear your name and you may present it yourself
- Thanks in the local newspaper

Preliminary program

December 2016	Press conference (date to be determined)
February 23, 2017	Opening ceremony with the coronation of the Festival queen
February 24, 2017	Registration for the Cross-Country
February 25, 2017	Cross-country and Award Ceremony
February 28, 2017	Festival Breakfast Volunteer Recognition Evening
March 1, 2017	Festival Breakfast Seniors' Evening
March 2, 2017	Festival Breakfast Folifrets Evening
March 3, 2017	Festival Breakfast Family Day Registration for the Randonnée du Président
March 4, 2017	Randonnée du Président and Award Ceremony