



2024
KAOHSIUNG
FRENCH
FESTIVAL
CELEBRATING PROVENCE



Le Palais du Pharo (Marseille)
法羅宮(馬賽)



Les Calanques (Marseille)
卡朗格峽灣(馬賽)



Oliveraies
橄欖園

2024, JUNE 7-9
PIER 2 (DAYI PARK) KAOHSIUNG



GENERAL INFORMATION

EVENT

**2024 Kaohsiung French Festival
Celebrating Provence**

DATE

June 7-9, 2024

VENUE

PIER 2 - Dayi Park & Brick A+B, Kaohsiung

FESTIVAL OPERATING HOURS

14:00 - 22:00

ESTIMATED VISITOR TRAFFIC

50,000+

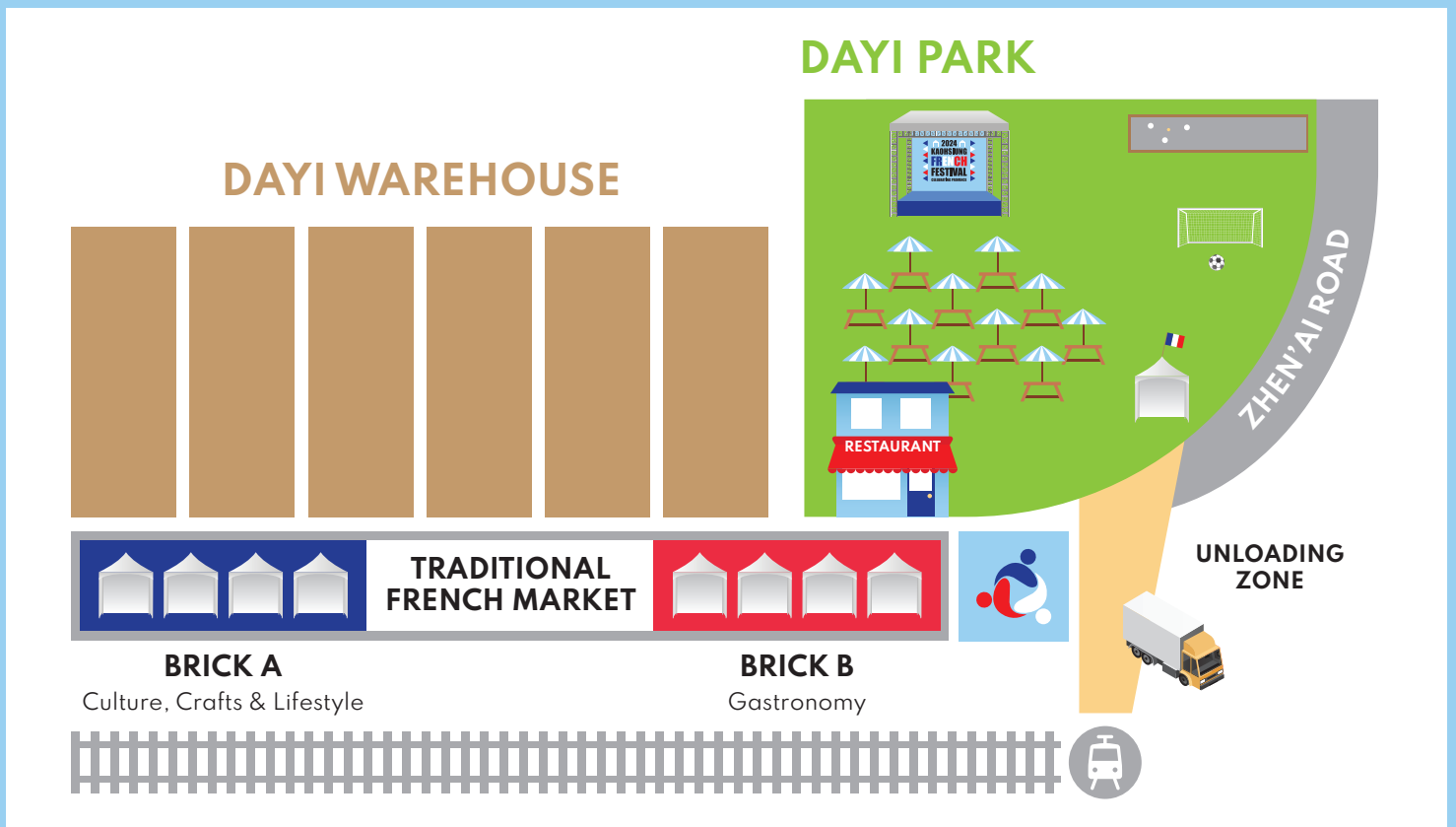
Co-organized by Kaohsiung City Government, the ministry of Foreign Affairs, the French Office in Taipei, the French Chamber Taiwan and the Association des Français in Taiwan, the very first edition of “2024 Kaohsiung French Festival - Celebrating Provence” will take place in Kaohsiung from June 7 to June 9, 2024.

For this inaugural edition, we have chosen a theme that highlights the cultural synergies between Taiwan and France, offering participants the chance to discover and celebrate the rich tapestry of traditions, arts, and values that unite our two nations.

This event will feature a French market with 50 stands showcasing our French delicacies, beverages, and crafts. Cultural activities will be organised: initiation and tournaments of football and pétanque, workshops to discover French language, conference ‘Science Bubble tea’, outdoor movie screening...



TENTATIVE FESTIVAL FLOOR MAP



TENTATIVE AGENDA

	THURSDAY JUNE 6	FRIDAY JUNE 7	SATURDAY JUNE 8	SUNDAY JUNE 9		
10AM	Booth Installation	Booth Installation				
11AM						
12PM		Electricity Test				
1PM						
2PM		Market Soft Opening			Market Opening	Market Opening
3PM						
4PM		Opening Ceremony			Stage Performance	Stage Performance
5PM						
6PM	Stage Performance					
7PM	Concerts	Concerts	Concerts			
8PM						
9PM	Market Closure	Market Closure	Market Closure			
10PM			Booth Removal			

COMMUNICATIONS

To raise awareness of the public, our communication plan is mainly based on:



- ▶ Prints / Flyers
- ▶ Digital Marketing Campaign
- ▶ Press Releases
- ▶ Social Media Exposure
- ▶ Street Advertising Posters
- ▶ Radio
- ▶ Emailing
- ▶ Interviews



SPONSORSHIP PROGRAMS

Two different sponsorship programs are proposed to you:

PLATINUM SPONSOR

\$ 100,000 NTD

EXCLUSIVELY FOR PLATINUM SPONSORS:

You will have a private meeting with the Mayor of Kaohsiung City and the heads of designated departments.

Your company name will be mentioned in three different press releases.

Your company name will be mentioned during the opening ceremony speech.

Your company name/logo mentioned in all digital marketing campaigns.

Your company name/logo mentioned in outdoor marketing campaigns.

Your company name/logo mentioned on the VIP invitation.

10 invitations for the VIP opening ceremony

OPTIONAL: A free booth, well-located in the market area.

AND:

Your company name/logo printed on the stage background (larger size).

Your company name/logo printed on the entrance truss (larger size).

Your company name/logo printed on on-site sponsor boards (larger size).

GOLD SPONSOR

\$ 50,000 NTD

FOR GOLD SPONSORS:

Your company name/logo printed on the stage background.

Your company name/logo printed on the entrance truss.

Your company name/logo printed on on-site sponsor boards.

SPONSORSHIP ENGAGEMENT COORDINATOR

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