



Diversity, Equity and Inclusion Advisory Committee Sponsorship Application Form

The Diversity, Equity and Inclusion Advisory Committee (DEIAC) was established by City Council to monitor and provide advice to City Council on the Cultural Diversity and Race Relations Policy. The Committee also has a mandate to provide education and awareness programs on diversity, equity and inclusion of all citizens in the City of Saskatoon.

The Committee supports education and awareness by undertaking some of its own initiatives and by supporting organizations in the community on initiatives that support one or more of the following four community outcomes of the Cultural Diversity and Race Relations Policy:

- The workforce will be representative of the population of Saskatoon;
- There will be zero tolerance for racism and discrimination in Saskatoon;
- Community decision-making bodies will be representative of the whole community of Saskatoon; and
- There will be awareness and understanding in the community regarding the issues, and acceptance of the various cultures that make up Saskatoon.

Please indicate which of the above community outcome(s) your project is addressing.

Note: The Committee's intent is to provide education throughout the year, not just in the month of March. This will be part of the Committee's consideration of your sponsorship request. The event or project must take place in Saskatoon and all eligible expenditures must be directly related to the event being sponsored.

Ineligible expenses include: cash prizes, administrative/overhead expenses, third party funding, fundraising and alcohol.

Events to be considered for sponsorship will be open and available to the public for anyone who may be interested in attending or participating.

Application Deadlines:

April 1 (for projects taking place from April to September)
October 1 (for projects taking place from October to March)

Applicant Information

1. Organization Name: Conseil culturel fransaskois

2. Your Group Is A: (check all that apply)

registered non-profit registered charity not a registered organization

3. Address: Office 216, 1440 9th Ave N, Regina, SK

4. Postal Code:

██████

5. Email Address:

████████████████████

6. Contact Name: Katina Gagné

7. Pronouns: (She/Her,
 He/Him, They/Them)

8. Contact's Role: Sponsorship Coordinator for the Festival Fransaskois	
9. Phone Number: 1-306-565-8916 (organization), 204 881	10. Fax Number:
11. Website: https://conseilculturelfransaskois.ca/	
Project Information	
12. Project Name: Festival fransaskois	
13. Project Date and Location: June 6th and 7th - Downtown Saskatchewan	
14. What is the fee/ticket amount for the event? <input checked="" type="checkbox"/> Free <input checked="" type="checkbox"/> Other (If other please specify the amount) \$ Free for c	
15. Project Description: (Maximum 350 characters) For over 40 years, the Festival Fransaskois has brought people together to celebrate Francophone arts and culture in Saskatchewan. Enjoy a weekend of music, entertainment, family fun, and artisanal displays. Committed to community, inclusion, and diversity, the festival offers a vibrant, enriching experience for all!	
16. What is the primary purpose of your event? <input checked="" type="checkbox"/> Learning/Education <input checked="" type="checkbox"/> Artistic Expression <input type="checkbox"/> Advocacy <input checked="" type="checkbox"/> Community Celebration	
17. What communities will your event or project serve? (Maximum 200 characters) The Festival Fransaskois serves Francophone, Francophile, art enthusiasts and diverse communities across Saskatchewan, fostering exchange, and community engagement for people of all backgrounds.	
18. How many people do you anticipate will attend your event? 1200	
19. How does your project contribute to inclusion of marginalized groups in Saskatoon? Please speak to one or both of the following questions within your answer: (Maximum 450 characters) a) How does your event contribute to celebrating multiculturalism? b) How does your event contribute to an equitable, anti-racist, and anti-oppressive Saskatoon? (See definitions below) The Festival Fransaskois celebrates multiculturalism by showcasing diverse Francophone artists, including Indigenous and marginalized voices, and featuring community organizations that champion diversity and inclusion. Through our programming and free tickets for youth under 14, we ensure accessibility for families. By breaking barriers and addressing systemic inequalities, we actively work toward eliminating systems of oppressions.	

20. How will you acknowledge the City of Saskatoon Diversity, Equity and Inclusion Advisory Committee as a funder of your event? (check all that apply)

Social media post Display our logo on event materials Verbal recognition at event

Budget Information

21. Sponsorship Request Amount: 2000

22. Total cost of the project: 144 000

23. What other groups/partners/funders will your project involve:

Please see detailed budget and attached sponsorship folder.

24. Please submit a budget for your project, which shows how the DEIAC Sponsorship will be used. Please see budget template and example budget.

Signature of Applicant: _____ Date: March 26th, 2025

Name of Applicant: (printed) Katina Gagné

How to submit this application:

1. Complete this form in full
2. Attach a simple budget for your event (see example document)
3. Email City.Clerks@saskatoon.ca
 - a. Address your email to the Diversity, Equity and Inclusion Advisory Committee
c/o City Clerk's Office
 - b. Put in your subject line "DEIAC Sponsorship Request Application"

If you have any questions, please contact:

Heather Janzen, Committee Assistant - 306-975-3240

Definitions:

Anti-racism: the active process of identifying and opposing racism and working towards eliminating it through changing beliefs, actions, and structures.

Source: Alberta Civil Liberties Research Centre

Anti-oppression: the active process of identifying, opposing, and working towards eliminating systems of oppression, which include: colonialism, racism, sexism, homophobia, transphobia, classism and ableism. These forms of discrimination result in individual discriminatory actions as well as structural or systemic inequalities for certain groups in society. Anti-oppressive practices and goals seek to recognize and counteract such discriminatory actions and power imbalances.

Source: The Anti-Oppression Network

Budget Example

Estimated Income	Amount
Example Grant	\$1000.00
Example Grant	\$1000.00
Total Revenue	\$2000.00
Estimated Expenses	Amount
Food	\$800.00
Elder Honorariums	\$600.00
Poster Printing and Social Media Ads	\$100.00
Speaker Rental	\$500.00
Total Expenses	\$2000.00

CONSEIL CULTUREL FRANSASKOIS

FESTIVAL 2025-2026

BUDGET

REVENUS	
Sasklotteries	15 000
PCH - programmation	75 000
ministère de l'éducation	30 000
SQRC	2 000
Regina folk fest	0
Artsverst matching sponsorship	3000
Vente bar	3 000
ajf commandite	2 000
vente repas -	
Billetterie	6 850
Vente publicité	6 000
commandite sasktel ?	0
Commandite Air Canada	0
Contribution partenaires	0
Entr'elles support déplacement	0
Commandites	1 194
Siman auto sales	0
TOTAL REVENUS	144 044

Dépenses	144 044 \$
----------	------------

		salaires	Déplacement	Hébergement	# personnes	perdiem	
	Agente communications	6 000					
	Équipe CCF Regina	4 000	271	4335	5	450	
				0			
	Équipe CCF Saskatoon (5)		0		5		
		10 000 \$	271 \$	4 335 \$	10	450 \$	
		Cachet	Déplacement	Hébergement	# personnes	perdiem	
Équipe Festival	Coordination village fransaskois et programmation partenaires	1 000		0	1	0	
	Direction technique /conseiller musical	4 000	0	0	1	100	
	Stagiaire	1680					
	Responsable des bénévoles	1 000	0	0	1	0	
		7 680 \$	0 \$	0 \$	3	100 \$	
		Plus bas coût réels	Cachet	Déplacement	Hébergement	# personnes	perdiem
Coût de production festival	Location site festival	10 000					
	stationnement véhicules CCF	350					
	Honoraire technicien Pure renforcement	1 860					
	Honoraire technicien Night Owl (stage)	2 520					
	Location tentes	7 000					
	Location scène (Night Owl)	5 225	310				
	Location technique (Pure Reinforcement)	4 200					
	Location vans (3)	3 000					
	Essences des locations des vans	400					
	Location clotures et toilettes	5 800					
	transport Navette autobus scolaire du 5 au 7 juin	1 000					
	Location générateurs *	3 000					
	Partenariat Ness Creek	3 000					
	transport Pure Reinforcement	0	800				
	Droits d'auteur (socan)	1 000					
	MC1	1 500					
	MC2	1 500					
	partenariat Regina folk festival	2000					

	Bouffe équipe, bénévole et artistes	2 200				
	Bar	2 000				
	Frais de vente	600				
		58 155 \$	1 110 \$	0 \$	0	0 \$
vendredi soir	Cachet		Déplacement	Hébergement	# personnes	perdiem
	contribution événement PGD	500			0	0
	Technique location/ prêt de matériel	500	0	0	0	0
	artiste pour 5@7 au PGD	500	0	0	0	0
		1 500 \$	0 \$	0 \$	0	0 \$
samedi soir	Cachet		Déplacement	Hébergement	# personnes	perdiem
	Jeunes scène émergente	0	0	0	9	0
	mise en scène	2000	200	615	0	80
	artiste 5 - spectacle prod CCF	800	200	205	2	0
	artiste 3- spectacle prod CCF	2500	0	0	4	400
	artiste 3 - spectacle prod CCF	800	200	205	1	100
	House band spectacle production ccf + Accompagnements musiciens 1ère scène	2 500	200			
	artiste 1	4 000	1500	1230	3	100
		0	0	0	0	0
artiste 2	4 000	2 500	1230	2	200	
		16 600 \$	4 800 \$	3 485 \$	21	880 \$
samedi journée	Cachet		Déplacement	Hébergement	# personnes	perdiem
	Artiste 4	500			4	200
	Artiste 8 Rob atelier + spectacle	1500	300	615	0	200
	Conseil de St Laurent	0				
	Artiste 3	2 000	0	0	4	200
	Artiste 7	1 500	0	205	1	200
	Artiste 6 MaCkenzy atelier print	500	271	0	1	50
	Artiste 5	700	0	0		100
	Ludoland	1 800	271	615	1	
	Artiste 2	2 900	600	254	3	376
Artiste 1	500	170	0	4	200	
		11 900 \$	1 612 \$	1 689 \$	18	714 \$
Autres honoraires	Cachet		Déplacement	Hébergement	# personnes	perdiem
	commissionnaire sécurité	600	0	0	2	
	Photographe	2 000	0	0	1	0
	construction matériel	1 500	0	0	1	
		4 100 \$	0 \$	0 \$	4	0 \$
Service comm. interne	Impression - programmes	500				
	Achat matériel aménagement site	1 000				
	Achat merch	545				
	création visuel abstrait vidéo	2 000	0	0	0	
		4 045 \$	0 \$	0 \$	0	0 \$
Placement Publicités	Achat pubs FB, insta, Snap	57	0	0	0	
	impression aimants voitures/autobus	800	0	0	0	
	placement pub	3 000	0	0	0	
	L'eau vive	1 000	0	0	0	
	Impression programmes	300				
	Vidéos promos Isabelle Mercier	750				
	Publicités communautés kits graphiques envoyés	300				
	Pose affiches à Saskatoon	100	0	0	0	
		6 307 \$	0 \$	0 \$	0	0 \$
Réserve pour Imprévus		3 000 \$				
TOTAL						
TOTAL DES DÉPENSES		123 287 \$	Déplacement 7 793 \$	Héberg. 7 820 \$	personnes 52	Perdiem 2 144 \$
GRAND TOTAL		144 044 \$				



SPONSORSHIP PACKAGE

- FESTIVAL FRANSASKOIS 2025 -



Conseil culturel fransaskois

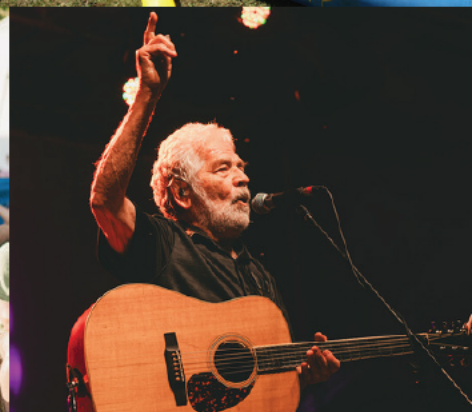
PRESENTATION

The **Festival francaskois** is the flagship event of Saskatchewan's Francophone community. It **celebrates the cultural and artistic richness of the Prairies' Francophonie** through a program featuring music, dance performances, family activities, and gathering spaces.

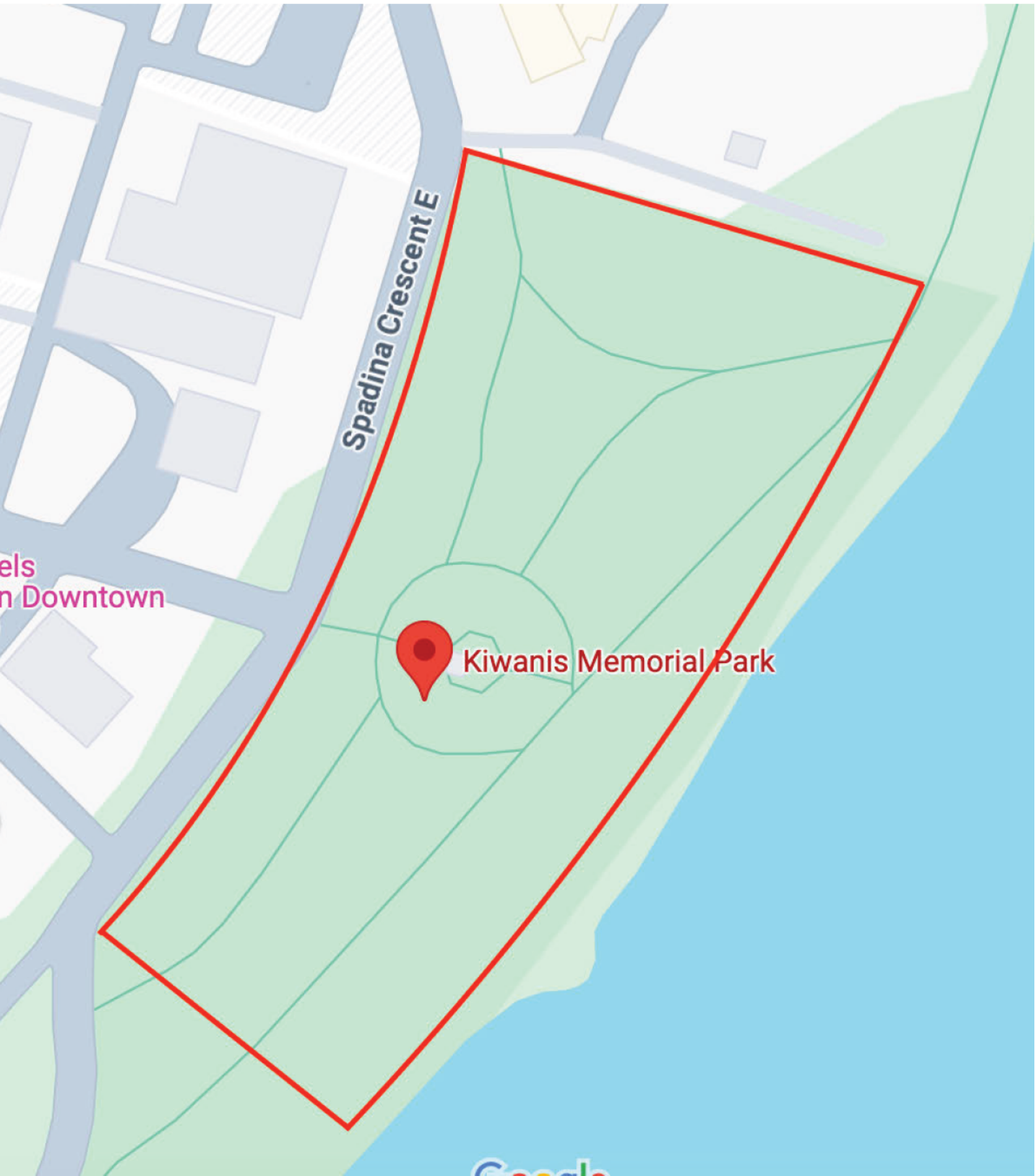
This year, the Festival francaskois 2025 will take place **on June 6 and 7 in the heart of downtown Saskatoon**, offering a prime location that ensures easy access for all attendees. This timing is particularly advantageous as it **coincides with the Nutrien Children's Festival of Saskatchewan**, scheduled from June 5 to 8, 2025, at Kinsmen Park.

This overlap of major cultural events creates a unique synergy, attracting a diverse audience and increasing visibility for our sponsors. Additionally, on June 7, the legendary band ZZ Top will be performing at the SaskTel Centre, adding another dimension to the city's cultural vibrancy during this period.

As a sponsor, you contribute to the sustainability of this festival while gaining visibility among an engaged and diverse audience.



TENTATIVE LOCATION



OBJECTIVES

The **Festival francsaskois 2025** aims to enrich **Saskatchewan** by showcasing Francophone arts and culture.

OUR OBJECTIVES ARE AS FOLLOWS:

- **Celebrate and promote Francophone culture** through a diverse artistic program.
- **Provide a platform** for both established and emerging artists, enhancing their visibility at the provincial and national levels.
- **Foster cultural exchange in French** by bringing together a diverse audience for an immersive experience.
- **Encourage an appreciation of the arts** by making performances accessible to all generations.
- **Strengthen access to Francophone culture in Saskatchewan** by offering high-quality professional events.

By becoming a partner, you directly contribute to the success of this flagship event and the vitality of the Francophone community.

THE 2024 FESTIVAL FRANSASKOIS SPONSORS

Last year, more than a dozen sponsors joined us!



Thanks to their participation and feedback, we are offering an even more attractive sponsorship program in 2025.

SPONSORSHIP PROGRAM

Becoming a sponsor of the 2025 Festival francaskois means partnering with a major event that brings together the Francophone community and its allies across Saskatchewan. **As a partner, you gain increased visibility and a direct connection with an engaged audience.**

WHY BECOME A SPONSOR?

INCREASED VISIBILITY

Your brand will be showcased to a **wide audience** through our **promotional materials, social media, and media partners.**

ACCESS TO A TARGETED AND DIVERSE AUDIENCE

- Over **1,200 festival-goers** expected throughout the event.
- An **engaged community of nearly 10,000 members** from the Conseil culturel francaskois and its partners.
- **Over 70,000 impressions** through our digital and print campaigns.

ASSOCIATION WITH A PREMIER CULTURAL EVENT

- The Festival francaskois has been a **must-attend event for over 40 years**, celebrating Francophone diversity and talent.
- A lineup featuring **local, national, and international artists.**

NETWORKING OPPORTUNITIES

Exclusive access to **VIP areas to connect with other** partners, artists, and key community figures.

COMMUNITY ENGAGEMENT AND SOCIAL IMPACT

Your contribution **supports the promotion of Francophone culture** in Saskatchewan and **encourages access to the arts for all**.

TAX BENEFITS

As a non-profit organization, the Conseil culturel francsaskois can issue **tax receipts** for certain sponsorships.



By sponsoring the 2025 Festival francsaskois, you not only **gain a strong return on investment** in terms of visibility and brand recognition, but you also **demonstrate your commitment to cultural diversity** and the vitality of Saskatchewan's Francophone community.

SPONSORSHIP PROGRAMS AVAILABLE TO YOU

BENEFITS	DIAMOND \$20,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,000	BRONZE \$1,000
Opportunity to speak on stage during Saturday's main show	✓				
A key festival location named after your brand	✓				
Official sponsor of the Festival fransaskois	✓	✓			
Your logo in the event recap video	✓	✓			
A dedicated question in the participant survey	✓	✓			
An official partnership announcement in traditional media advertisements	✓	✓			
Access to participation data from the 2025 edition	✓	✓	✓		
Your logo in the CCF annual report	✓	✓	✓		
Sponsorship priority for next year's festival	✓	✓	✓		
An official partnership announcement on the Festival fransaskois social media platforms	✓	✓	✓	✓	
Your logo on a vinyl decal placed on one of the official tour vehicles	✓	✓	✓	✓	
Your logo in the program, on the website and at the festival location for 360 visibility	✓	✓	✓	✓	✓
Verbal recognition during the festival as part of sponsor acknowledgments	✓	✓	✓	✓	✓
Festival tickets included	12	8	4	2	1

IN-KIND SPONSORSHIPS

We also welcome contributions of goods and services essential to the smooth running of the festival. In return, we offer visibility proportional to the value of the sponsorship.

EXAMPLES OF IN-KIND SPONSORSHIPS:

- **Food & Beverages:** Providing meals or snacks for artists and volunteers.
- **Accommodation:** Hotel rooms for artists and special guests.
- **Transportation:** Vehicle rentals, fuel, or airfare.
- **Technical Equipment:** Sound systems, lighting, stage setup, and audiovisual gear.
- **Promotion & Communication:** Printing of promotional materials, signage, radio or TV broadcasts.

Businesses providing **in-kind sponsorships will receive recognition equivalent to a financial sponsorship of the same value.**



SPONSORSHIP AGREEMENT

Organization Name: _____

Contact Name:

Address: _____

Telephone: () _____

Fax: () _____

E-mail: _____

PACKAGE	SUBTOTAL
<input type="checkbox"/> DIAMOND <input type="checkbox"/> GOLD <input type="checkbox"/> BRONZE <input type="checkbox"/> PLATINUM <input type="checkbox"/> SILVER	
Additional Information: _____ _____ _____ _____	
TOTAL	

Attached:

- () The advertisement in the chosen dimensions (.jpg, .tif, or .psd).
- () A cheque made payable to the Conseil culturel fransaskois.
- () Please invoice my company or organization.

By signing this, the sponsor, _____, and the Conseil Culturel Fransaskois agree to adhere to the deadlines described above.

Signature: _____ **Date:** _____

Please return this completed form along with the promotional material in .jpg or .tif format.



CONTACT

EVENT COORDINATION

Flany Ba

festivalfransaskois@culturel.ca

306-565-8916 Ext. 6

SPONSORSHIP COORDINATION

Katina Gagné

katina@voila-events.ca

204-881-2377