

BAD BOY CLUB® MONTREAL

25^{IÈME}
ANNIVERSAIRE

BLACK
&
BLUE
DISTRICT RED LIGHT MONTREAL

SPONSORSHIP PROPOSAL

FESTIVAL: FROM 7 TO 13 OCTOBER 2015

MAIN EVENT: SUNDAY, OCTOBER 11 MONTREAL - PIERRE-CHARBONNEAU AMPHITHEATER



PARTNERSHIP PROPOSAL & ADVERTISING OPPORTUNITIES

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THE 2015 BLACK & BLUE FESTIVAL

Montreal, Quebec, Canada October 7 to 13, 2015

Canadian Thanksgiving Holiday & American Columbus Day Holiday

Main Event: Sunday, October 11, all night long.



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THEME 2015: DISTRICT RED LIGHT MONTRÉAL

For its 25th Anniversary, the Black & Blue adds some RED and presents a theme inspired by the "District Red Light Montréal", while highlighting, at the same time, Montreal's nightlife reputation over the years. Starting with the prohibition days, the roaring twenties and the cabaret heydays of the fifties for example, Montreal obtained an enviable reputation as a festive city and one of the world's hot spots, recognized for its clubs, its bars and its cabarets. This made our metropolis the queen of entertainment and nightlife, some features that still define Montreal today. The 2015 Black & Blue theme and the shows that will be featured during the main event will be inspired by the burlesque, variety shows, glamour, sensuality and everything that has to do with "sexy".



A NEW SITE: PIERRE-CHARBONNEAU AMPHITHEATER

The BBCM team has chosen the Pierre-Charbonneau Amphitheater to host the 25th Anniversary of its Black & Blue main event. Located at the heart of the Olympic Park, the Pierre-Charbonneau Amphitheater was originally built for the 1976 Olympic Games where wrestling events and competitions took place. It is now a multidisciplinary complex which will allow the BBCM to organize a spectacular and friendly event in an original setting. The complex will also allow two distinctive music environments. The main room is a big square arena with stands all around and with a very high ceiling, thus allowing for amazing technical and visual effects.

OFFICIAL FACT SHEET

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

ABAAPAS
ACCM/SIDA BÉNÉVOLES MONTRÉAL
ACPV
ACT-TORONTO
ARC-EN-CIEL D'AFRIQUE
ARCHIVES GAIES DU QUÉBEC
BCPWA-VANCOUVER
BRUCE HOUSE-OTTAWA
CAMP POSITIVE (ROYAL VICTORIA HOSPITAL)
CATHOLIC COMMUNITY SERVICES
CCGLM
CENTRE D'ACTION SIDA MONTRÉAL (WOMEN)CENTRE PIERRE-HÉNAULT
CHAMBRE DE COMMERCE GAIE DU QUÉBEC
COALITION SIDA DES SOURDS DU QUÉBEC
COMITÉ DE DÉFENSE JURIDIQUE.
COMITÉ MONTRÉAL 2002
COMITÉ MONTRÉAL 2006
CLUB DE CURLING GAI LES PHÉNIX
CPAVIH
DIVERS/CITÉ (CÉLÉBRATION DE LA FIERTÉ GAIE DE MONTRÉAL)
DIRE ENFIN LA VIOLENCE
LES DRAGONS DE MONTRÉAL
LES ENFANTS DE BÉTHANIE
ÉQUIPE DE NATATION À CONTRE-COURANT
ÉQUIPE MONTRÉAL
FESTIVAL IMAGE & NATION GAIE ET LESBIENNE
FIERTÉ GAIE DE QUÉBEC
FONDATION CLG
FONDATION D'AIDE DIRECTE SIDA MONTRÉAL
FONDATION JOËL GRÉGORY
FONDATION FRIENDS FOR AIDS
FONDS DE DÉPANNAGE MÉDICAMENTS
FORUM JEUNESSE DE L'ÎLE DE MONTRÉAL

GAI ÉCOUTE
GAY LINE
GAP
GEISPI
GROUPE GAI ACTION INFLUENCE ÉDUCATION
HARRY BARTEL MEMORIAL FUND
HEAD & HANDS
HOMO SAPIENS
HÔPITAL GÉNÉRAL DE MONTRÉAL
IGLA 95
MAISON AMARYLLIS
MAISON D'HÉRELLE
MAISON DU PARC
MAISON LUDOVIC
MAISON PLEIN COEUR
MAISON RE-NÉ
MCGILL AIDS CENTRE
MCGILL AIDS CHILDREN CAMP
MC FAUCON
MIELS QUÉBEC
MISSION MONTRÉAL AISE SUR LES DROITS HUMAINS DES SIDÉENS
PWA FOUNDATION-TORONTO
REGROUPEMENT DES PERSONNES VIH AU QC
VOLLEY-BORÉAL BIG JUMP
RUBAN EN ROUTE
SÉRO-ZÉRO
SIDACTION
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: \$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 \$485 million.

Spin-offs of the annual Black & Blue Festival are estimated at more than \$25 million. 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 last two 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 4 members. The Organizing Committee is composed of about 40 volunteer members from various backgrounds reflecting the diversity of our communities. More than 500 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 7-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 an art exhibit & auction, sports activities, live performances, cultural events, brunches, a VIP dinner reception, a film presentation, small and large benefit parties, and much more.

The crowning event is the "Black & Blue Party" (Sunday, October 11th, 2015). 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 25th Black & Blue Festival will truly be a highlight of year 2015, 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.



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



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

THE PARTICIPANT PROFILE

Statistics provided by CROP and Léger Marketing Survey. Done for Tourism Montréal, Tourism Québec and The BBCM Foundation, 1999, 2000, 2003, 2009 and 2012.

\$1,800 CAN.

Average total expenses spent by one Black & Blue tourist in Montréal (main event only)

\$13,770,000 CAN.

Minimum total expenses spent by Black & Blue main event tourists in Montréal (main event only)

\$25 MILLIONS CAN.

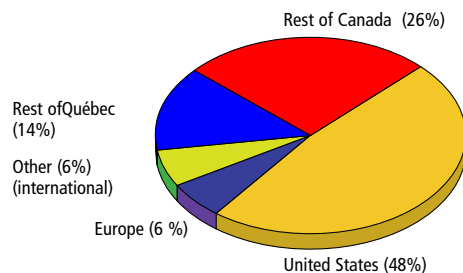
Economic impact - both direct and indirect - of Black & Blue main event tourist activity in Montréal (main event only)

\$35 MILLIONS CAN.

Montréal total economic impact for the overall festival, one of the highest returns of any organized tourist event in Canada. Includes other Black & Blue tourists NOT attending the main event. These figures include visiting media representatives, special guests and artists.

BLACK & BLUE TOURIST PROFILE

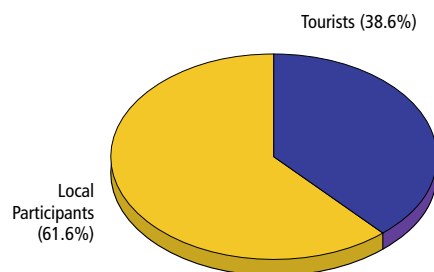
Geographic origin of male tourists



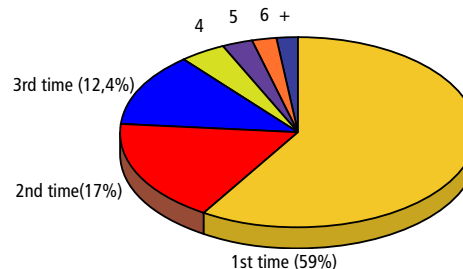
2012 LÉGER MARKETING STUDY

WHERE ARE THE BLACK & BLUE PARTICIPANTS FROM

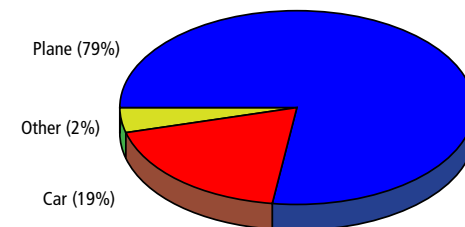
This study shows that Black & Blue Festival has a higher average rate of tourists than the other festivals in Montreal



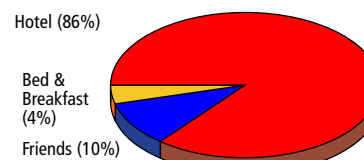
How many times have you been to Black & Blue ?



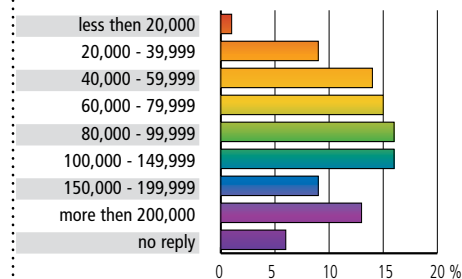
What kind of transportation did you use to get to Montréal ?



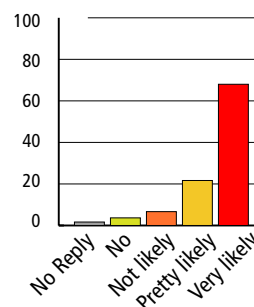
Where did you stay during the Festival ?



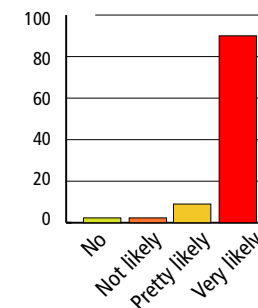
Annual home income (\$ can)



What is the probability that you would come back to the Black & Blue Festival ?



Would you recommend the Black & Blue Festival to someone else ?



FACTUAL SUMMARY

SPONSORS, ASSOCIATES, FRIENDS AND PARTNERS

Some examples of the past few years not in order of importance or alphabetical order.

Government of Québec
Montréal Convention and Tourism Bureau
(Tourism Montreal)
Québec Liquor Permits Board
Olympic Installations Board
Montréal Convention Centre
Government of Canada
Le Cirque du Soleil
Club Metropolis
Montréal Museum of Fine Arts
Famous Players Cinemas
L'Opéra de Montréal
Montréal Contemporary Art Museum
Molson Breweries
Naya Natural Spring Water
Air Canada
Harry Rosen
Glaxo Wellcome
Merck Frosst
Bank of Montreal
Absolut Vodka
Roche Pharma
Merrill Lynch
American Express Travel Services
IBM Canada
Le Château stores
Mikes Restaurants
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

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
Séro Zéro, AIDS prevention group
Divers/Cité Gay Pride Committee, Montreal
Québec Gay Chamber of Commerce
Boston Hope
Image & Nation Film Festival
Équipe Montréal (Montreal gay sports teams)
A Contre Courant Aquatics Club
Dimane PR, Belgium
W Hotels
VIA Rail Canada
Delta Hotels
Société des Alcools du Québec
Starbucks Coffee
Lifestyles Condoms
ALDO Group®
Coors Light
Liberté Yogurts
Canadian Union of Public Employees
DSC du Village Gai de Montréal
Base Energy Drink
Ticketpro.ca
Archambault Music Store

THE FOUNDATION

- 1,300,000\$ donated
- 485 million \$ in tourism spin-offs generated for the Montreal economy so far.
- Supports many AIDS & gay community groups
- Volunteer based
- Important community leader

THE PARTICIPANT

- Greater than ever average disposable income
- Key market consumer
- Interested and enthusiastic towards the 2015 Edition
- Demonstrates product 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, 10^e 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

THE EVENT

- 30,000 participants
- 7 days of activities
- Best and biggest of its type in North America
- World renowned
- Cultural, Sports, Social
- Not-to-be-missed 25th Edition

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

2013 - BLACK & BLUE XXIII
45 events, Ste-Catherine

2014 - BLACK & BLUE XXIV
40 events, Inspiration Metropolis

WHY BECOME A PARTNER

A UNIQUE OPPORTUNITY

- This market group has an estimated Canadian value of \$46.5 billion (\$514 billion in the U.S.).
- More than any other event of this kind, the Black & Blue provides thousands of visibility opportunities (posters, flyers, newspapers and magazine advertisements in the U.S./Canada and internationally, souvenir program, mailings, banners, on-site representation, promotional distribution, etc.).
- 85,000 participants at the actual events that 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, South America, Europe, Asia 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 an annual visibility opportunity.
- A unique opportunity to introduce your products/services or promote your name/logo with this important consumer group.
- An occasion to validate 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 average profiles want to know that their service and product marketers 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 partnership of altruism merged with marketing that will provide great return to you, on the occasion of the 2th anniversary of the Black & Blue Festival, a very special event making history year after year.

THE 2015 BLACK & BLUE FESTIVAL

The Black & Blue will be THE major celebration of year 2015, bringing together thousands of North Americans and international visitors to Montreal for the largest all-night multimedia show and benefit 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 most current dance music. All of this is the setting: a unique high-tech and festive atmosphere where the participants enjoy and take on a night of revelling, with 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 take place on Sunday, October 11th, 2015, at Pierre-Charbonneau Amphitheatre.

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

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

SOME KEY 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

"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

"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

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

"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 PARTNERSHIP

OFFICIAL OPPORTUNITIES (IN CANADIAN DOLLARS)

For businesses, private foundations and community groups.

TITLE PARTNERSHIP \$ 50,000

Official Presenter exclusivity (in cash)

GRAND LEVEL \$25,000

Allowing for Official status

MAJOR LEVEL \$15,000

ASSOCIATE LEVEL \$5,000

SIMPLE LEVEL \$2,500

FRIEND LEVEL \$1,000

LISTING OF PROMOTIONAL TOOLS

PRINT MATERIAL:

AD CAMPAIGN (valued at over \$3 million can.)

Numerous publications throughout Canada, USA, Europe and Australia and in cities such as Montréal, Toronto, Vancouver, New York, Miami, Boston, Chicago, Paris, London, Barcelona and Sydney, etc., as well as national and international magazines.

OFFICIAL INVITATION BROCHURE

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

FLYERS

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

POSTERS

Distributed in selected cities of Canada, USA, Europe and Australia.

- 1 official poster, high quality print
- Many varied posters 11" X 17"

OFFICIAL SOUVENIR PROGRAM (25,000 COPIES)

Excellent quality print, 4 colour process, 84 pages. Distributed to all participants of the festival, at the Welcome Centre and at specific events, on site, and at some pre-promo activities around the world.

DIGITAL SUPPORT

WEB SITE - WWW.BBCM.ORG (OVER 5 MILLION HITS 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

All the invited sponsors and partners. Logos of the Official Presenter and the Grand level partner.

T-SHIRT (5,500)

Your company logo on the official Black & Blue Festival T-Shirt distributed with the VIP pass package and to all committee members, 500 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 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 PROMOTIONAL TOOLS

LONG TERM VISIBILITY (from January 2015 to late October 2015)

	\$50,000	\$25,000	\$15,000	\$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
• Many varied posters 11" X 17"	logo	logo	logo	logo	logo	logo
• Official souvenir program	Ad+logo	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	—	—	—
• VIP passes	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 reduced ads in invitation brochure and souvenir program for cash sponsors ONLY	yes	yes	yes	yes	—	—

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



OTHER SPECIFIC PARTNERSHIP OPPORTUNITIES

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

OFFICIAL INVITATION BROCHURE PAGE ADVERTISER

\$1,000 for 1/4 page, \$1,500 for 1/3 page, \$2,000 for half-page, \$3,000 for 3/4 page and \$4,000 for full page. Payable in cash only, depending on size and placement. Can be combined with another option. This brochure will be distributed and mailed in August (10,000 mailed on a total of 25,000 copies). Prices include preparation costs, stamps & envelopes.

SOUVENIR PROGRAM ADVERTISER

From \$250 to \$6,000 in cash depending on size and placement of your ad. Can be combined with another option (see page 24). The souvenir program will be distributed in mid-September in major cities in Canada and the U.S. (25,000 copies, 84 pages, all-colour, glossy paper, high-end magazine format).

ON SITE PROMOTION PACKAGE

\$1,500 in cash giving your organization a table/booth space at the main event with additional signage/distribution rights. Can be combined with another option.

WEB LINK & BANNER (WWW.BBCM.ORG)

For \$1,500 to \$10,000, your company can have a constant web link and colour banner on the BBCM EVENTS front page. Prices are \$1,500 CAN. per month including placement coordination and some design assistance. \$10,000 CAN. for a whole year. Number of months and proportionate prices available. The majority of tourists and VIP pass holders use the BBCM Foundation web site for their travel info and their VIP pass reservations. The BBCM gets 5 million individual hits minimum per year (stats available upon request), the most popular site of this type in Canada.

OFFICIAL USE OF THE BLACK & BLUE LOGO

For a minimum donation of \$500, the BBCM Foundation will allow you to use the Black & Blue logo (official international trademark) from January to November 2015 on your own ongoing ads and promotional documents, therefore associating your organization to this major event at a very low cost to you, and helping to promote the event at the same time. Please note that your organization has to be supportive of the gay community or 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 OFFICIAL T-SHIRT SPONSORSHIP

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



BLACK & BLUE EXTERNAL ADVERTISING

READERSHIP / COPIES

NON-EXHAUSTIVE LISTING OF ADVERTISING OUTLETS USED FROM 1998 TO 2013 (IN MOST CASES). AVERAGE OF AT LEAST 3 FULL-PAGE AD PLACEMENTS FOR EACH PUBLICATION. NOTE: BLACK & BLUE WEB PARTNERS (OVER 15 ORGANIZATIONS) NOT LISTED.

		150,000	100,000	50,000	20,000	10,000	5,000
A&U (America's AIDS Magazine)	USA & international	X					
Amsterdam Gay News	Amsterdam, Pays-Bas			X			
Back Magazine	Toronto			X			
Baltimore Alternative	Baltimore & Nouvelle Angleterre				X		
Boi Chicago	Chicago				X		
Capital Q	Sydney, Australie			X			
Capital XTRA	Ottawa				X		
Chambre de commerce gaie du Québec (Répertoire)	Montréal					X	
Circuit Noize	USA & Canada			X			
Columbia Fun Maps	International		X				
Cybersocket	USA & Canada			X			
Damron	USA					X	
Divers/Cité Programme (Montreal's gay pride)	Canada & USA			X			
Fab	Toronto				X		
Fugues / Zip	Canada		X				
Gay Chicago Magazine	Chicago				X		
Geared For Life (programme)	Detroit						X
Genre Magazine	USA & international	X					
The Guide	USA & international			X			
Hinnerk	Allemagne			X			
H/X	New York & USA			X			
Idol	France			X			
Illico	Paris, France			X			
In Newsweekly	Boston & Nouvelle-Angleterre		X				
Être Magazine	Montréal			X			
Long Island Free Press	New York				X		
Mirror	Montréal		X				
Montréal Nightlife	Montréal		X				
New York Blade	USA				X		
Nois Magasin	Espagne				X		
Our Word Magazine	USA & Canada		X				
Outrage Magazine	Australie			X			
Outlooks	Calgary					X	
Priape (catalogue)	Canada & USA		X				
Queensize	Belgique				X		
Spartacus guide	Allemagne+International	X					
The Loop	Vancouver				X		
Prism (gay pride)	Toronto			X			
White Party (programme)	Miami					X	
White Party (programme)	Palm Springs, USA				X		
XTRA Toronto	Toronto			X			
XTRA Vancouver	Vancouver				X		
Zero	Espagne			X			
Zoom Media posters	USA & Canada	X					



PARTNERSHIP CATEGORIES

TITLE PARTNERSHIP \$ 50,000 CAN. OFFICIAL PRESENTER EXCLUSIVITY (IN DOLLARS)

(Cash and/or products/services actually needed for the event)

Exclusivity of the name and logo of your organization with the most prominent sponsor billing and with the exceptional caption "Your name, Official Presenter"

You will also have the first right to accept or decline the title of "Official Presenter and Principal supporter" of the 2015 Black & Blue Festival.

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 on the next column.

All and every promotional item (any document, publication, press release, letterhead, banner, poster, ad, web site, street sign, etc.) will feature your logo or name prominently at the top, to the right of the Black & Blue official logo, everytime it is used by the BBCM Foundation for the 2015 edition.

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 :

- Free insert of your organization in Black & Blue Mailing (Invitation brochure)
- 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 3 main events of the Festival (projections)
- Specific additional benefits you may require (T.B.D)

See page 13 for detailed chart of official presenter benefits

GRAND LEVEL \$25,000 CAN. (Cash and/or products/services actually needed for the event)

ONGOING VISIBILITY (June.-November 2015)

- Ad campaign - your organization logo in appropriate category and in proper size
- Official Invitation brochure - your organization logo on thank-you page (1 special box)
- Flyers - your organization logo
- Posters - your organization logo on: Official colour poster, Mega poster, Teaser posters
- Official Souvenir program - your organization logo on thank-you page + special advertising box
- Web Site - your organization logo (top of the list) 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 and logo.
- Mention of our partnership on the BBC'M Facebook page.

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 special benefits to be discussed with the Black & Blue Festival organizers, in keeping with the value of your support level.

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 2015 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.

Exclusive visibility - Official product sponsorship status

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

PARTNERSHIP CATEGORIES (CONT)

MAJOR LEVEL \$25,000 CAN.

CASH AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT. EVERY PRODUCTS/SERVICES SPONSOR MUST GIVE \$500 IN CASH TO THE FOUNDATION.

ONGOING VISIBILITY (June.-November 2015)

- Ad campaign - your organization logo
- Official Invitation Brochure - your organization logo
- Flyers - your organization logo
- Posters - your organization logo on: Official colour
- Official souvenir program - your organization logo
- Web site - your organization logo and hyperlink to
- T-shirt - your organization logo on the back
- Final press release - name of your organization

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 special benefits to be discussed with the Black & Blue Festival organizers, in keeping with the value of your support level.

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 2015 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.

ASSOCIATE LEVEL \$15,000 CAN.

CASH AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT. EVERY PRODUCTS/SERVICES SPONSOR MUST GIVE \$500 IN CASH TO THE FOUNDATION.

ONGOING VISIBILITY (June.-November 2015)

- Ad campaign - your organization logo
- Official Invitation Brochure - your organization logo
- Flyers - your organization logo
- Posters - your organization logo on: Official colour
- Official souvenir program - your organization logo
- Web site - your organization logo and hyperlink to
- Final press release - name of your organization

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 special benefits to be discussed with the Black & Blue Festival organizers, in keeping with the value of your support level.

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 2015 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.

PARTNERSHIP CATEGORIES (cont)

SUPPORTER LEVEL \$2,500 CAN.

CASH AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT. EVERY PRODUCTS/SERVICES SPONSOR MUST GIVE \$500 IN CASH TO THE FOUNDATION.

ONGOING VISIBILITY (June-November 2015)

- Official Invitation Brochure - your organization logo
- Posters - your organization logo on: Official colour
- Official souvenir program - your organization logo
- Web site - your organization logo and hyperlink to
- Final press release - logo 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
- Free promotional VIP passes for the Festival and tickets for the main event or equivalent
- Other special benefits to be discussed with the Black & Blue Festival organizers, in keeping with the value of your support level.

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 2015 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.

FRIEND LEVEL \$ 1,000 CAN.

CASH AND/OR PRODUCTS/SERVICES ACTUALLY NEEDED FOR THE EVENT. EVERY PRODUCTS/SERVICES SPONSOR MUST GIVE \$350 IN CASH TO THE FOUNDATION.

ONGOING VISIBILITY (June.-November 2015)

- Posters - your organization name on: Official colour poster, your logo on mega posters
- Official souvenir program - your organization logo
- Web site - your organization logo and hyperlink to your web site if possible
- 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

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 2015 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. that you have signed your intent to support before respective production deadlines.

REPLY FORM PARTNERSHIP PROPOSAL



Please fax this completed form to the BBCM Foundation.
Fax: 514-875-9323 and forward your logo in vector: (.ai or .eps) at:
christian@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 • rjv@bbcm.org

CAROLINE ROUSSE, EXTERNAL AFFAIRS
tel. : 514.875.7026 ext. 204 • media@bbcm.org

CHRISTIAN S. GÉNÉREUX, BUSINESS DEVELOPMENT
tel. : 514.875.7026 ext. 206 • christian@bbcm.org

All cash 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.....

COMPANY

ADDRESS.....

CITY/PROVINCE/COUNTRY.....

POSTAL CODE/ZIP.....

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

WEB LINK WWW.....

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

Yes, we would like to be associated with the 2015 Black & Blue Festival in Montreal and confirm the following sponsorship or advertising option(s): PLEASE CHECK WHERE APPROPRIATE: (Prices in \$CAN)

- ☐ **TITLE PARTNERSHIP** \$50,000 cash (Official Presenter)
- ☐ **GRAND** \$25,000 cash &/or equivalent products/services value (allowing for official status)
- ☐ **MAJOR** \$15,000 cash &/or equivalent products/services value
- ☐ **ASSOCIATE** \$5,000 cash &/or equivalent products/services value
- ☐ **SIMPLE** \$2,500 cash &/or equivalent products/services value
- ☐ **FRIEND** \$1,000 cash &/or equivalent products/services value

- ☐ **INVITATION BROCHURE PAGE ADVERTISER** from \$1,000 to \$4,000 (cash)
- ☐ **SOUVENIR PROGRAM ADVERTISER** from \$250 to \$6,000 (cash)
- ☐ **ON SITE PROMOTION PACKAGE** 1,500\$ (cash)
- ☐ **WEB LINK/FRONT BANNER** from \$1,500 to \$10,000 (cash)
- ☐ **USE OF THE BLACK & BLUE LOGO** \$500 (cash)
- ☐ **OFFICIAL BLACK & BLUE T-SHIRTS SPONSORSHIP** \$5,000 (cash)

REPLY FORM SOUVENIR PROGRAM AD

FILE SPECS

High quality magazine (300 dpi)

Files must be supplied in these following formats :

- InDesign CS6 (or earlier)
- Photoshop CS6 (or earlier) tiff or eps
- Illustrator CS6 (or earlier) eps (outlined text)
- Press Quality PDF

DEADLINE : SEPTEMBER 12TH, 2015

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

CDs must be forwarded to (We Transfer preferred)

THE BBCM FOUNDATION - GRAPHIC DEPT.

2259 Old Orchard, Montréal (Québec)

Canada H4A 3A7

Tél. : 514.875.7026 • fax : 514.875.9323

BBCM 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.

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.

CONTACT.....

COMPANY

ADDRESS.....

CITY/PROVINCE/COUNTRY.....

POSTAL CODE/ZIP.....

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

WEB LINK 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

DISTRIBUTION

Starting mid September 2015, available in different hotels, restaurants, bars and stores across Montréal and at all Black & Blue Festival locations. Distributed via Tourism Montréal.

GENERAL SPECS

25,000 copies - Trim page size 8.5" X 10.875" - approx. 68 pages (or more) - 4 colors - FREE

ADVERTISING (prices in can. \$)

POSITION ET FORMAT	STANDARD	PARTNER*	AD SIZE	LIVE AREA 0.25"
<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	\$ 600	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).

AGREEMENT • ASSOCIATE PROMOTER



YOUR NAME: _____

NAME OF YOUR COMPANY: _____

CONTRACT BETWEEN BBCM AND ASSOCIATE PROMOTERS FOR THE 2015 BLACK & BLUE FESTIVAL

AGREEMENT BETWEEN THE BBCM FOUNDATION AND YOUR COMPANY OR ORGANIZATION

YOUR ORGANIZATION OFFERS THE FOLLOWING TO THE BBCM FOUNDATION, WITH PERTINENT ELEMENTS STARTING AT THE SIGNATURE OF THIS AGREEMENT:

- BBCM/The Black & Blue banner well placed at the main event of your organization/event date
- Web link from your site to the BBCM web site.
- Mention of "Black & Blue Festival October 7-13, 2015" as an Official Associate Promoter, with the Black & Blue logo if possible, on your organization's print ads, official flyers, invitation, poster, etc.
- BBCM/Black & Blue posters (good placement) and BBCM/Black & Blue flyers at your main event
- BBCM flyers in your gift bags (equal number to be exchanged and confirmed)
- Free ticket or event passes (equal number of same "event value" to be exchanged and confirmed).
- The right for your organization/event to use the 2015 Black & Blue logo or name, from the signature of this agreement only until OCTOBER 13, 2015.
- A voluntary suggested contribution from your organization of US\$ 250 to the benefit of The BBCM Foundation for direct AIDS care and gay & lesbian community action.

IN EXCHANGE, THE BBCM FOUNDATION OFFERS THE FOLLOWING TO YOUR ORGANIZATION, WITH PERTINENT ELEMENTS STARTING AT THE SIGNATURE OF THIS AGREEMENT:

- Mention/logo and link to your web site in the Associate Promoter section of BBCM/Black & Blue site. Send logo to: christian@bbcm.org
- Indicate your web site : www. _____
- Mention of your organization/event (logo or name depending on space available) as an Associate Promoter on the Black & Blue 2015 ads, souvenir program, official invitation brochure, flyers (where and when possible)
- Your banner at 2015 Black & Blue Main event (Pierre Charbonneau Amphitheater). Please note that all banners must be fireproof as per city regulations and supplied by your organization at least one week BEFORE October 7, 2015.
- Your flyers in the Black & Blue VIP gift bags (equal number to be exchanged & confirmed)
- Free tickets or event passes (equal number of same "event value" to be exchanged and confirmed).
- Waiving of the fee of \$500 normally charged for the limited use of the Black & Blue name/logo for promotional or commercial purposes.

APPROVED

Promoter Signature _____

Name of your company _____

Date _____

Robert J. Vézina _____

Founding President,
BBCM Foundation

Date _____

AGREEMENT • ASSOCIATE OFFICIAL EVENT



YOUR NAME: _____

NAME OF YOUR ORGANIZATION: _____

CONTRACT BETWEEN THE BBCM FOUNDATION AND ASSOCIATE OFFICIAL EVENT FOR THE 2015 BLACK & BLUE FESTIVAL

AGREEMENT BETWEEN THE BBCM FOUNDATION AND YOUR ORGANIZATION

Your organization would offer the following to the BBCM Foundation :

- Organization of a pre-party or formal event for the FESTIVAL BLACK & BLUE 2015, on your terms. Dress code "Black & Blue" to your customers suggested (but not required).
- Mention and systematic use of the name / logo of "Black & Blue 2015 Oct. 7-13, Montreal, Canada" on your flyers, ads (if space allows), etc. and especially for the specific promotion of your event.
- Promote your event as an official event of the 2015 Black & Blue Festival in your appropriate social networks (Facebook, Twitter, Instagram, Youtube, etc.), web site and newsletters etc.
- All expenses related to this event in your care (eg guest DJ, decor and / or balloons Black & Blue, promotion)
- Placing the Black & Blue posters in your business with the approach of holding the event; these posters will be provided by the BBCM.
- Hyperlink your website to ours (www.bbcm.org) using the Black & Blue logo in 2015.
- The right to use the logo or the name of Black & Blue 2015 upon signature of your agreement with the BBCM until the end of holding our event Festival (October 13 2015).
- The purchase of advertising (minimum 1/4 page) in the Black & Blue Festival souvenir magazine (see the fee schedule and information for details on page 20) at the reduced partner rate.

NB You manage from A to Z and keep all the profits from your party / your event.
By checking the following box, the VIP, Promo and Organising Committee pass holders will have free access to your event, representing a few dozens of participants. ☐

In exchange, the BBCM Foundation offers the following to

- Two (2) free tickets to Party Black & Blue main event at Centre Pierre-Charbonneau Sunday, October 11 (this must be coordinated in advance: the name will be on a list and not transferable once confirmed).
- Your logo on the screens in the main event as a festival partner.
- BBCM will mention you as an official partner on all the Black & Blue posters, pamphlets, official invitation brochure, souvenir program, etc.
- Web link from the BBCM web site to your web site: www._____

Your full contact details (address, phone and email):

The name of the event and the basic information that will appear in the Black & Blue Festival souvenir magazine such as price, DJs, etc. (this information must be received before 1 August 2015):

I confirm the purchase of _____ page ad in the souvenir program at the partner rate.

Please send your logo and your advertising to: christian@bbcm.org

APPROVED

Promoter signature _____

Organization name _____

Date _____

Robert J. Vézina _____

Founding President,
BBCM Foundation

Date _____