
LA SOIRÉE 2018



SF Design Center Galleria
November 16th
www.lasoiree.org

PURPOSES OF LA SOIRÉE 2018

- ❖ Support the French-American Chamber of Commerce activities and its annual fundraiser
 - *We are a non-profit organization, 100% independent*
- ❖ Taste wonderful wines and food in a festive and welcoming atmosphere
- ❖ Celebrate the upcoming Holidays in style with your staff, clients, and friends !



The French-American
Gastronomy & Wine show
37th Fundraiser

La Soirée
COUTURE
GARDEN PARTY

November, 16th 2018
7pm - 1am
Registration: www.lasolree.org

37th ANNUAL FUNDRAISER OF THE FACCSF – SUPPORT US

Why becoming a sponsor of La Soirée?

- **High Visibility** during 4 months within our business network
- **Supporting our activities is giving back to our French-American business community**
- **The FACCSF is a non-profit, non-governmental organization. Your support is key to help us:**
 - **engage and foster the French-American business community &**
 - **support companies in their settlement and development in the Bay Area, from Napa Valley to Silicon Valley**

We focus on providing the highest level of services and network to our 300 members and the entire business community.

Sponsoring “La Soirée” means long-term support to our projects and activities !

FACCSF KEY ACHIEVEMENTS & UPCOMING PROJECTS

➤ Some key achievements in 2018:

- **Trade Missions/Learning Expeditions** for EDHEC MBA Executives, 16th Symposium of Acome (200 executives from the Telecom, smart cities and transport industries), Trade missions for Defi & strategie, Celsuis etc.
- **Services:** co-working space, mailboxes, recruitment services, J1 visas for settlement support etc.
- **Events 2018:**
 - 5th Edition of the French-American Business Awards (FABA) and the FABA Startup competition (www.thefaba.com)
 - Tech Events : the future of Transportation, Navigating Fintech Disruption etc.
 - Wine industry events: launch of the Grape Circle Dinners Series in Napa
 - Social impact events etc.

➤ Upcoming projects 2018 / 2019:

- **Digitalization** of the activities of the FACCSF: FABA process and votation system, launch of a new FACCSF website for more visibility for the members
- **Renovation** of our co-working space
- **Business Booster Program with specific topics**
- **New event formats:** FACCSF Career Fair, International BtoB meeting forum, Grape Circle and Tech dinners and tennis tournament

ATTENDEES OF LA SOIREE

1,000 international business professionals



Demographics

- 21-30: 12%
- 30-50: 60%
- 50-70: 20%
- Over 70: 2%

Nationalities

- American: 40%
- French: 50%
- Other: 10%

French-American business community of the Bay Area

- Food & wine: 35%
- Tech: 45%
- Others: 20%

MAIN ACTIVITES DURING LA SOIREE

- **Gastronomy demos & tastings**
- **Live Culinary and Wine competition**
- **Dance Party with open sparkling bar**
- **Online Auctions**



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TIMELINE



6:30 pm

VIP Soft Opening

7:00 pm

General Opening

7:30 pm

VIP Experience

10:00 pm

Dance Party
Opening

1:00 am

End of La Soirée

FLASH BACK ON LA SOIREE 2017 1/2

- 1,000 guests
- 18 wineries
- 18 chefs
- 40 Food and Wine tasting stations

Check out the photo album
on [Facebook](#) and [the video!](#)



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FLASH BACK ON LASOIREE 2017 2/2

65 Partners and Sponsors including

Chef Roland Passot, Chef Gerald Hirigoyen, Chef Pascal Rigo, Chef Nick Ronan, Chef Stephen Bouillez, Alter Eco, Marin French Cheese, Cafe Bastille, Bon Appetit Box, Atelier Fine Foods, Chateau Guiraud, Alpha Omega Winery, VGS Chateau Potelle, Amcor, Bank of the West, Air France, Calparrio, The Village, Tonnellerie Radoux, Yelp, Evenium, Wines&Vines, Galaxy Dessert, Fabrique Delices...

And many more...

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BECOME AN EXHIBITOR

BEFORE

- Your logo on websites [FACCSF](#) / [La Soiree](#) (+5,000 unique visitor/month)
- Your logo on the 'discover the exhibitor' e-blast (+6,000 contacts)
- Different posts about your brand on social media : *Facebook* (+4,500 likes) / *Twitter* (+2,100 followers) / *LinkedIn* (+ 1,700 followers)
- Mention of your company name in a press release sent to local media

DURING

- Private booth to showcase your products & your brand
- FREE OF CHARGE:**
- 2 free tickets included in the package
 - Your logo in the printed program (+1,000 copies)
 - Meet and share with 1,000 participants

AFTER

- Photos, videos & interviews on all communication tools mentioned above

BECOME A SILVER SPONSOR \$5K

BEFORE

- 8 e-blasts during the 3-months prior to the event (+6,000 contacts)
- Your logo on websites [FACCSF](#) / [La Soiree](#) (+5,000 UV/month)
- 1 personalized post about your brand on social media: *Facebook (+4,500 likes) / Twitter (+2,100 followers) / LinkedIn (+ 1,700 followers)*
- Mention of your company name in a press release sent to local media

DURING

- ½ page in printed program (+1,000 copies)
- 20 general attendance tickets -- worth \$2,400
- Meet and share with 1,000 participants

AFTER

- Photos, videos & interviews on all communication tools mentioned above
- Your logo in 'Thank you for coming blast' (+1,000 contacts)
- Your logo in the official video of La Soiree

BECOME A GOLD SPONSOR \$15K

BEFORE

- 8 e-blasts during the 3-months prior to the event (+6,000 contacts)
- Your logo on websites [FACCSF](#) / [La Soiree](#) (+5,000 UV/month)
- 1 personalized post about your brand on social media: *Facebook* (+4,500 likes) / *Twitter* (+2,100 followers) / *LinkedIn* (+ 1,700 followers)
- Mention of your company name in a press release sent to local media

DURING

- Your logo projected on a wall during the event
- 1 full page about your brand in printed program (+1,000 copies)
- Your logo on photo area BackDrop
- 15 general attendance tickets -- worth \$1,800
- 1 VIP Experience for 12 people – worth \$4,200
- Meet and share with 1,000 participants

AFTER

- Photos, videos & interviews on all communication tools mentioned above
- Your logo in 'Thank you for coming blast' (+1,000 contacts)
- Your logo in the official video of La Soiree

BECOME A PLATINUM SPONSOR \$30K

La Soirée with the name of your brand on all promotion tools – the best visibility

BEFORE

- 8 e-blasts during the 3-months prior to the event (+6,000 contacts)
- Your logo on websites [FACCSF](#) / [La Soiree](#) (+5,000 UV/month)
- 1 personalized post about your brand on social media: *Facebook* (+4,500 likes) / *Twitter* (+2,100 followers) / *LinkedIn* (+ 1,700 followers)
- Mention of your company name in a press release sent to local media

DURING

- 2 logo projected on a wall during the event
- 1 full page about your brand in printed program (+1,000 copies)
- Your logo on Photo area BackDrop
- 30 general attendance tickets -- worth \$ 3,600
- 2 VIP Experiences (20 people) -- worth \$7,000
- 2 minutes speech before the raffles (before 1,000 attendees)
- Meet and share with 1,000 participants

AFTER

- Photos, videos & interviews on all communication tools mentioned above
- Your logo in 'Thank you for coming blast' (+1,000 contacts)
- Your logo in the official video of La Soiree

PRICING SUMMARY

- Members \$95
- Non-members \$125
- Dance party (includes open bar) \$55
- Raffle tickets \$10

General Attendance

- 1 VIP Experience (10 guests): \$3,500
- 1 ticket: \$350

VIP Experience

- Silver \$5,000
- Gold \$15,000
- Platinum \$30,000

Sponsorship Opportunities

CONTACTS



Sponsorship and branding opportunities
Laurence Fabre, laurence.fabre@faccsf.com



Event management, exhibition & registration
Pauline Wienders, pauline.wienders@faccsf.com



Media & Press relations
Jules Caron, jules.caron@faccsf.com

ABOUT US

The French-American Chamber of Commerce of San Francisco, or FACCSF, is a non-profit, non-governmental, member driven organization dedicated to serving the needs of the French-American business community. La Soirée is the annual Fundraiser of our organization.

www.faccsf.com

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