



RHYTHMS OF THE WORLD
Festival

FESTIVAL PRESENTATION AND
PARTNERSHIP PROPOSAL

Montreal Edition

September 7th to 11th 2005

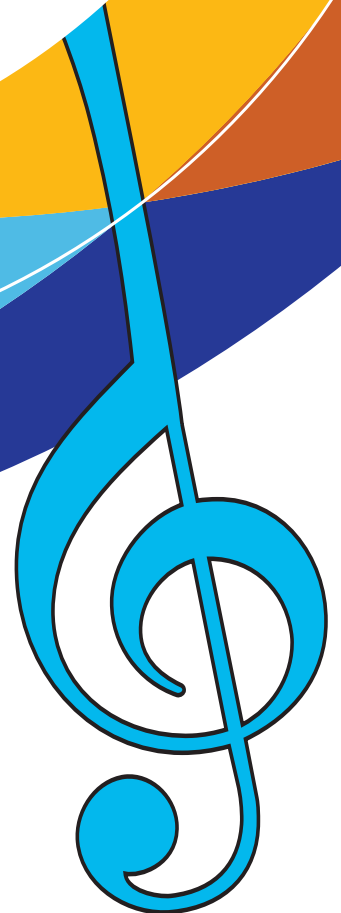


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“The 2005 **Rhythms of the World Festival** will act as the main cultural festival in Canada allowing each individual to discover, understand and appreciate Canadian multiculturalism.”

Herman Alvès, Founder and Chairman of the Board of the **Rhythms of the World Festival**

PRESENTATION OF THE FESTIVAL

The **Rhythms of the World Festival** is a non-profit organization which promotes the cultural diversities that make up the special soul of Montreal. The **Rhythms of the World Festival** communicates these cultures through three forms: visual arts, performing arts and culinary arts.

VISION

The **2005 Rhythms of the World Festival** will act as the main cultural festival in Canada allowing individuals to discover, understand and appreciate our country's multiculturalism.

MISSION

The **Rhythms of the World Festival's** mission is to foster comprehension and harmony between cultures through the lens of social and cultural activities expressed in visual, performing and culinary art forms.

DIFFERENT CULTURES

Multiculturalism imparts a color and richness to Montreal and contributes to establishing it as one of the world's most international cities.

People worldwide appreciate Montreal, not only for its exceptional cultural character and major international events, but also because of family members who have moved to this great city and now call it home.

The metropolis of Montreal encompasses more than 80 cultural communities, each with its own customs, values, flavors and rhythms...

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A REPORT ON THE 2004 EDITION

OVERVIEW

The Montreal edition of the first **Rhythms of the World Festival** was a great success.

On June 20th 2004, the closing ceremony of the first annual **Rhythms of the World Festival** took place in front of a sold-out crowd at the Corona Theatre. Honourary President of the Festival, The Honourable Liza Frulla, deputy of Jeanne Le-Ber praised the quality and attractiveness of the Festival shows which drew in full houses at Le Va-et-Vient and the Corona Theatre.

The colourful and dynamic closing ceremony featured **Marco Calliari, Christine Atallah and the Bassalindos** for the first act. The second act showcased **Mack MacKenzie**, former-member of «Three O’Clock Train », making his debut in Montreal with his new band, **NDNBOY**. **Michel Vermeulen**, a renowned international painter, made a special tribute to Jean-Paul Riopelle through a series of paintings inspired by the masterpieces of the late artist.

In 2004, the **Rhythms of the World Festival** showcased many talented artists: **Sao** (Rhythms of Portugal), **Flamenco Loco** (Rhythms of Spain), **MacFinn** (Rhythms of Irlande), **Gadji-Gadjo** (Gypsy Rhythms), **Marco Calliari** (Rhythms of Italy), **Christine Atallah and the Bassalindos** (Rhythms of the Middle East), **Havana Nights** (Rhythms of Cuba), **Yanick Dutelly** (Rhythms of Haïti) as well as **Mack MacKenzie and NBNBOY** (Rhythms of Canada).



“ L’art, la gastronomie et la musique sont en vedette pendant encore une semaine avec l’édition montréalaise du **Festival des rythmes du monde**. ”

metro Voyager à travers la musique - Arts et culture

2004 PRESS REVIEW

LE JOURNAL DE MONTRÉAL – TOP 6



LE GUIDE DU FESTIVALIER

Arts et spectacles

“ Ce festival est un hommage à la riche diversité culturelle de la ville où l’on présente des performances musicales quotidiennes, accompagnées de créations culinaires traditionnelles du pays en vedette. Cette année, les pays en vedette seront le Portugal, l’Espagne, l’Irlande, l’Italie, la Yougoslavie, le Liban, Haïti, Cuba, et le Canada. ”



BILL BROWNSTEIN ON RHYTHMS OF THE WORLD

ANOTHER FESTIVAL?

Arts and Life

“ ... just wants to pay the city back with a fest saluting its diversity. Rhythms of the World will celebrate the food, music and art of nine cultural communities, nightly at Le va et vient on Notre Dame Street W. The closing concert, at the nearby Corona Theatre, features Mack MacKenzie’s new band NDNBOY. ”



LE DEVOIR

FESTIVAL – LE MONDE À VOS PORTES

Culture

“ Pour sa première édition, le **festival des rythmes du monde** offre une programmation aux accents d’Europe, des Caraïbes et du Moyen-Orient, avec des artistes d’ici. Chaque soir, les intéressés pourront se rendre à un restaurant avoisinant qui servira un menu de spécialités de la région fêtée. ”

PRESS COVERAGE REPORT FOR THE 2004 EDITION

| DATE | MÉDIA | FORMAT |
|--|---|------------|
| June 4 th 2004 | CPAM – Radio-Union « News bulletin» Interview with Kamel Yassar and Herman Alvès | Radio |
| June 7 th 2004 | 940 News – Interview with Herman Alvès | |
| June 7 th 2004 | Le Journal de Montréal – amongst 6 festivals suggested by the «Guide festivalier» | Daily |
| June 7 th 2004 | Press conference: Radio-Canada Francine Grimaldi – Caroline Montpetit Le Devoir – Roger Brulotte « Journal de Montréal » - ICI Patricia Perron - Jocelyne Lepage « La Presse » | |
| June 7 th 2004 | La Presse – p. 8 - « Quoi faire » column Mention des soirées : Italie – Moyent-Orient – Cuba et Haïti | Daily |
| June 7 th 2004 | Online festival information at http://www.servicesmontreal.com | Internet |
| June 7 th 2004 | Press kits and invitations sent by email to Radio - TV– Ethnic media outlets | |
| June 8 th 2004 | Le Devoir – Article written by Caroline Montpetit – p. B7 « Festival : Le Monde à vos portes » | Daily |
| June 8 th 2004 | Le 24 heures – mention by Louise Dussault | |
| June 9 th 2004 | 98,5 FM – Radio show « Le Showbiz chaud » Hugo Veilleux mentioned the festival | Radio |
| June 9 th 2004 | CITÉ ROCK DÉTENTE – « À deux c'est bien mieux » - Gilles Forcier talked about the festival | Radio |
| June 9 th 2004 | La Voix du Portugal/A voz de Portugal – article with photo | Weekly |
| June 9 th 2004 | THE GAZETTE – Article written by Bill Bronstein Arts & Life p. D1 – "Another festival?" | Daily |
| June 9 th 2004 | Online information about the festival at http://www.agendaquebec.ca | Internet |
| June 9 th 2004 | Radio Clube – Interview with Herman Alvès | Radio |
| June 9 th 2004 | CPAM – Radio Haïti – News bulletin Interview with Jean Numa Goudou | Radio |
| June 9 th 2004 | CIBL – « Le 4 à 6 » - Interview with Herman Alvès and Christine Atallah | Radio |
| June 9 th & 16 th 2004 | L'HORIZON – Advertising – back cover page – Christine Atallah | Hebdo |
| June 10 th 2004 | CH MONTRÉAL – TV Portugaise – Interview with Herman Alvès et Sao | Television |
| June 12 th 2004 | THE GAZETTE – MUSIC SCENE p. D13 Festival Info : Saturday 12 – Sunday 13 – Monday 14 – Tuesday 15 – Wednesday 14 and Thursday 15. | Daily |
| June 12 th 2004 | CJAD – Several LIVE interviews with Herman Alvès | Radio |
| June 12 th 2004 | Radio-Canada – Radio show « Samedi et rien d'autre » – Francine Grimaldi mentioned the festival | Radio |
| June 12 th 2004 | MIX 96 – LIVE Interview with Herman Alvès and Ermelinda Bockhair | Radio |
| The week of June 12 th 2004 | Radio-Canada – Le temps d'une nuit – Christine Chartrand mentionned the festival during a radio show | Radio |
| June 14 th 2004 | CISM – Stephanie Di Gregorio mentioned the festival | Radio |
| June 15 th 2004 | THE GAZETTE – WHAT'S ON - p. D6 Gadje Gadjo | Daily |
| June 16 th 2004 | Radio-Canada – Desautels – Marie-Christine Trottier mentioned Marco Calliari's performance | Radio |
| June 16 th 2004 | CKUT –Gisèle Boisjoly talked about the festival | Radio |
| June 16 th 2004 | La Voix du Portugal/A voz de Portugal – article with picture – June 11th's phone interview | Weekly |
| June 17 th 2004 | TQS – Caféine – TV clips throughout the show – Christine Atallah and the Bassalindos with the Caféine team | Television |
| June 17 th 2004 | THE GAZETTE – WHAT'S ON - p. D5 Christine Atallah | Daily |
| June 17 th 2004 | Radio-Canada – Desautels – Marie-Christine Trottier mentioned Christine Atallah's performance | Radio |
| June 18 th 2004 | TQS – Le grand journal – Havana Nights | Television |
| June 17 th -23 rd 2004 | HOUR – p.33 – Festivals & Events | Weekly |
| June 17 th -23 rd 2004 | MIRROR – p. 30 Article and picture « First Nations Vibrations » - Closing ceremony | Weekly |
| June 2004 | Journal L'Avenir – Aida Kamar | Weekly |

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A UNIQUE EVENT

A) A PROMOTION OF DIFFERENT CULTURES

More than 150 cultural events take place every year in the greater Montreal area. They range from neighborhood parties to large events, and attract more than a million spectators. After just one season, **Rhythms of the World Festival** has quickly become part of the major events taking place in Montreal during the summer season.

The city of Montreal's mandate is to attract tourists to our "city of festivals". Today, Montreal holds large, sold-out comedy, jazz and Francophone music festivals and hosts the largest women's tennis competition in the world. And, not to be forgotten, the Canadian Grand Prix attracts thousands of eager fans to Montreal every year. These five events alone attract more than 4 million tourists into the city and generate revenues exceeding 100 million dollars.

Despite the multitude of festivals in Montreal, the **Rhythms of the World Festival** is one which innovates and breaks new ground.

B) HOW?

By being the only festival to:

- **Group** all of Montreal's cultural communities under one umbrella;
- **Promote** three different cultural expressions: the visual, performing and culinary arts;
- **Fortify** Montreal's position as a metropolis of multiculturalism and gastronomy;
- **Foster** mutual awareness of the different cultures existing in Montreal;
- **Discover** and promote new talents within the cultures they represent;
- **Demonstrate** to the world how Montreal lives in perfect harmony and grows to the rhythms of the world;

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C) GOALS FOR DEVELOPING THE FESTIVAL

Short term (as early as the second edition - 2005)

- Set an outside thematic stage named after sponsors, for example TELUS, La Cage aux Sports and McAuslan brewery;
- Attract over 200,000 visitors;
- Sell out 70% of indoor shows;
- Reach a press review of 200 newspaper clippings and television and radio mentions;
- Enlist the support of some thirty businesses (restaurants and show venues), corporations (private and governmental), associations and commercial delegations;
- Launch promotional and commercial items.

Medium term (for the third and fourth edition)

- Obtain the rights to televise some shows featured during the event;
- Sell out 85% of indoor shows;
- Reach a participation rate of half a million visitors.

Long term (for the fifth edition)

- Become a production company for cultural events (for entertainment productions and other editions of the **Rhythms of the World Festival** taking place in other cities and other countries).

“The **Rhythms of the World Festival**, being held from **September 7th to September 11th**, wishes to underline its originality by taking place in the heart of the **Quartier International**.”

AN EXTRAORDINARY LOCATION FOR 2005

RHYTHMS OF THE WORLD IN THE HEART OF MONTREAL

Montreal is a true blend of Europe and America.

The city boasts a strong cultural harmony which continually manifests itself through a will to reach out to the rest of the world. Montreal's international reputation is a fundamental facet of its personality and can be used as a philosophy to spread worldwide harmony through different fields such as culture, scientific research and new technology.

Montreal welcomes visitors from all over the world and is known for its ease of urban living with all cultures.

A Canadian leader when it comes to the tourism, congress and international activity sectors, Montreal thrives and lives by the rhythms of the whole world.

The **Quartier International**, in which numerous international establishments are located - the Palais des congrès, ICAO and the World Trade Center of Montreal, will be the heart of this year's event. The Quartier International alone accounts for 80% of employees working for international organizations.

Furthermore, the Quartier represents the strongest concentration of activities and international organizations in Canada. It is also conveniently situated from both a tourist and a business point of view. There are many hotels in the area, as well as supporting infrastructures such as restaurants and boutiques.

The Quartier International is a growth center in the heart of an area that includes key tourist attractions such as Old Montreal, the Old Port and Chinatown.

Most of downtown Montreal's events that draw in a large crowd take place East of the financial district (Jeanne-Mance to Saint-Laurent, Saint-Denis) except for F1 Grand Prix events that take place West of downtown (Crescent Street).

The Rhythms of the World Festival, being held from September 7th to 11th, wishes to highlight its uniqueness in establishing itself in the heart of the Quartier International.

This upscale urban space that will host the Festival's events invites thousands of passer-bys to join the festivities during their lunch break. The Quartier international, however, becomes vacant during non-business hours and weekends. Our aim is to liven up this wonderful area during and after business hours with the help of local merchants with whom talks are already underway.

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In 2005, the Rhythms of the World Festival has the innovative plan of using, for the first time ever in Montreal, key areas of the newly modernized Quartier International:

PERFORMING ARTS

will take place on SQUARE VICTORIA with a variety of musical and artistic events over a 5-day period - open to the public free of charge. Also, there will be a big closing show at a great venue and an outdoor day filled with activities for the whole family.

B) VISUAL ARTS

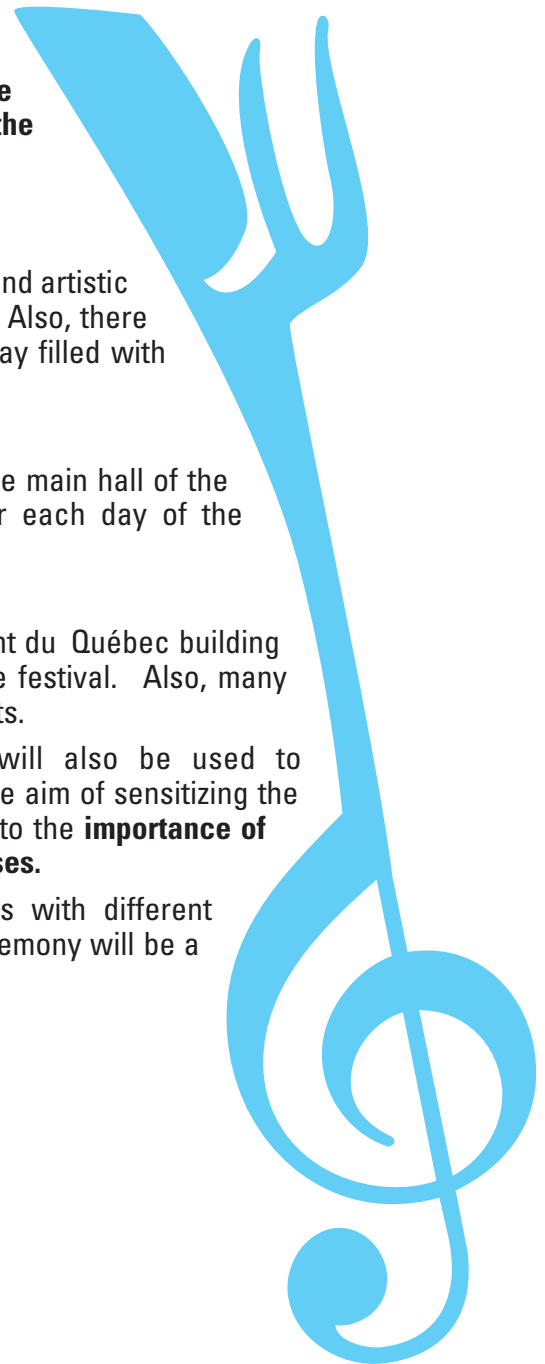
will take place primarily on Place Jean-Paul Riopelle and in the main hall of the Transport Canada (OACI) building with a different theme for each day of the festival.

C) CULINARY ARTS

will take place inside the lavish Caisse de Dépôt and Placement du Québec building with performances and special kiosks set up every day of the festival. Also, many activities will be held in surrounding food courts and restaurants.

Several buildings located in the Quartier International will also be used to simultaneously host activities/shows and/or exhibitions with the aim of sensitizing the people of the financial district and international organizations to the **importance of integrating cultural communities into our society and businesses.**

Moreover, the Festival expects many evening indoor shows with different themes to be held in other Montreal locations. The closing ceremony will be a major show.



Preliminary Program*

| | Americas Wednesday September 7th 2005 | Africa Thursday September 8th 2005 |
|---|---|---|
| Noon in Square Victoria 12h00 to 13h30 | <u>Joe Armando y su Grupo Picante</u> Energetic Salsa Jazz Outdoor Stage - Square Victoria | <u>Wazobia</u> <i>Modern traditional Nigerian sounds</i> <i>Outdoor Stage - Square Victoria</i> |
| Noon at the CDP 12h00 to 13h30 | <u>Tierra</u> Ska latin and hip hop fusion Caisse de Dépôt et de Placement | <u>Syncope</u> Rai and hip hop equals syncope Caisse de Dépôt et de Placement |
| Lunch Menus 12h00 to 14h00 | <ul style="list-style-type: none"> • <u>Place Victoria Food Court</u> • <u>Centre du Commerce Mondial Food Court</u> • <u>Tour Bell Food Court</u> • <u>Fourquet Fourchette</u> • <u>Toqué</u> • <u>Otto</u> • <u>Popessa</u> • <u>Casey's</u> • <u>Intercontinental</u> | <ul style="list-style-type: none"> • <u>Place Victoria Food Court</u> • <u>Centre du Commerce Mondial Food Court</u> • <u>Tour Bell Food Court</u> • <u>Fourquet Fourchette</u> • <u>Toqué</u> • <u>Otto</u> • <u>Popessa</u> • <u>Casey's</u> • <u>Intercontinental</u> |
| Permanent Exposition 11h00 to 17h00 | <ul style="list-style-type: none"> • <u>Marc Séguin</u> • Heidi Hollinger • <u>Michel Vermeulen</u> Transport Canada Hall | <ul style="list-style-type: none"> • <u>Marc Séguin</u> • Heidi Hollinger • <u>Michel Vermeulen</u> Transport Canada Hall |
| Special Event As of 17h00 | <u>OPENING COCKTAIL</u> <u>Performing Arts: Cuba Grande</u> Cuban Soul <u>Culinary Arts: Caterer CDP</u> Caisse de Dépôt et de Placement * 19h00 : Young Artist Prize -Omer Desserres. | <u>PERMANENT EXPOSITION VERNISSAGE</u> Performing Arts : Hassan El Hadi Morrocan music consisting of oud and banjo. <i>Transport Canada Hall</i> * 19h00 : Guided tour of installations |
| Dinner menu As of 17h00 | INVITÉD CHEF Fourquet Fourchette Aboriginal Collaboration Canada/Mexico | INVITÉD CHEF Otto Moroccan Chef |

| | Asia Friday September 9th 2005 | Europe Saturday September 10th 2005 |
|---|---|---|
| Noon in Square Victoria 12h00 to 13h30 | <u>Silk Road Music</u> Chinese harmony Outdoor stage - Square Victoria | |
| Noon in the CDP 12h00 to 13h30 | <u>Tierra</u> Ska latin and hip hop fusion Caisse de Dépôt et de Placement | |
| Lunch Menus 12h00 to 14h00 | <ul style="list-style-type: none"> • <u>Place Victoria Food Court</u> • <u>Centre du Commerce Mondial Food Court</u> • <u>Tour Bell Food Court</u> • <u>Fourquet Fourchette</u> • <u>Toqué</u> • <u>Otto</u> • <u>Popessa</u> • <u>Casey's</u> • <u>Intercontinental</u> | |
| Permanent Exposition 11h00 to 17h00 | <ul style="list-style-type: none"> • <u>Marc Séguin</u> • Heidi Hollinger • <u>Michel Vermeulen</u> Transport Canada Hall | <ul style="list-style-type: none"> • <u>Marc Séguin</u> • Heidi Hollinger • <u>Michel Vermeulen</u> Transport Canada Hall |
| Happy Hour | Fourquet Fourchette Casey's | |
| Dinner Menus As of 17h00 | INVITED CHEFS Toqué Indonesian Chef | INVITÉD CHEF Intercontinental Catalanian Chef |
| Main show 20h00 to 22h30 | | Sao et Marco Calliari <i>Sounds of Portugal and traditional Modern Italian</i> Palais des Congrès |

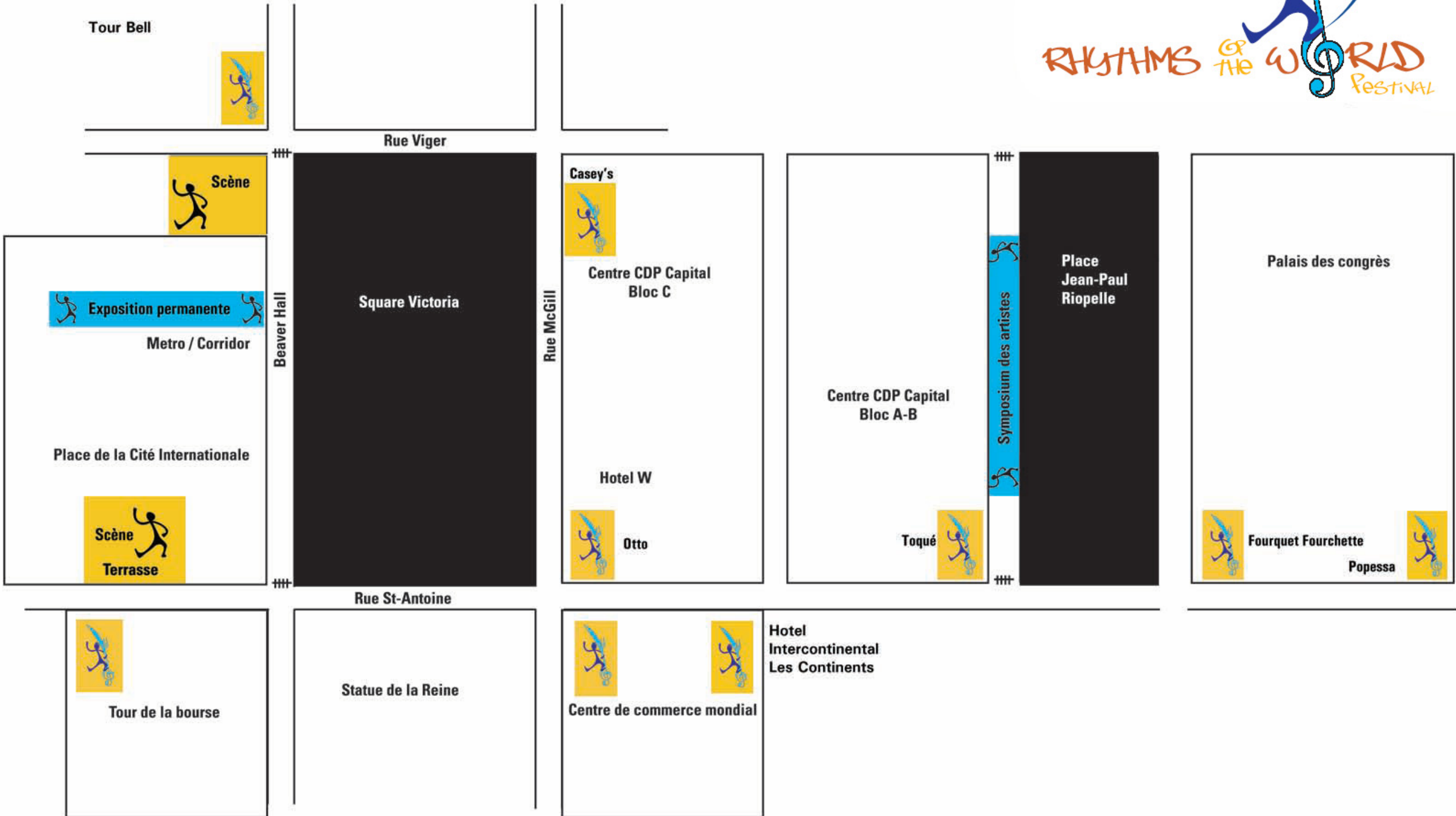
| HARMONY DAY (Family Day) Sunday September 11th 2005 | |
|--|---|
| Permanent Exposition 11h00 to 17h00 | <ul style="list-style-type: none"> • <u>Marc Séguin</u> • Heidi Hollinger • <u>Michel Vermeulen</u> Transport Canada Hall |
| Rhythms of the World Brunch 11h00 to 14h30 | Caterers CDP Tent 1 – J.P.Riopelle street, facing entrance of CDP |
| Visual Art Symposium 12h00 to 14h30 | <ul style="list-style-type: none"> • Michel Vermeulen Tent 2 – J.P.Riopelle street, facing entrance of CDP |
| Young Artists' Activity Colour Day 11h00 to 17h00 | Transform your Danone yogourt into a tam-tam <i>Tent Danone – J.P.Riopelle Street, facing entrance of CDP</i> Participate in the collective creation « Cultural Harmony » Omer Desserres Tent- J.P.Riopelle Street, facing entrance of the CDP |
| Entertainers 12h00 to 15h00 | Face paint Place J.P. Riopelle |
| Closing Show 13h00 to 14h00 and 16h00 to 17h00 | Zuruba <i>Afro Brazilian Samba and Percussion</i> J.P.Riopelle et de Bleury Streets between Viger and St-Antoine |

* Subject to change.

** Items in italics have yet to be confirmed

***Items in bold are confirmed.

SITE MAP



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A NEW SYNERGY

THE QUARTIER INTERNATIONAL AT THE CENTER OF ALL THE ACTION

The management team of the **Rhythms of the World Festival** studied the area of the Quartier international beforehand to make sure that the people would actively participate in contributing to the Festival's success in 2005.

Merchants, business and building owners will become involved in the project, especially as the Festival will greatly contribute to the development and notoriety of the businesses and establishments of the area.

Furthermore, the **Rhythms of the World Festival** will be a springboard for a number of other ethnic and local cultural events of Montreal by allowing them to expose their own events and activities.

Therefore, thanks to a highly skilled team of people from different backgrounds, the **Rhythms of the World Festival** will be able to harmonize perfectly within its environment.

METHODS OF APPROACH TO THE SPONSORS AND PARTNERS

The **Rhythms of the World Festival** will benefit from the support and help of different sponsors and partners. Below are some names of potential sponsors:
(non-exclusive list)

Hotels and congress centres: Intercontinental Hotel, Delta Downtown Hotel, Hilton Bonaventure, Palais des Congrès, World Trade Center of Montreal.

Government: Tourisme Québec, Tourisme Montréal, Minister of Relations with the Citizens and Immigration, Ministère de la Culture et des Communications, city of Montreal (Festivals bureau), Canadian Heritage, etc.

Government corporations : Hydro-Québec, SAQ, Loto-Québec, Caisse de Dépôt, Canada Post, Via Rail, etc.

Private sectors, real estate owners, private buildings:

Telus, SITQ, World Trade Center of Montreal, Quebecor, Nationale Bank, TD Bank, Power Corporation, Canada Steamship Lines, Bell Canada, etc.

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PROMOTION AND ADVERTISING IN 2005

Taking place in the center of the financial district of Montreal, the **Rhythms of the World Festival** will essentially have the employees of some 7,500 companies of the neighboring area as its clientele.

Montreal is an important tourist destination that relies on the vitality of its multiculturalism and on its big summer attractions. Tourists visiting the city during the festival's duration will also count as a target market.

Efforts to promote this magnificent event will also be carried out targeting local communities through both public relations and advertising - newspapers, radio shows and other media coverage reaching out to different ethnic groups of Montreal.

PRINT CAMPAIGN

- Advertising in daily Montreal newspapers and neighborhood newspapers;
- Promotional posters distributed in the greater Montreal area (3000 copies);
- Promotional pamphlet (program) distributed in the greater Montreal area ;
- Banners to be placed on the street signs of major roads (250 000 copies);
- Billposting on Montreal's buses and metro, if allowable with the collaboration of special partners.

RADIO CAMPAIGN

- 30 second commercials beginning 3 weeks before the event;
- Ad lib commercials by radio announcers for a duration of 3 weeks;
- Production of live radio shows during the whole length of the Festival in collaboration with partner radio stations;
- Tickets and give-away contests in collaboration with sponsors and a print media.

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PRESS CONFERENCE

- Festival opening and launch of the indoor program, unveiling of the website and an announcement made by the spokesperson;
- Launch of the outdoor program.

SPOKESPERSON

- The **Rhythms of the World Festival** will have a spokesperson to promote the event on radio/television shows and for articles.

INTERNET CAMPAIGN

- The Festival's website, www.rhythmes.tv, has been refined with the addition of new links and sections/banners dedicated to our proud sponsors and partners;
- Promotion via email to the Festival subscribers and other promotional partners and sponsors;
- Public relations to promote the content of the Festival's program on a number of local and international websites.

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BUDGET FOR 2005

EXPENSES

| | |
|--|------------------|
| Production and artistic talent costs (performing arts) | 150,000\$ |
| Logistics and management costs | 150,000\$ |
| Promotion and advertising costs | 100,000\$ |
| Logistics and equipment for visual and culinary arts | 100,000\$ |
| Total expenses for 2005 | 500,000\$ |

REVENUES

| | |
|--|------------------|
| Indoor events | 25,000\$ |
| Fundraising events | 25,000\$ |
| Sponsors and private contributions (cash or service/goods) | 250,000\$ |
| Government grants or contributions | 200,000\$ |
| Total revenues for 2005 | 500,000\$ |

| | |
|---------------------------------------|------------|
| | moins |
| Total revenues | 500,000\$ |
| | - |
| Total expenses for 2005 | 500,000\$ |
| | = |
| GAIN (LOSS) FOR THE 2005 EVENT | 0\$ |

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DETAILS OF THE PROMOTIONAL BENEFITS OFFERED TO THE SPONSORS AND PARTNERS OF THE 2005 EDITION

As a festival partner, your logo (and/or your website address depending on the option you have selected) will be included on all official promotional material relating to the festival.

1. OFFICIAL POSTER The 24 X 36 inch poster will be printed and placed in key areas around Montreal for a duration of one month prior to the launch of the **Rhythms of the World Festival**. The poster will also be distributed to numerous related groups and Montreal businesses and associations. Quantity being printed : 3 000.

2. OFFICIAL PAMPHLET will include all programming details, location of sites, and partner information. These pamphlets will be distributed in key areas six weeks before the event. Quantity being printed : 250 000.

3. MEDIA RELATIONS/ PRESS RELEASES Information about your company, your logo and/or website address will be included on all material being distributed to the media. Depending on your selected option, you may also incorporate your own press releases into our media kits and have a representative from your company act as the spokesperson.

4. WRITTEN AND WEB ADVERTISEMENTS for the 2005 edition, with the help of its partners, the Festival will place written and web ads to promote the full program of the Festival. Your logo and/or name will be integrated into these ads, depending on the option you choose.

5. PROMOTING BY WAY OF INTERNET the **Rhythms of the World Festival** will set up – with the collaboration of experts in this field – a brand new updated website for the 2005 edition of the Festival. This website will be promoted by and linked to all the Festival's partnered groups, other collaborating groups and important media of Montreal. Your logo and/or name and/or website address and/or Internet banner and/or hyperlinks to your website will be managed in a variable manner depending on the chosen option. In addition, many participating companies (communities, businesses, media partners and other sponsors) will be invited to mention the participation of sponsors/partners of the Festival on their own websites.

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6. WEB PROMOTION CAMPAIGN the **Rhythms of the World Festival** will proceed with a web promotion of its program by sending out a minimum of five (5) emails to all organizations, societies and media directly or indirectly involved with the project. Each contacted organization will also be invited to promote the Festival to all its members. In doing this, the number of individuals reached through web promotion will be an estimated 1 million people in Montreal and Quebec. Through these promotional mailing lists, the logos and/or names and/or websites addresses will be conveyed in a variable manner depending on the chosen option.

7. SPECIAL EVENTS OF THE FESTIVAL during the special indoor (on stage) or outdoor events, the master of ceremony will verbally thank the sponsors deserving acknowledgment. Also, a special sign will be visible with the logos of the sponsors on it even if the stages are officially mentioning other specific sponsors. Visibility will be displayed during additional special events, such as the opening gala and the closing gala.

8. CHEQUE CEREMONY BY THE SPONSOR depending on the chosen option, you will have precedence over the special benefit of officially presenting your contributions to the organizers of the **Rhythms of the World Festival** with an official photo séance that will be posted onto relevant websites and relayed to the media. A cocktail in honour of the VIP guests (at the Festival's expense) will also be held at the same occasion.

9. PROMOTIONAL ITEMS Depending on the chosen option, sponsors will see their logos appear on some promotional items such as T-shirts, souvenirs and more.

10. "GENERAL PUBLIC" PROMOTIONAL ITEMS such as street banners for outdoor sites, metro and bus system billpostings (if possible, with the support of partners to cover the costs).

COMPARATIVE TABLE OF THE PROMOTIONAL BENEFITS

| CATEGORIES | A | B | C | D' | E | F | G | H | I | J |
|----------------------------|--|--------------------------------------|----------------------------------|------------------------------------|------------------------------|--------|--------------------|---|---|---|
| MAIN | X Feature Billing | X Feature Billing Feature Billing | X2 Logo & Name | X Feature Billing Banner & Link | X Head Logo | X logo | X All | X | X | X |
| ASSOCIATED | X Box Logo 2nd dimension | X Box Logo 2nd dimension | X name 2nd position | X Box Logo | X Logo & Link | X name | X Principal | | | X |
| PATRON | X Box Logo 3e dimension | X Box Logo 3e dimension | X name 3e position | X Box Logo No Radio | X logo | X name | | | | X |
| SUPPORTER | X Box Logo 4e dimension | X Box Logo 4e dimension | X name 4e position | X Name Box No Radio | X logo | | | | | |
| (1) MAIN STAGE | X logo section Feature Billing | X logo section Feature Billing | X Logo & Name Head of section | X logo section Feature Billing | X Head Logo Banner & Link | X logo | X Specific Site | X | X | |
| (1) SECONDARY STAGE | X logo section 2nd dimension | X logo section 2nd dimension | X name section | X logo section | X Logo & Link | X name | X Specific Site | | | |
| (1) VISUAL ARTS | X logo section 2nd dimension | X logo section 2nd dimension | X name section | X logo section | X Logo & Link | X name | | | | |
| (1) CULINARY ARTS | X logo section 2nd dimension | X logo section 2nd dimension | X name section | X logo section | X Logo & Link | X name | | | | |
| INDOOR SHOWS | X Specific poster (LOGO SUR 11 x17) | X name section | X name No Radio | X name section | X name | | X Specific Site(s) | | | |

LÉGENDE

A Official poster (24 X 36)

B Official pamphlet

C Media relations / News release

D Written or web advertising

E Internet (Festival Website)

F Web advertisement (via email)

G Special events

H Cheque ceremony

I Promotional items

J "General public" promotional items

1) Written and/or web posters: for all the options except for the two biggest categories (BIG and MAIN STAGE), the logo or name placing will only be possible once written advertising space becomes available and/or when air time permits it.

2) Media relations: only for "Main" sponsors, the **Rhythms of the World Festival** will prepare a special information package for each of the "Main" sponsors and will organize personalized interviews with its official spokespersons and the media, in order to further expose the businesses/ organizations and their contributions to the **Rhythms of the World Festival** (with, for example, reasons for your involvement, the Festival's beliefs that coincide with your own, etc.).

“The 2005 **Rhythms of the World Festival** will act as the main cultural festival in Canada allowing each individual to discover, understand and appreciate Canadian multiculturalism.”
Herman Alvès, Founder and Chairman of the Board of the **Rhythms of the World Festival**

CONFIRMATION FORM

FINANCING OF THE 2005 **Rhythms of the World Festival**

Rhythms of the World Festival

630 René-Lévesque West, Suite 1840, Montreal, QC H3B 1S6 Tel. : (514) 789-2050 Fax. : (514) 789-2059

COMPANY / ORGANIZATION _____

CONTACT PERSON _____

POSTAL ADDRESS _____

TELEPHONE _____ FAX _____

EMAIL ADDRESS _____

WEBSITE _____

Yes, I would like to be an official partner of the Rhythms of the World Festival 2005.

- OPTION 1 – ‘MAIN’ SPONSOR OF THE ENTIRE FESTIVAL: 75,000\$ _____
- OPTION 2 – ‘ASSOCIATED’ SPONSOR OF THE ENTIRE FESTIVAL: 40,000\$ _____
- OPTION 3 – ‘PATRON’ SPONSOR OF THE ENTIRE FESTIVAL: 25,000\$ _____
- OPTION 4 – ‘SUPPORTER’ SPONSOR OF THE FESTIVAL: 10,000\$ _____
- OPTION 5 – SOLE SPONSOR OF THE MAIN STAGE: 75,000\$ _____
- OPTION 6 – SOLE SPONSOR OF THE SECONDARY STAGE: 40,000\$ _____
- OPTION 7 – SPECIFIC SPONSOR(S) FOR INDIVIDUAL EVENTS: 40,000\$ _____
- OPTION 8 – SPONSOR FOR INDOOR SHOWS AND EVENTS: \$ 5,000 per show or event
(EXCLUDING OPENING AND CLOSING GALAS THAT ARE TO BE NEGOCIATED SEPARATELY)
- OPTION 9 – OPEN OPTION to be discussed according to your marketing priorities
and your potential specific ideas.

AUTHORIZED SIGNATURE: _____

Please submit this confirmation form by fax to **Rhythms of the World Festival, FAX 514 875-9323.**

For more information about the sponsorship options, please communicate with Robert J. Vézina RJV Communications 514 875-1353 extension 205, email: rjv@bbcm.org Please send your logo in JPEG format and your website address to: graphic@bbcm.org