

bouge
bouge



Partnership
plan

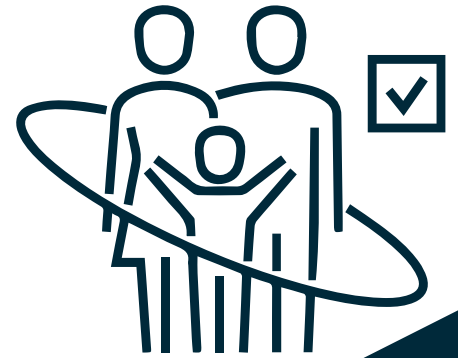


What is BougeBouge?

BougeBouge is an organization that aims to bring people together to pursue active lifestyles and healthy living. We hold large-scale community events to celebrate and encourage the efforts of people who make active lifestyle choices, regardless of their current degree of fitness or experience.

BougeBouge offers programs with a wide-range of physical activities and level of challenge.

We want to create meaningful connections between people and sport while providing them with experiences that will get them hooked on physical activity!



In addition to the half-marathon races organized in the Montreal area as well as races in Ottawa, several other activities are offered, such as: yoga, zumba, bootcamp, paddle board, dance, etc.

Always in constant evolution we have exceeded 50657 users on the website:

- 217,479 page views on the website
- 5,895 subscribers to the Facebook page
- 587 followers on the Instagram

Events organized throughout Quebec and Ontario:

- On site and virtual races;
- Guided tours;
- Festivals adapted to the regions;
- Artistic activities;
- Cultural activities;
- Activities in schools and many more!

All our past and upcoming events are posted on our page :

www.bougebouge.com/events/





Who are we ?



Our founder and executive director is Kathy Tremblay, a former Olympic triathlete. Over 11 years of elite competition, she has participated in 52 international events, and has climbed to the world's top 10 on numerous occasions. A true ball of energy, she leads the vision to make us MOVE!

We are a seasoned team of volunteers who give our best at our growing and exciting list of events. BougeBouge is also a powerful network that brings together businesses, municipalities, and community leaders across Quebec and Ontario. United, we promote and support healthy lifestyles for youth, young families, and retirees.



5 good reasons to become a PARTNER with BougeBouge

- Identify your brand with our strong reputation and promote your company or organization at our local events;
- Associate your company or organization with the promotion of healthy lifestyles and self-improvement;
- Benefit from positive public impact in dynamic communities in Quebec and Ontario;
- Build team spirit within your company or organization by engaging your employees or associates at BougeBouge events;
- Make a difference to young people, young families, and retirees in Quebec and Ontario. Every dollar invested in proactive health improvement saves 10 dollars in care. Let's do this!





Our Annual Plans

Marathon Plan: 50 000\$

- Your company or organization name appears in the event title (for example, BougeBouge Île-Perrot COMPANY NAME) (a value of \$20,000)
- Kiosk at the location of your choice at the spaces reserved in each event (a value of \$7,000)
- 40 free registrations for all events (a value of \$18,200)
- A \$5,000 donation to the Kathy Tremblay Foundation (a tax receipt will be issued in your name)
- Display your logo in all communications, information leaflets, participants' bibs and milestones, the arrival arch and in souvenir photos (a value of \$5,000)
- Business Conference by Kathy Tremblay (a value of \$5,000)
- Promotional video of Kathy in your company or organization (a value of \$1,000)
- Banner on our website and display of your logo on our social networks 10 days before each event (a value of \$7,000)

Limit of one marathon partner per year

Half-Marathon Plan: 30 000\$

- Presentation of your company or organization as a major partner for each event (a value of \$10,000)
- Kiosk in a prime location in each of the events (a value of \$7,000)
- A \$2,500 donation to the Kathy Tremblay Foundation (a tax receipt will be issued in your name)
- 20 free registrations for all events (a value of \$9,100)
- Your logo displayed in all communications, information leaflets, participants' bibs and milestones (a value of \$7,500)
- Promotional video of Kathy in your company or organization (a value of \$2,000)
- Display of your logo on our social networks 5 days before each event (a value of \$3,500)

Limit of two half-marathon partners per year

Sprint Plan: 15 000\$

- Presentation of your company or organization as a major partner for each event (a value of \$10,000)
- Kiosk at each event (a value of \$3,500)
- A \$1,000 donation to the Kathy Tremblay Foundation (a tax receipt will be issued in your name)
- 10 free registrations for all events (a value of \$4,550)
- Your logo displayed in all communications and on kiosks (a value of \$1,500)
- A broadcasted thank you video with Kathy (a value of \$250)
- Display of your logo on our social networks 3 days before each event (a value of \$1,750)

Limit of three half marathon partners per year





Piece Plans



Gold Medal Plan: 7500\$

- Display of your logo prominently in event-related communications (a value of \$2,500)
- Name of a zone or activity on behalf of your company or organization (for example, the COMPANY NAME Yoga Zone) (a value of \$2,500)
- Kiosk during the vent (a value of \$500)
- 15 free event registrations (a value of \$1,040)
- Business conference given by Kathy Tremblay (a value of \$5,000)
- Promotional video of Kathy at your company or organization (a value of \$2,000)
- Display of your logo on our social networks 5 days before the event (a value of \$3,500)

Limit of one gold medal partner per event



Silver Medal Plan: 2500\$

- Display of your logo in communications related to an event (a value of \$1000)
- Kiosk during the event (a value of \$500)
- 10 free registrations for an event (a value of \$650)
- A broadcasted thank you video with Kathy (a value of \$250)
- Display of your logo on our social networks 5 days before the event (a value of \$500)

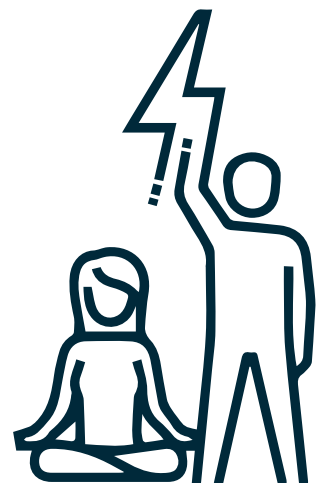
Limit of three silver medal partners per event



Bronze Medal Plan: 1500\$

- Display of your logo in communications related to an event (a value of \$1,000)
- Kiosk during the event (a value of \$500)
- 5 free registrations for an event (a value of \$325)
- A broadcasted video announcing your partnership with BougeBouge (a value of \$100)

Limit of five bronze medal partners per event

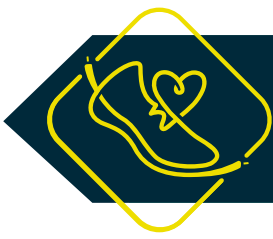


Participant Plan: 500\$

- Kiosk during the event
- Poster placement on the event premises

Spectator Plan: 250\$

- Poster placement on the event premises



BougeBouge Tours Plans

Move to learn! Connecting people to local places, history and art

BougeBouge Tour Ultimate Plan: 25 000\$

- We create a tour in your area and value the places, the history and the local art
- Your logo on our website among our main partners (125K annual visitors on the website)
- Your logo on our new mobile application among our main sponsors
- Targeted Facebook posts (5) over 5 months and Instagram posts (2) mentioning your company to our community of over 5K fans and subscribers - Opportunity to host a contest for your brand
- Your logo or company name in our Facebook and Instagram ads (Average of 16.2K people reached and 109K impressions per project)
- Mention of your company in our newsletter about the sponsored event (Minimum of 3 mailings per event - Database of 5.5K amateur athletes)
- Logo on the application
- Logo on all promotional posters with QR



BougeBouge Tour Plus Plan: 15 000\$

- We create a tour in your area and value the places, the history and the local art
- Your logo on our website among our main partners (125K annual visitors on the website)
- Your logo on our new mobile application among our main sponsors
- Targeted Facebook posts (3) over 3 months and Instagram posts (1) mentioning your company to our community of over 5K fans and followers
- Opportunity to host a contest for your brand
- Mention of your company in 1 newsletter about the event sponsored
- Logo on all promotional posters with QR



BougeBouge Tour Plan: 5 000\$

- We go to your place and we value your place, your history and your art with photos that value you
- Your logo on our website among our main partners (125K annual visitors on the site)
- Your logo on our new mobile application among our main sponsors
- Targeted Facebook posts (3) over 3 months and Instagram (1) mentioning your company to our community of over 5K fans and followers - Opportunity to organize a contest for your brand





Registration Form

Book early, spaces are limited!



Name of the organization : _____

Contact person: _____

Title: _____

Selected Plan(s): _____

Selected Event(s): _____

Telephone Number : _____

Email: _____

Address: _____



BougeBouge.com

