

PONTIAC COUNTRY FESTIVAL 4TH EDITION



2026 SPONSORSHIP PLAN

The Festival Country de Pontiac is returning for its 4th consecutive year, from June 25 to 28, 2026, and we are excited to invite you to be part of this great adventure as a sponsor.

A flagship event in the region, the festival has experienced remarkable growth year after year. A major highlight for 2026 is that the Festival Country de Pontiac has officially joined the **Regroupement des Festivals Country, Western et Folkloriques du Québec (RFCWF)**, a provincial network bringing together more than 40 festivals. This affiliation represents a significant opportunity to enhance the visibility of both the festival and its partners, through increased regional and provincial promotion and expanded outreach to a broad audience of country music enthusiasts.

Our Mission

- Provide a showcase for local and regional artists, allowing them to highlight their talent and grow in front of an enthusiastic audience;
- Contribute to local economic development by attracting visitors, supporting local businesses, and fostering community vitality through culture;
- Make culture accessible to all, in a festive, inclusive, and welcoming environment.

By partnering with the Festival Country de Pontiac, you are supporting a rapidly growing event while demonstrating a tangible commitment to the cultural and economic vitality of our region. Your sponsorship will offer strategic visibility before, during, and after the event, based on the selected sponsorship level (Friend, Bronze, Silver, Gold, Platinum, or Corporate).

The 2026 Festival Country de Pontiac promises to be an exceptional edition, featuring a diverse lineup of local and guest artists, outdoor performances, country dancing, activities for all ages, and the warm, welcoming atmosphere for which the festival is known. After doubling attendance in 2025 compared to 2024, we anticipate an even greater increase in 2026, further amplified by our membership in the Regroupement. We invite you to review our 2026 Sponsorship Plan and return the commitment form no later than March 31, 2026, in order to secure the visibility associated with your sponsorship level. Should you have any questions or wish to discuss partnership opportunities, please do not hesitate to contact us.

On behalf of the organizing committee, we sincerely thank you for your interest and hope to count on your support to make this 4th edition a resounding success.

Contactez-nous!

Nathalie Larose

Recreation, Community Life and
Communications Coordinator,
Pontiac Country Festival Director
larose.nathalie@municipalitepontiac.ca
819-455-2401, poste 168



Follow us on our Facebook page:

<https://www.facebook.com/FestivalCountryPontiac>

PLAN DE COMMANDITES 2026

2026 SPONSORSHIP PLAN

Visibilité et avantages / Visibility and benefits	Ami / Friend 100\$	Bronze 250\$	Argent/ Silver 500\$	Or / Gold 750\$	Platine / Platinum 1 000\$	Corporatif / Corporate 1 500\$
Nombre de pancarte(s) ou bannière(s) – Emplacement de choix (fourni par le commanditaire) / Number of sign(s) or banner(s) – Prime location (provided by the sponsor) – Format/size: 2' X 3'	-	-	1	2	3	Front stage (2' X 6')
Laissez-passer pour la fin de semaine / Weekend passes	1	2	2	2 + camping	4 + camping	4 + camping
Kiosque promotionnel / Promotional booth	-	-	-	1	1	1
VOTRE LOGO / YOUR LOGO:						
Brochure du Festival (formats)/ Festival pamphlet (sizes)	Carte d'affaires / Business card	Carte d'affaires / Business card	½ page	½ page	Pleine page/ Full page	Pleine page/ Full page
Site internet de la Municipalité / Municipality's Web site	✓	✓	✓	✓	✓	✓
Page Facebook du Festival (logo et/ou mention) / Festival's Facebook page (logo and/or mention)	✓	✓	✓	✓	✓	✓
Présentation Powerpoint pendant le festival / Powerpoint presentation during the Festival	✓	✓	✓	✓	✓	✓
Ajout à notre vidéo promotionnelle / Addition to our promotional video	-	-	✓	✓	✓	✓

Afin d'amorcer le processus de publicité le plus tôt possible, veuillez SVP compléter le formulaire ci-joint et nous le retourner par courriel à l'adresse suivante dans les meilleurs délais.

To kick off the advertising process as early as possible, please complete the attached form and return it to us by email at the following address as soon as possible.

Nathalie Larose

Directrice du Festival Country de Pontiac /
Director of the Pontiac Country Festival

larose.nathalie@municipalitepontiac.ca

819-455-2401, poste 168



SPONSORSHIP COMMITMENT

FORM

PONTIAC COUNTRY FESTIVAL - 2026 SPONSORSHIP PLAN

I, the undersigned _____, confirm my commitment as a **_____** sponsor (please indicate your choice: Friend, Bronze, Silver, Gold, Platinum, or Corporate) of the Pontiac Country Festival, in the amount of _____\$.

Please return this completed confirmation by email to larose.nathalie@municipalitepontiac.ca no later than **March 31, 2026**, to ensure the visibility associated with your selected sponsorship category, as outlined in the 2026 Sponsorship Plan.

We also kindly ask that you include your most recent high-resolution logo in one of the following formats: .svg, .png, or .jpeg, so it can be used in our promotional materials.

Upon receipt of your confirmation, the Festival Organizing Committee will issue an invoice for the agreed amount. Payment must then be made by cheque no later than **May 1st, 2026** to the following address:

Municipality of Pontiac
2024 Route 148
Pontiac, QC J0X 2G0

Company Name: _____

Contact Person: _____

Telephone number: _____

Email address: _____

Signature: _____

Date: _____

Sponsored Gifts:

As a complement to the selected sponsorship, companies also have the option to offer sponsored gifts in the form of products, services, promotional items, or gift certificates. These additional contributions may be used for artist hospitality, volunteer recognition, prize draws, contests, or various activities for the public during the festival.

This option represents an excellent opportunity to further increase your company's visibility, while making a concrete contribution to the festival experience and the success of the Festival Country de Pontiac.

☐ Add-on to Sponsorship - Sponsored Gifts

We wish to enhance our sponsorship by offering gifts in the form of products, services, promotional items, or gift certificates.

Description of the gift(s) offered: _____

Estimated value of the contribution: _____ \$

We sincerely thank you for your support!



Follow us on our Facebook page:

<https://www.facebook.com/FestivalCountryPontiac>

