

# N O C T U R N E

## *Gal-Marche*

IMAGINE *P*ARIS...

Now Imagine Paris at night...with its street in lights, occupied by the town's most aspiring and inspired artists, entertainment at every corner. Galleries, shops and cafes open late and catering to your every taste and delight. And when the clock strikes midnight, your coach awaits. In the morning you awake to think it was all a dream. That is until you open your closet and realize: what you thought was only a fantasy, was in fact a dream... come true! **NOCTURNE Gal-Marche.**



### NOCTURNE GAL-MARCHE

is a bi-annual night-time arts festival bringing together retailers, restaurants, vendors, performing artists, painters, sculptors and patrons with the centre of the shopping centre itself being turned into an overnight art gallery, providing space for art installations, performances (music, film, dance, performance art), themed social gatherings, and other activities.

Taking advantage of the Holiday and Summer shopping pre-seasons NOCTURNE Gal-Marche promotes shopping in a fun, interactive and awe inspiring manner like never seen before North America and World Wide.

# WHAT IS NOCTURNE?

*Why is it so Unique*

## GAL-MARCHE

### *Format*

LOCAL ARTISTS AND BIA MANAGEMENT WORK TOGETHER TO CREATE INTERACTIVE AWE-INSPIRING CONTEMPORARY ART PIECES THAT ENGAGE AND INSPIRE THE MIND.

RETAILERS AND OTHER LOCAL VENDORS OPEN LATE, TAKE ADVANTAGE OF THE ART HAPPENINGS IN AND AROUND THE MALL ATMOSPHERE.

RESTAURANTS AND CAFÉS OPEN TO PROVIDE A ONE OF A KIND PRIX-FIXE MENU EXCLUSIVELY FOR THE NIGHT OF NOCTURNE GAL-MARCHE

PATRONS ARE ENTERTAINED THROUGHOUT THE NIGHT WITH LIVE MUSICAL ACTS, ENGAGING CONTEMPORARY ART INSTALLATIONS AND RETAILER SPECIFIC RUNWAY SHOWS; SHOWCASING THE MANY DIFFERENT STYLES AND LOOKS AVAILABLE FOR THE SEASON.

NON FASHION RETAILERS ENJOY THE BENEFITS OF BEING PART OF LIVE MUSEUM STYLE CURATED ART THAT CAN BE RETAILED TO THE PUBLIC.

FROM EARLY DUSK UNTIL THE EARLY PRE-DAWN HOURS, THE BIA DISTRICT WILL BE ABUZZ WITH EXCITEMENT AS NOCTURNE GAL-MARCHE IS FIRST UNLEASHED ON AN UNSUSPECTING CROWD IN AN ALL-NIGHT EXPLORATION OF SHOPPING, FOOD, FUN AND FINE ART.

THIS EVENT COMBINES A WIDE RANGE OF SECTORS: THE EXCEPTIONAL TALENTS OF ARTISTS, CREATORS, CURATORS, PERFORMERS, LOGISTICAL STAFF, VOLUNTEERS, ART INSTITUTIONS, RETAILERS, CORPORATE SPONSORS AND MEDIA PARTNERS.



## INVOLVEMENT

NOCTURNE Gal-Marche aspires that BIA retailers participate in this exciting new concept in a variety of methods:

- 1- open late and enjoy the benefits of an engaged consumer audience shopping into the 'light' hours of the morning.
- 2- runway show participation intended for certain retailers who would like more involvement and exposure as part of NOCTURNE.
- 3- for non fashion related retailers participation in interactive art vignette installations thought-out the mall or live action art (hair salon, makeup art etc)
- 4-restaurants will be given a opportunity to host a variety of cafes through out to provide food art for guests.

# HOW TO PARTICIPATE

## *Levels of Sponsorship*

Host BIA or 2-3 BIA Cluster : all Inclusive budget \$200k

| Benefit   | BIA Participation |
|---|-------------------|
| Presenting Sponsor  | ✓                 |
| Billing on all press/print  | TITLE             |
| Guidebook ads   | CENTREFOLD        |
| VIP passes  | 50                |
| Entrance Signage  | ✓                 |
| Step and Repeat   | ✓                 |
| Media Lounge presence   | TITLE             |
| Gift Bag insertion  | ✓                 |
| Sampling/sale/contest participation                                 | ✓                 |
| Artist Sponsorship (2)  | ✓                 |
| Full Press coverage   | ✓                 |
| Presentation address/speakership                                    | ✓                 |
| Special Feature Presentation  | ✓                 |
| Crew tshirt   | ✓                 |
| Volunteer tshirts   | ✓                 |
| Name, mention, logo on all lead-up press coverage (incl. web&print) | ✓                 |
| Name, mention, logo on all post-press coverage (incl. web&print)    | ✓                 |



BIA hosts can enjoy a huge benefit of hosting one of the most fresh and exhilarating ideas to hit GTA shopping/business districts. By hosting NOCTURNE– Gal Marche, leading BIAs can anticipate a substantial tangible and intangible ROI among huge heightened exposure opportunities.

As a BIA Host, your centre can enjoy the benefit of hosting one of the most fresh and exhilarating ideas to hit the arts/shopping scene. Engage and attract consumers at this unique and dynamic event that will leave people mesmerized, amazed and walking away with purchases in hand in anticipation of what incredible experience is next. NOCTURNE Gal-Marche is sure to please both shoppers and local BIA merchants alike. Don't miss out on this prime opportunity to leave a lasting impression.

# WHO DOES WHAT?

## *Logistics and Organization*

### MANAGEMENT SERVICES

#### *At a Glance*

EVENT LOGISTICS  
MANAGEMENT AND COMMUNICATION  
SPONSORS AND SPONSORSHIP  
VENDOR RELATIONS  
VENDOR MANAGEMENT  
MEDIA MARKETING/PROMOTIONS  
EVENT OPERATIONS  
EMERGENCIES SECURITY INSURANCE  
POST EVENT MANAGEMENT

#### BUDGET BREAKDOWN:

BIA PARTICIPATION :  
\$125,000  
VENDOR PARTICIPATION:  
\$75,000  
SPONSORSHIPS: (AUXILIARY)  
\$25,000

### *Management and Communications Co-ordination*

Services, suppliers, entertainment, event theme decorations, facilities, audio visual and staging, move-in/out schedules

Negotiation and dealings with all contracts, agreements, permits and timelines

Provision of regular reports and updates leading up to the event  
Compilation and planning of budget revenue and expenses, update and reports, timely payments, sponsorship activities, and final fiscal report



### *Sponsors and Sponsorship*

Coordination of contra and potential financial sponsorship  
Creation of sponsorship package

Maintain a database of potential sponsors with a focus on the identification, solicitation and procurement of potential sponsors, in the BIA catchment area

Coordination and delivery of all sponsorship programs and benefits

Provide on-site sponsorship support

### *Event Operations*

Liaise with: suppliers, site contacts, guests, officials, sponsors, media

Oversee installations: check-in procedures, equipment, check points, waste control,

VIP arrangements: assure proper protocol, security procedures in place

Ensure: appropriate site signage, promotional materials and prizes are in place

Coordinate:

- The set-up and takedown of activity spaces as required outlined in the program
- Access points (entrances and exits) are clearly marked and can be easily operated
- Readiness of facility (cleanliness, food area, restrooms, and activity elements)
- Security measures, onsite security and safety inspections
- Emergency plans
- Overall trouble-shooting



## *Media, Marketing and Promotion*

Co-ordinate a media spend in co-operation with the BIA to include all effective means of event promotion based on available budget.  
Manage and coordinate production and delivery of promotional materials, forms, event programs and registration kits

## *Vendor Management*

Arrange all necessary permits  
Develop vendors' package including registration, set-up/tear-down procedures and policies  
Work in co-operation with the Oakville BIA to organize vendor placement and determine the overall floor plan of event  
Monitor vendor area, move-in/out schedule, booth set-up, cleaning, security, signage, electrical  
Manage and provide support to vendors during event  
Ensure consistency in vendor area activities, policies and procedures

## *Emergencies, Security and Insurance*

The Oakville BIA will provide their own liability insurance of no less than \$5,000,000  
Organizational meetings will be held to review with staff and volunteers, plans in the event of: medical, fire and emergency, weather conditions, confrontations, emergency procedures, direct lines of responsibility  
Arrange for trained medical personnel, pay duty police officers, crowd and traffic control  
Develop crowd control plans, adequate signage and staff for crowd control and flow  
Provide staff with instructional manual  
Assure adequate waste management procedures

## *Post Event*

Reports, analysis, evaluations, recommendations and wrap up  
Preparation of final event budget  
Disclosure of materials, information used prior, during, and following Event  
Create binder for archives, historical and future events, post event



For More Information  
Contact Om.E at  
647.881.3223



## THE NEXT STEPS

### *How this Happens*

In the grand tradition of the Parisian *Mode a Paris* and *Festival du Maitre*; no matter how distinctive the art is, the magic comes from the audience response and interaction with the shopping/art. Most importantly, through this event a new audience is introduced to contemporary art by making it fun, engaging and accessible.

Upon interest in participation, we ask that all potential sponsors, venues and participants contact Executive Producer and CEO of OMNI-Media and Entertainment, Dev at 647.881.3223 to devise a custom plan suitable for you and your target consumer.

