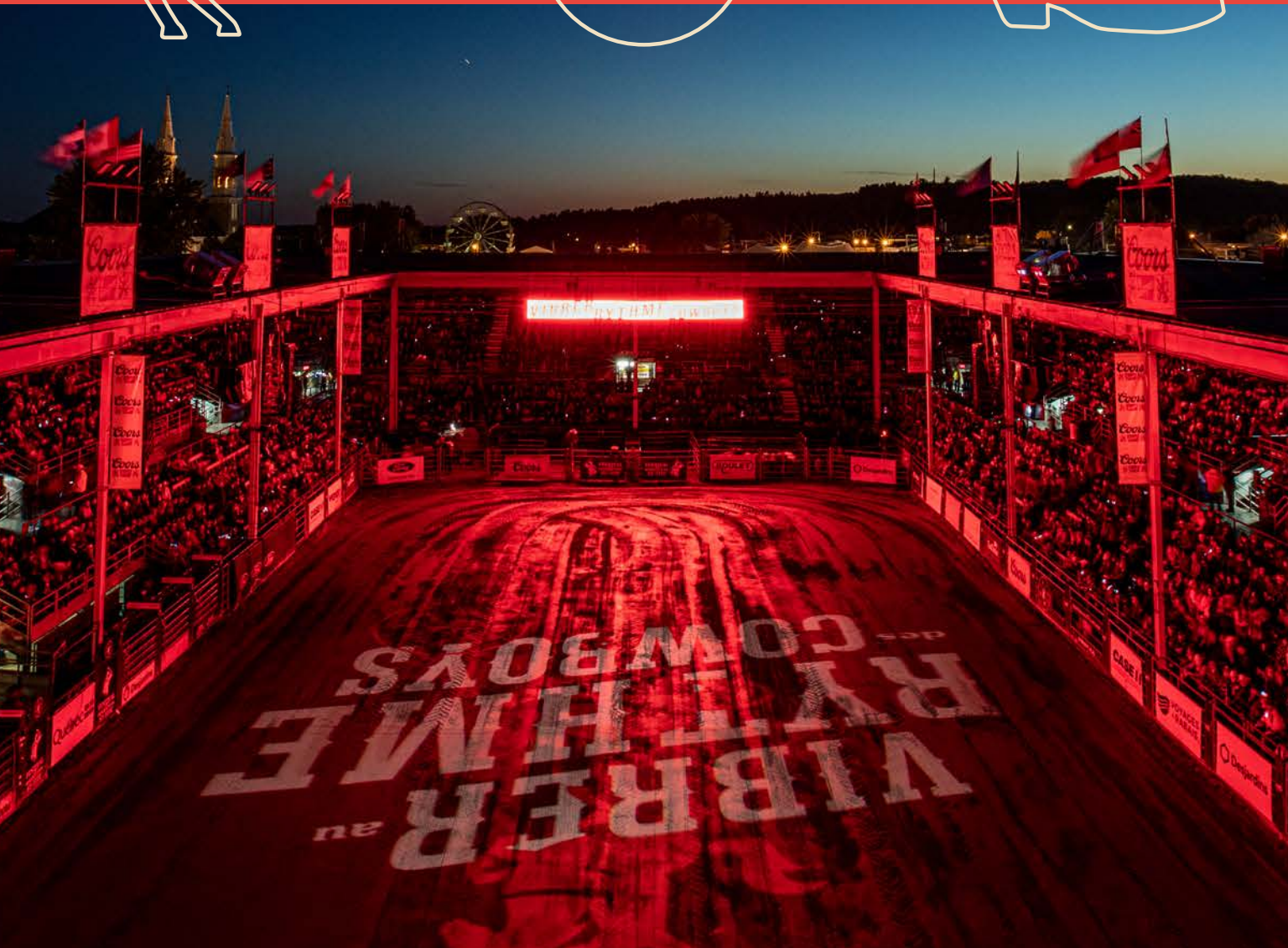


52nd edition
FESTIVAL
western
ST★TITE^{MD}



Summary

2019





665 158
visits

Average age

43.2

Women

51.3%

Men

48.7%

375,137

overnight stays generated

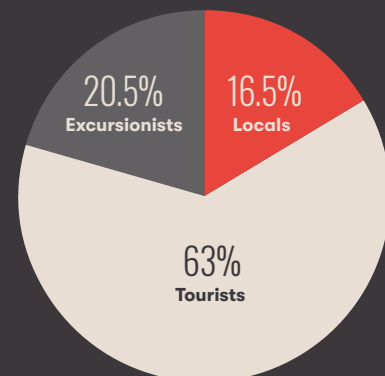
4.2 DAYS

on site

Attractiveness Index

97.2%

(97.2% of tourists and excursionists
who came to St-Tite did to come
to the Festival)



Local
(- than 40 km)

Tourists
(including
overnight stays)

Excursionists
(+ than 40 km)



Animal welfare

- ✓ Strict protocols
- ✓ Presence of a veterinarian team at all times
- ✓ Compliance with MAPAQ's laws and regulations
- ✓ The health of the animals is at the core of our values: integrity, diligence, relations, respect, professionalism, and loyalty
- ✓ Nearly 20 animal providers

80
bulls

120
horses

60
steers

60
calves

COMMUNICATIONS

Effective communication tools
and a dynamic advertising strategy.

SOCIAL MEDIA
**A sensational
engagement**

Instagram
Engagement rate of 5,8 %

9,086 FOLLOWERS

Facebook
98,077 FANS

WEBSITE

579,492
visits

The Newsletter: a successful tool!

47,856 SUBSCRIBERS

Average open rate of 32.2%
Average click-through rate of 3.1%

Partnership influence and Reach

MAMAN CAFÉINE

Facebook Fans

169,000

Instagram

57,000

ARIANE D'AMOUR

Well known new
country artist

Instagram

33,500

FLORENNCE99

Facebook Fans

11,000

Instagram

52,500

YouTube

91,000

VALÉRIE SIROIS

Weather presenter
for Radio-Canada

Instagram

2,000

Facebook Fans

1,000

MARTO NAPOLI

Broadcaster at
Énergie Québec
and event organizer

Instagram

6,000

Facebook Fans

13,000



VALUE OF MEDIA

889 000\$

6-15 september 2019 (a 10-day event)



Value of the advertising
placement in traditional media

\$400,000

Value of the advertising
visibility with TVA

over + \$450,000
in self-promotion



Total :
**4 live
broadcasts**

• Mario Dumont (LCN)
• La Joute (LCN)
• JIC (TVA Sports)

• Dave Morrisette
(TVA Sports)



PROFESSIONAL Rodeos

Flagship activity since the beginning of the famous Festival Western de St-Tite.

Once again, the presentation of the 10 professional rodeos impressed the attendance thanks to the high calibre of the participating cowboys.



Home of
the IPRA
CANADIAN
Finals



This sport tends to be discovered. As seasoned rodeo producers, it is our mission to both educate and entertain our rodeo audiences and we enjoy and embrace every opportunity to do so. Our interactive and enthusiastic announcers help to convey all of the rodeo action witnessed in each event. This includes commentary about each run or ride, how each is scored, and stories about each competitor.

Many interviews are conducted throughout the Province by our rodeo competitor ambassadors, our headliners.

The attendance to our rodeo activities remains stable.



Jessica Gauthier
Barrel race



Dominic Roy
Bullfighter



Anne Lottinville
Exchange race,
rescue race, pony express



Pascal Desrochers
Exchange race,
rescue race



Brinson James
Rodeo Clown

Our headliners





Inspire a generation
Defy conventions
Leave a legacy

PROMOTIONAL CAMPAIGN

COWBOYS' PORTRAITS

**They have spunk, boldness and guts to spare.
Beyond the bullring, discover those modern cowboys
who always steal the show.**

To be a real cowboy, it's more than just riding and rodeo. It means to be *all in*. It's working hard. Training harder. Taking care of your horses. Becoming one with them. It's making concessions and comprises. It's pushing back the limits. Bouncing back again and again. It's being proud. Being reckless.



Outreach and brand content



GOALS

- Transform the festival goers' perception
- Target a younger public
- Create awareness about a little exploited reality: the inspiring and human aspect from *behind the scenes*

Résultats

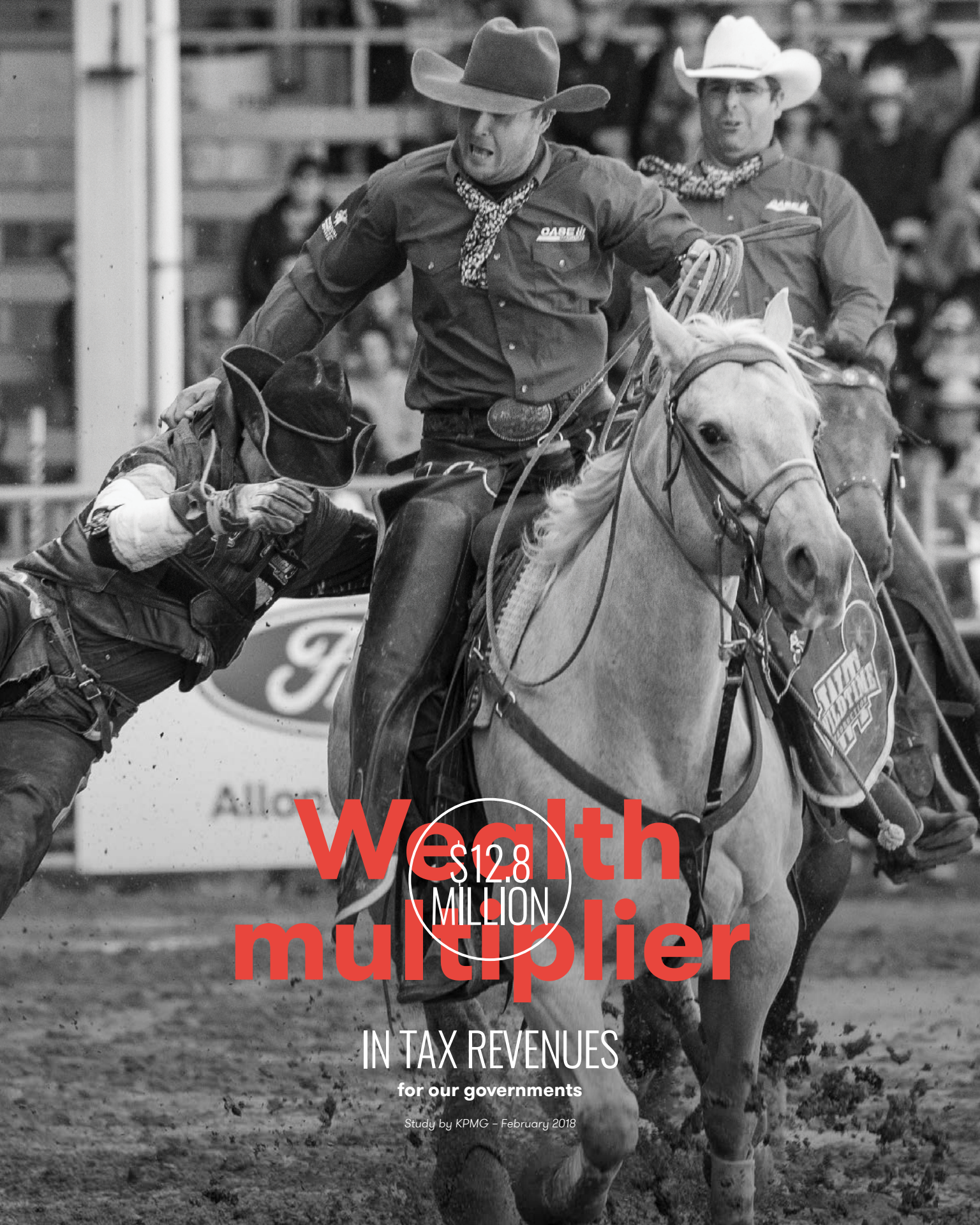
1,142,400
impressions



4,500
visits of the landing page

63,000
views of the full videos





**Wealth
multiplier**

**\$12.8
MILLION**

IN TAX REVENUES

for our governments

Study by KPMG – February 2018

ECONOMIC BENEFITS

An important economic impact



\$45 MILLION

in wealth creation
for Québec economy



\$309.26

Average spending by visitor
from outside Québec



679 JOBS

created or maintained



\$3.8 MILLION

of new money in spending
from Canadian tourists
or international tourists



\$600,000

In benefits for our community,
shared between 25 organizations.

Recognition & AWARDS

September 2019

Gala SOCAN

The Festival Western de St-Tite is the recipient of the “Licensed to play” award, recognizing the exposure it gives to the Canadian and Quebecers artists participating each year to our not-to-be-missed country event. This award is also a symbol of the outstanding collaboration between our event and the Socan licensing service.

October 2019

Recipient of the “Prix diffuseur de spectacles de l’année” (Annual Shows Presenter Award)

Gala country of Culture country (3rd year)

Novembre 2019

Recipient of the “Prix excellence Tourisme - Initiative promotionnelle ou publicitaire” (Tourism Excellence Awards - advertising or promotional initiative)

L’Alliance de l’industrie touristique du Québec

Sustainable development category Mékinac Chamber of Commerce Gala

Janvier 2019

IPRA Best Outdoor Rodeo in North America since 1999



LA DANSE COUNTRY à son meilleur!

- Satisfied festival goers and dancers!
- The **Hydro-Québec Saloo**
- An enhanced festival program



400 SUBSCRIPTIONS
TO THE OFFICIAL
Fan club

SECURITY & PROFESSIONALISM

FESTIVE ATMOSPHERE & FUN

More than 80 artists performed in the
3 festival tents and on the **3 official terraces:**
Ranch SAQ
Coorstown
Countrythèque Cogeco

FOR THE WHOLE FAMILY

Teenager Zone
Le Lait Family place
The Big Parade







SHOWS

Country Club Desjardins

Most of the shows were sold out.



46%
more people in the
Country Club Desjardins
bars

The presence of great country music artists from Québec surely brought many artistic evenings to a next level.

But what strikes most is the increasing popularity of the new country music style.

With the performance of the rising star, Matt Lang, and the famous Canadian country singer, Brett Kissel, the fans have been served.



Indoor Sites

A significant increase of visitors

- Coors Town
- Countrythèque Cogeco
- Ranch SAQ
- Hydro-Québec Saloon



The Festival Western de St-Tite gives back to the community

SOCIAL ASPECT

For 50 years now, The Festival Western de St-Tite shines in the heart of its community. In addition to contributing to the vitality of local businesses and improving the quality life of St-Tite’s residents, the Festival generates an economic impact of 45 million annually. Not only through its local purchasing policy, but thanks to a philosophy focused on community support, it allows concrete changes and major differences within organizations in the region.

Following direct or indirect involvement in the event, more than thirty associations from the region raise nearly half a million dollars in operating food and beverage concessions, in turning lands into parking lots and/or camping lands, performing cleaning tasks or technical assistance on the Festival sites.

Two organizations benefit mainly from considerable aid, namely La Séjournelle women’s shelter and Centraide Mauricie.

The Festival, as a good corporate citizen, gives free tickets for rodeos to residents, charity organizations, and social activities, for more than \$120,000.

Another concrete example of the Festival Western’s implication: we welcomed five beneficiary families from Leucan Mauricie to live an immersive day in the cowboys’ land.



La Séjournelle women’s shelter

With the involvement of its 130 volunteers gathered for the cause of women and children victims of domestic violence, La Séjournelle women’s shelter in Shawinigan ensures the sale of beverages and food at Coors Banquet Grandes Estrades. The profits related to this involvement amount to almost \$60,000. This large amount guarantees them a significant source of income. Funds raised by tips and some of the sales are used to renovate the shelter and to have a professional resource on an annual basis. The Festival is proud to contribute to the continuity of this organization.

Note that the concessions and kiosks of beverages widespread in the city during the festivities are under the responsibility of various local organizations. The impact of these implications allow them to achieve several activities and meet many needs, going from a school trip to hiring a professional resource.

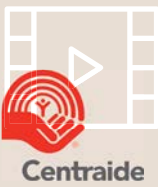
The Festival Western de St-Tite in collaboration with TVA Trois-Rivières created descriptive capsules about the actions of its involvement with organizations in Mauricie. This is a great opportunity, through the festivities, to discover what kind of work those organizations do. We invite you to watch those short informative videos.



Centraide Western

The Western Centraide activity values the close link between The Festival Western de St-Tite and the Mauricie community. It is therefore with great pleasure that the Festival allows a young person from the region to live an unforgettable day in the land of cowboys. With his family, the child lives an extraordinary experience thanks to a special treatment. In addition to travelling on the Centraide Western train, from Montréal, the family has the chance to attend a rodeo from the Salon des Presidents.

When the train arrives at St-Tite station, a horde of bandits ride their horses in order to steal from the travellers and spectators. All donations collected are handed to the Centraide Mauricie organization. Every year, it’s an average of \$50,000 that is collected.



A TEAM OF 650
proud and dedicated
VOLUNTEERS

GO GREEN ASPECT



The team of the Festival Western de St-Tite chose to bring its energy to implement a sustainable development action plan for an enhanced green strategy.

With the SADC Vallée de la Batiscan, the Festival supports a pilot project of sorting waste facilities, and gathered the festival goers’ opinion regarding sustainable development to enhance his actions.

See in our video the specific actions that were applied for the recycling aspect and the arrival of the green brigade.



HUMAN ASPECT

Involvement
Participation *Support*
CONTRIBUTION
Cooperation *Sharing*
HELP
BENEFITS **Mutual aid**
Generosity

Thanks

to our
sponsors for
THE 52ND EDITION

Presenter



Collaborator



Partner



Prestige partners



Public partners



Major partners



Medias



Suppliers

