



# BOWU FESTIVAL



## Celtic Vibrations

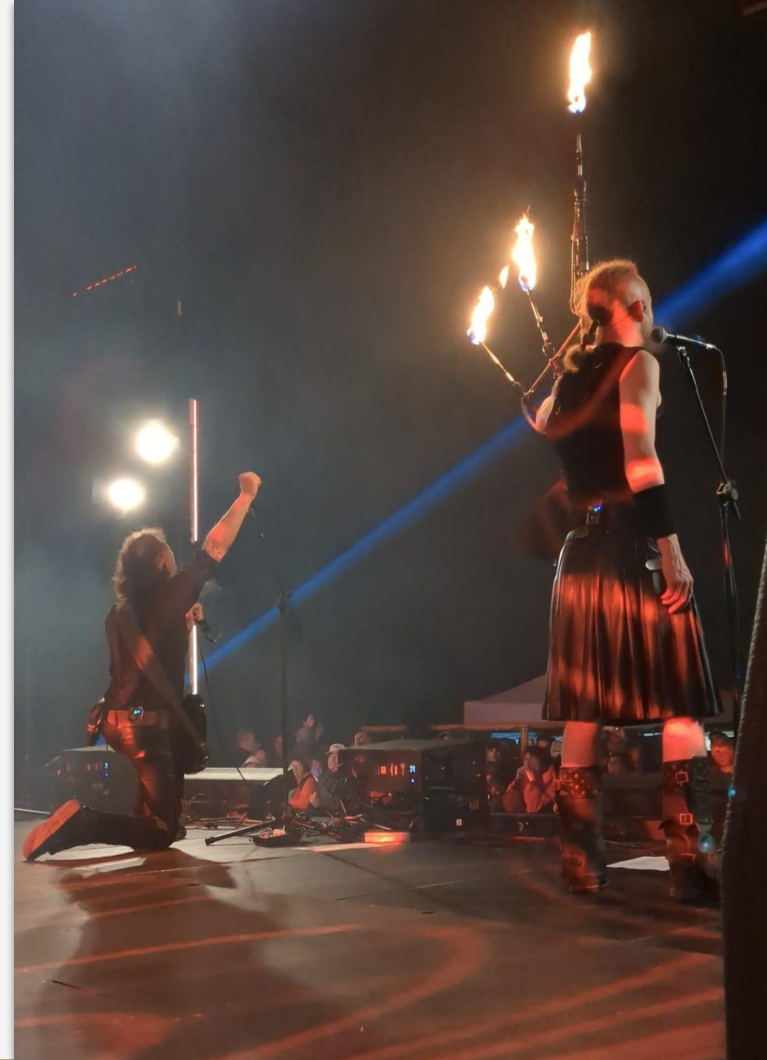
6, 7 & 8 JUNE 2025  
OUISTREHAM BEACH

**PARTNERS**



# CONTENTS

1. The Festival ..... p 3
2. The Association ..... p 4
3. A multicultural audience..... p 5
4. Why be a partner? ..... p 6
5. Our partner offers ..... p 7
6. Sponsorship ..... p 9
7. Advertising management ..... p 12
8. Contacts & Videoconferencing.. p 14



# 1. THE BOWU FESTIVAL

The BOWU Festival, the 3rd largest gathering of Pipers (Scottish bagpipers) in France, has become a [must-attend event in Normandy](#) for a diverse audience, especially Celtic music enthusiasts!

In Ouistreham Riva-Bella, near Brittany-Ferry, it blends Celtic culture and a tribute to D-Day with Celtic rock, folk concerts, and much more.

Artists and volunteers from [over 10 nationalities](#) bring a unique energy, all while being committed to sustainability through [eco-friendly initiatives](#). A vibrant event you won't want to miss!



## 2. THE ASSOCIATION

B.O.W.U International is a committed association that has brought together defenders of Celtic culture and the D-Day memory for 10 years.

During the 80th anniversary of the D-Day landing, 350 members (all volunteers) from 13 nations participated in 21 ceremonies and events.

As a key player in preserving memory, B.O.W.U fosters fraternal bonds between peoples, inspires youth, and transmits a living and essential heritage, while working towards a more united and supportive future.



# 3. A MULTICULTURAL AUDIENCE

The BOWU Festival captivates with its **diverse audience**, creating a unique atmosphere.

During the day, families, locals, and tourists come together to celebrate the history of D-Day through ceremonies and parades.

In the evening, the energy shifts: a young crowd and French and international military personnel gather to enjoy Celtic rock, folk, and electro concerts, celebrating peace and unity.

Tradition, modernity, and memory blend into an unforgettable experience.



# 4. WHY BE A PARTNER?

1. **Position your brand** at the heart of the action with a festival that echoes culture and peace.

2. **Gain exceptional visibility** by supporting one of the largest bagpipe gatherings in France.

3. **Support an internationally** recognized event and align your brand with a powerful commemorative cause in Normandy.

4. **Boost your image** by partnering with a festival that brings together thousands of enthusiasts and families!



# 5. OUR PARTNER OFFERS

## PEGASUS

Boost your visibility by becoming a partner of the BOWU Festival! Enjoy exceptional exposure across all our communication platforms and align your brand with a unique Celtic event.

## PIPER

Showcase your logo on the festival's website and partner banner! Give your business prime visibility during this exceptional and festive weekend.



# 5. OUR PARTNER OFFERS

Status	PEGASUS	PIPER
<b>Cost</b>	<b>2000€</b>	<b>1000€</b>
Access to the Festival & VIP area for all 3 days	8	4
Reserved parking space (Mairie de Bénouville)	2	2
<b>Communication</b>		
Advertising in the online program (French + English)	X	
Broadcast of a video ad on the festival's giant screen	X	
Your logo on the festival's partner banners	X	X
Your own banner at the festival	2	1
Partner highlights on our social media stories	X	X

The deadline for submitting Partnership requests is set for April 13, 2025. The payment of your financial contribution must be made before April 15, 2025.



# 6. SPONSORSHIP

<b>Your paid amount</b>	<b>3000</b>	<b>2500</b>	<b>2000</b>	<b>1500</b>
Number of access passes to the Festival & VIP area	12	10	8	6
Number of parking spaces (Mairie)	4	3	2	1
Your logo displayed in the VIP area	X	X	X	X

The deadline for registering corporate sponsorship is set for April 13, 2025. The payment of your financial contribution must be made before April 15, 2025.

# 7. ADVERTISING MANAGEMENT

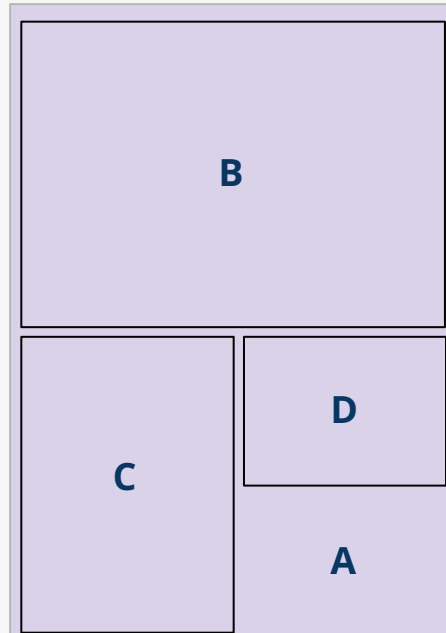
The BOWU Festival offers two types of advertising spaces to maximize your company's visibility throughout the event!

## 1. Ad in the printed program:

Your advertisement will be included in the official festival program, available in both French and/or English, and distributed to all festivalgoers. A great way to reach a wide audience, both local and international.

A5 format, 3-fold, glossy paper

- French print run of 5000 copies
- English print run of 1500 copies



## PRINTING RATES

- A - Full page: €690
- B - ½ page: €450
- C - ¼ page: €290
- D - ¾ page: €160

Each print run is limited to 4 advertising spaces or 1 full page.

# 7. ADVERTISING MANAGEMENT

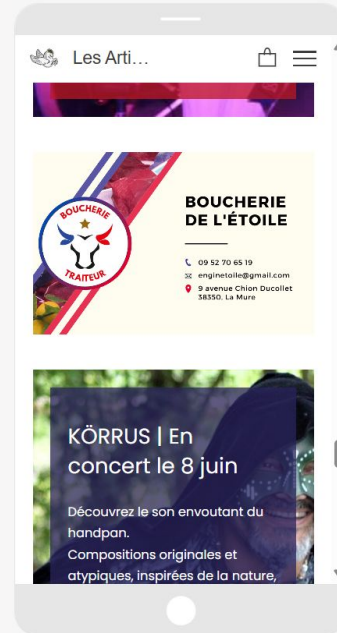
The BOWU Festival offers two types of advertising spaces to maximize your company's visibility throughout the event!

## 1. Web Program Ad Placement:

Your advertisement will be included in the official festival program, available in both French and/or English, and accessible to all festival-goers and for several days after the event!

An effective way to reach a wide audience, both local and international.

- French version
- English version



## RATES PER PLACEMENT

260€ | 490x320 pixels

490€ | 490x650 pixels

Link to your website: +75€

Each version is limited to 4 advertising spaces. PNG format (static, no animation or sound).

# 7. ADVERTISING MANAGEMENT



## 2. Display in High-Traffic Areas:

Showcase your brand in high-traffic areas, such as the festival's restrooms. A strategic placement to capture the attention of festival-goers at key moments. Choose one of these formats or combine them for maximum visibility!

- Plasticized A4 posters for indoor use

Pack of 10: €260/day

- Rigid A3 panels (with attachment rings or stakes) for outdoor use

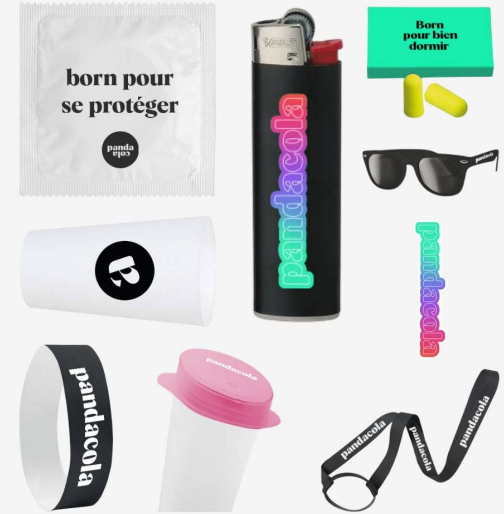
Pack of 2: €180/day

# 7. ADVERTISING MANAGEMENT

## 3. Your Goodies at the Festival

The BOWU Festival offers you the opportunity to showcase your brand in a unique and impactful way through our customized promotional items!

Whether it's coasters, pens, bags, hats, or even condoms, distribute your products to our festival-goers and enjoy unparalleled visibility. Each item will be used and seen throughout the festival, creating a lasting connection with your audience. Associate your brand with the festival experience and leave a memorable impression on our attendees.



Please contact us via the next page!

# 7. CONTACTS

Book a slot to discuss with our team via videoconference and explore opportunities to showcase your brand.

Visit the festival website to book your slot:

<https://bowufestival.com/reservez>

E-mail : [partners@bowufestival.com](mailto:partners@bowufestival.com)



**Garance**  
Partnership &  
Sponsorship  
Manager



**Rémy**  
President &  
Exhibitor  
Manager



**BOWU FESTIVAL**



**Celtic Vibrations**