

FLEURS DE VILLES

# EN ROUTE

NIAGARA FALLS

SEPTEMBER 24 – OCTOBER 3, 2021

PROPRIETARY



FLEURS DE VILLES

# EN ROUTE

NIAGARA FALLS

Fleurs de Villes invites you to join us as we embark on a Fresh Floral Trail in the Niagara Falls region.

We offer the opportunity to sponsor an installation on the **walking route** in Niagara Falls and along the **driving route**.

But first, a little about us...







## FLEURS DE VILLES

Fleurs de Villes has created over **37** one-of-a-kind fresh flower shows seen by **OVER A MILLION** people...

...in **17** major cities, in **3** countries, aligned with over **375** of the world's **FAVOURITE** florists.

Our brand of experiential engagement has been **REPEATEDLY** secured by **TOP** shopping destinations and supported by **LEADING BRANDS** and organizations like....

AIRFRANCE



diptyque  
paris



GOOD GIRL  
CAROLINA HERRERA  
NEW YORK

H★MILTON

THE  
HAZELTON  
HOTEL



L'OCCITANE

L'ORÉAL

National  
Portrait  
Gallery



PANDORA

PANERAI

PUSATERI'S



WICKED





KNOWN FOR OUR MANNEQUINS, WE HAVE  
EXPANDED OUR NEXT SHOW TO INCLUDE  
SO MUCH MORE...



FLEURS DE VILLES

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NIAGARA FALLS

## A FRESH FLORAL 'MUST-SEE' EXPERIENCE

- Starting with a walking route along Niagara Falls, and moving out from that core, the Fresh Floral Trails will feature a unique, sponsored collection of our signature mannequins, automobiles, swings, doorways, floral activations and much more
- Must-see, 10-day event as the flowers are fresh
- Launched with small group, socially-spaced, media tours highlighting each installation
- Full turn-key production and 360° programming and support for maximum engagement
- Supported by the Fallsview BIA, Niagara Parks, sponsors and extensive PR / media promotion



# FLEURS DE VILLES



## PARTNERSHIP COMPONENTS OVERVIEW

Fleurs de Villes EN ROUTE will be entirely unique, offering an exciting mix of extended content, the ability to work with a top florist in Ontario, fresh activations, local media and more.

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We create bespoke partnership packages for every sponsor which include:

- An INSTALLATION: A fresh floral installation – mannequin, doorway for retail partners, flower ‘bombed’ surprises – swings, cars, floral carts and more
- An ACTIVATION – enhanced ‘on the ground’ experiential programming, engaging brands with the public
- CONTENT SHARE – through our JARDIN area, workshops and more
- PR & SOCIAL MEDIA – our shows attract a lot of amplified, authentic attention



FLEURS DE VILLES

# EN ROUTE

NIAGARA FALLS

INSTALLATION INSPIRATION

















FLEURS DE VILLES

# EN ROUTE

NIAGARA FALLS

ACTIVATION INSPIRATION



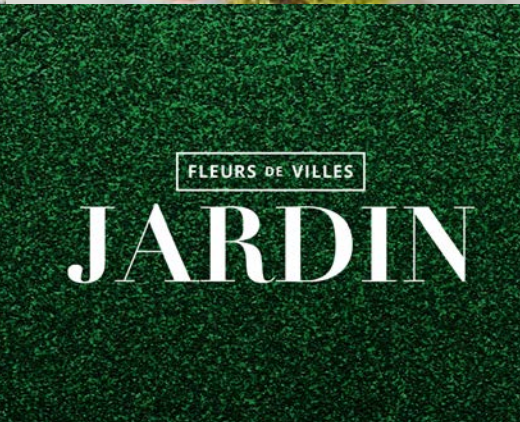












FLEURS DE VILLES

# EN ROUTE

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## CONTENT SHARE

### FLEURS DE VILLES JARDIN ACTIVATION AREA

- 1) Unique activations and hands-on workshops, demos and conversations with...
- 2) Educational elements
- 3) Market-stall enclosures
- 4) Food & Beverage elements

Each partner has the opportunity to schedule unique programming in this area







FLEURS DE VILLES

# EN ROUTE

NIAGARA FALLS

FLOWER MARKET DAY  
**September 26**









FLEURS DE VILLES

# EN ROUTE

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## PR & SOCIAL MEDIA AMPLIFICATION

Across all platforms  
Lovingly and authentically shared  
by all partners and attendees!



**fleursdevilles** • Following  
Covent Garden London

#coventgardens #coventgardenlondon  
#coventgardenmarket #london  
#londonevent #flowers #flowerstagram  
#instalflower #londoncalling  
#london\_city\_photo #londonist  
beeflowerflowers.co.uk Wow!

vickieleeh Go to their page, and look at all of these!

rebecca.rummo Completely swooning over all the Chelsea flower dresses! So amazing 🥰

flower\_laura\_ Just amazing

ameegreatrix gorgeous!!

mimij52 BEAUTIFUL!!!

floralenvyinc WOW !!!! Incredible work!!

dedomenicodri @daniela\_porcelli

daniela\_porcelli @dedomenicodri 🥰🥰🥰

linduu



315 likes

OCTOBER 8

Add a comment...



| EVENTS | FLEURS DE VILLES

## FLOWER POWER TO THE PEOPLE - RIGHT ON!

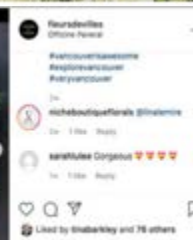
Fleurs de Villes events brings local florists, flower growers and floral art to the public eye via luxurious floral exhibitions.

By Kathryn McCready  
Photos courtesy of Fleurs de Villes

Come if you may have heard of Fleurs de Villes, some of you may have seen it, and some of you may have perused it. But what is Fleurs de Villes, and why does it matter? Fleurs de Villes is a series of 'luxury floral exhibitions' for the public created by two Canadian friends - Yana Bentley and Karen Marshall. This project, which has become the latest phenomenon in the floral industry, combines Bentley and Marshall's love of flowers, local design talent and spectacular public floral displays. Its aim? To put flower power on display.



Lifestyle and media professionals, Bentley and Marshall started Fleurs de Villes in Vancouver in 2016, passionate to work with local florists, designers, growers and nurseries, to provide them with an opportunity to showcase their world-class talent by creating



## Fleurs de Villes' Flower Events Help Retail Stores Flourish



**dailyhivevancouver** • This fresh floral dress definitely rose to the occasion! 🌹 This mannequin is a representation of the famous 'Lady in Red' ghost and is part of @Fleursdevilles Noël presented by @nationalbankofCanada. It is one of 20 fresh floral pop-ups in the Alberni Street corridor. But hurry, is on now until Dec 15th! #dailyhiveva #sponsored

1w



**nicheboutiqueflorals** Thank you for sharing ❤️

1w 2 likes Reply



**beecloudy** We had so much fun finding these stunning flower



Liked by karenmarshallisme and 1,342 others

DECEMBER 12



Search 🔍



FLEURS DE VILLES

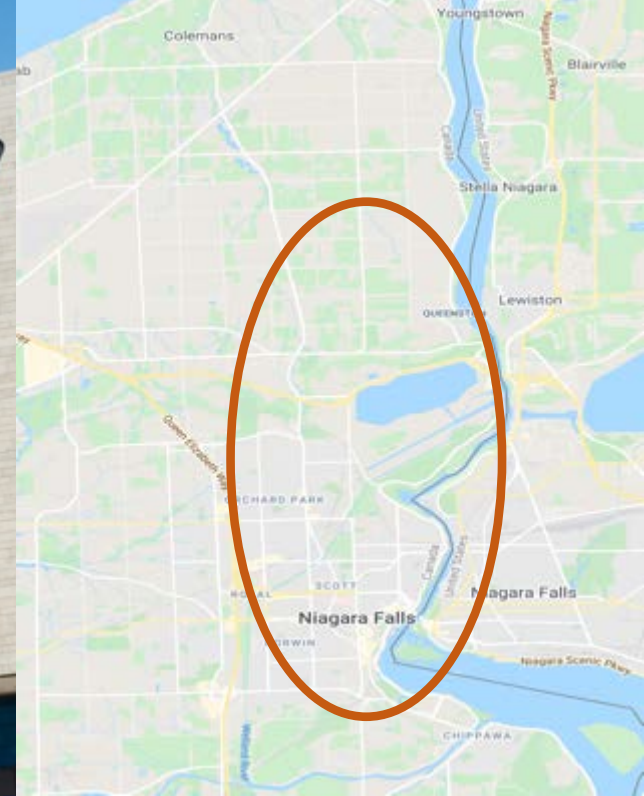
# EN ROUTE

NIAGARA

## WAYFINDING

Driving trail will be well-marked, with flags along the route to note each location.

Virtual guides on website and Instagram will lead audience to each installation.





# BENEFITS

FLEURS DE VILLES OFFERS AN OPPORTUNITY TO ENGAGE, EXPERIENTIALLY WITH RICH CONTENT, PARTNERS, MEDIA AND MORE IN A 'MUST SEE' PROGRAM.

**Unique Floral Displays** / bringing designers, suppliers and sponsors together in a competitive environment to showcase their talents.

**Contesting and Content** / enter to win contests and additional content developed for social media is proven to increase traffic and online engagement.

**Sponsor Engagement** / sponsors who partner with us bring unique activations and social and media extension to our mix – luxury brands promoting through luxury channels.

**Media Exposure** / across all forms of traditional and digital media with well chosen media and promotional partners. Locally, nationally and internationally.

**Engaging Activations** / From a VIP media launch, to awards, fan-favourite voting, in-centre market stalls and options like fashion shows, wedding planning initiatives, floral making stations, guests speakers and more.



## BENEFITS



Proven to increase Traffic and engagement



One-to-one community, partner and sponsor engagement



Media exposure unique to each market



Creative content and tenant activations



VIP event and entertaining



Local business support



Strong social media content



Database building through contest and pricing



# FLEURS DE VILLES

BESPOKE FLOWER EVENTS

## A SAFE + WELCOMING EXPERIENCE

Fleurs de Villes follows safe social distance practices:

- ✓ PHYSICALLY SPACED + SIGNED TO ADHERE TO ALL SOCIAL DISTANCING GUIDELINES
- ✓ IN MALLS AND PUBLIC SPACES ADHERING TO STRICT SANITIZATION PROTOCOL
- ✓ SELF-GUIDED WELL SPACED DRIVE THROUGH THE REGION
- ✓ BEAUTIFULLY POSITIONED TO WELCOME PEOPLE BACK TO PUBLIC SPACES
- ✓ SOCIALLY + ENVIRONMENTALLY RESPONSIBLE
- ✓ PR & SOCIAL MEDIA GENERATORS
- ✓ CHARITIBLE + INSPIRATIONAL







CURATED PARTNERSHIPS ARE KEY TO EXTENDED ENGAGEMENT

We look forward to creating a custom package of opportunity for you.

Limited positions are available at this MUST-SEE floral event.

Please don't delay!





FLEURS DE VILLES

flowers  
make us  
happy