

PALM



FESTIVAL DE FILM
DE PÊCHE À LA MOUCHE



PRESENTED BY



SAUMON
QUÉBEC



IN COLLABORATION WITH

Hooké

WHAT IS PALM ?

The PALM Festival is presented by the Fédération québécoise pour le saumon atlantique (FQSA) and the Atlantic Salmon Federation (ASF), two organizations whose mission is the conservation of Atlantic salmon. The event is also supported by a major partner, Hooké. Together, these three players are leveraging their expertise to roll out a Canada-wide tour dedicated to fly fishing cinema.

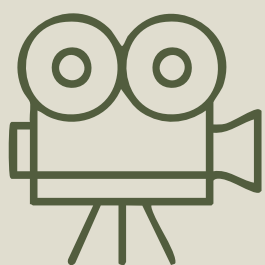
The festival showcases productions made by videographers selected by a committee. Each project, filmed in Canada, aims to reveal and highlight the richness of the landscapes and territories through the eyes of the creators. To support the realization of these projects, the FQSA offers each videographer a grant for financial support.

The PALM Festival tour offers screenings in French and English, with more than ten screenings in Quebec and as many elsewhere in the country, notably in the Maritimes and the Yukon. Each year, the event attracts approximately 6,000 spectators. Online viewing is

then offered, and screenings are repeated at events organized by the FQSA, ASF, or Hooké throughout the fishing season.

In addition to filmmakers supported by grants, the festival features a second section dedicated to adventure and documentary productions made by its organizers.

The PALM Festival aims to promote best practices in fly fishing and spread the message of Atlantic salmon conservation. It is a unique opportunity to discover exceptional landscapes, inspiring travel stories, and share a passion for fly fishing with a committed community.



THE TOUR

30 000\$
DISTRIBUTED IN GRANTS

20 SCREENINGS
ACROSS CANADA

—— **10 FRENCH**
SCREENINGS

—— **10 ENGLISH**
SCREENINGS



THE MOVIES

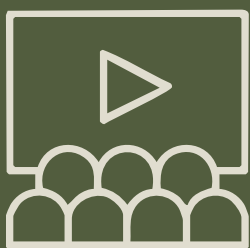
3 VIDEO CATEGORIES

5 TO 8 SHORT FILMS

ONLINE VIEWING

**SEMI-PROFESSIONNALS &
PROFESSIONNALS FILMS**





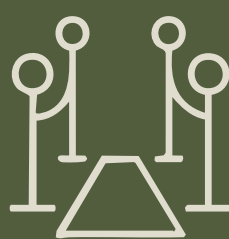
THE AUDIENCE

25,000
SPECTATORS SINCE 2019

OUTDOOR ENTHUSIASTS

VIDEOGRAPHERS

ATTENDANCE PRIZES
FOR THE AUDIENCE



MEDIA COVERAGE

RADIO INTERVIEWS
ACROSS CANADA

SEVERAL NEWSPAPER
ARTICLES

SOCIAL MEDIA COVERAGE
OF FQSA, ASF AND HOOKÉ



HOW IS YOUR COLLABORATION HELPING ?

The FQSA and the ASF have a common mission to ensure the conservation and protection of Atlantic salmon. This mission can be achieved through projects and research work in data acquisition and sharing.

THE FQSA INITIATIVES

- Conservation plans on Quebec salmon rivers;
- Acquiring knowledge on the characterization of Atlantic salmon habitat and on species of interest;
- Salmon river thermal project;
- Minimizing the impact of culverts on Atlantic salmon habitat;
- Developing a methodology for assessing the sensitivity of hydromorphology related to forest harvesting in the watersheds of the Gaspé Coast and Lower Saint-Lawrence rivers.

THE ASF INITIATIVES

- Tracking and modelling research projects;
- Climate change resilience assessment project;
- Project SCALES-salmon conservation and long-term ecosystem monitoring;
- Salmon river restoration projects;
Salmon conservation with Greenland fishermen;
- The Watershed Program – wild salmon.

An aerial photograph of a river with several salmon swimming in the water. The water is a deep blue-green color, and the riverbed is visible as a mix of dark and light patches. A white rectangular text box is centered in the middle of the image.

By uniting the FQSA, ASF and our collaborator Hooké for the PALM Festival, we make sure to raise awareness about Atlantic salmon.

The PALM Festival is an excellent way to join efforts to ensure the sustainability of the species.

An aerial photograph of a river with rapids. The river flows from the top right towards the bottom left. The water is dark and turbulent, with white foam visible in the rapids. To the left of the river, there is a dense forest of green trees. A sandy or gravelly bar is visible in the middle of the river. The overall scene is rugged and natural.

FQSA'S VISIBILITY



SOCIAL MEDIAS

39K

FACEBOOK SUBSCRIBERS

6k

INSTAGRAM SUBSCRIBERS

125

INTERACTIONS WITH
THE PUBLIC ON AVERAGE



NEWSLETTER

7K

NEWSLETTER SUBSCRIBERS

185K

VISITS ON THE WEBSITE
SAUMONQUEBEC.COM

25%

CLICKS ON THE LINKS
DURING ANNOUNCEMENTS
ABOUT THE PALM FESTIVAL



WEBSITE FESTIVALPALM.CA

40K

ANNUAL VISITS



ASF'S VISIBILITY



SOCIAL MEDIAS

13,296
FACEBOOK FOLLOWERS

4,252
INSTAGRAM FOLLOWERS

1.3k
INTERACTIONS WITH THE
PUBLIC ON AVERAGE



NEWSLETTER

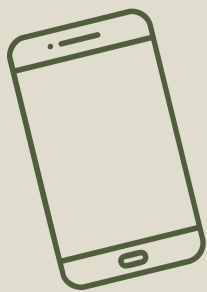
11,642
NEWSLETTER SUBSCRIBERS

144,285
VISITS ON ASF.CA WEBSITE

55%
CLICKS ON THE LINKS
DURING ANNOUNCEMENTS
ABOUT THE PALM FESTIVAL



HOOKÉ'S VISIBILITY



SOCIAL MEDIAS

101K

FACEBOOK FOLLOWERS

1 376 105

AVERAGE MONTHLY
RANGE

107K

INSTAGRAM FOLLOWERS

235 275

MONTHLY AVERAGE
REACH



NEWSLETTER

60K

NEWSLETTER SUBSCRIBERS

57.3%

OPEN RATE

2.96%

AVERAGE CLICKS



HOOKE.CA WEBSITE

960K

ANNUAL VISITS

1.64%

CONVERSION RATE

PARTENARIAT

AMOUNT PER YEAR	SMOLTS \$2000/YEAR	GRISLE \$3500/YEAR	SALMON \$5000/YEAR
LOGO ON THE FESTIVAL FLYER			
LOGO ON THE FESTIVAL POSTER			
LOGO ON THE PALM FESTI- VAL WEBSITE			
LOGO ON THE SAUMON QUÉBEC WEBSITE ON THE CALENDAR AND EVENTS PAGE			
LOGO ON THE ANNUAL FESTIVAL TRAILER			
LOGO IN THE LOOP OF PART- NERS PROJECTED AT THE BEGINNING OF THE EVENING AND DURING INTERMISSIONS			
THE EXHIBITION BOOTH DURING THE FINAL			
MENTION AS A PARTNER DURING THE SCREENING SPEECHES			
LOGO ON THE FILMS OF THE PARTICIPANTS			
INTEGRATION OF A PROMO VIDEO ON THE PALM FESTIVAL WEBSITE			
1 FACEBOOK PUBLICATION DURING THE YEAR*			
1 FACEBOOK AND INSTAGRAM PUBLICATION DURING THE YEAR *			
1 STORY ON FACEBOOK AND INSTAGRAM DURING YEAR *			
6 FREE TICKETS TO ATTEND A BROADCAST			
12 FREE TICKETS TO ATTEND A BROADCAST			



MAJOR PARTNER OF THE PALM FESTIVAL

EXCLUSIVE TO A SINGLE MAJOR PARTNER PER EDITION FOR AN AMOUNT OF \$10,000.

THE TITLE OF MAJOR PARTNER ALLOWS YOU TO BE NAMED AS A COLLABORATOR THROUGHOUT THE PALM FESTIVAL POSTER. IN ADDITION TO ALL THE VISIBILITY OFFERED IN THE PARTNESHIP PLAN, YOU COULD HAVE:

NAME OF YOUR COMPANY AS A COLLABORATOR OF THE FESTIVAL WITH HOOKÉ.

POSSIBILITY OF INTEGRATING A 5-MINUTE PROMOTIONAL VIDEO THAT WILL BE BROADCAST AS AN INTRODUCTION TO ALL THE PALM SCREENINGS.

ACCESS TO BROADCAST RIGHTS FREE OF CHARGE.

PALM



FESTIVAL DE FILM
DE PÊCHE À LA MOUCHE

