



# Comité Tricolore

## Presentation

### 2025

#### Contact

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<http://www.comite-tricolore.org/>

## Who are we?

Open to **French and French-American associations or organizations** of the Washington D.C, Maryland and Virginia (DMV) region, we share a common interest in French culture, we seek the strengthening of the relationships between France and the United States, and we are committed to helping our community. We currently have 25 member organizations.

We support our members by advertising their events in our on-line Calendar as well as in Social Media posts, Newsletters and regular meetings promoting collaborations.

We are very active on social media; our website is updated rigorously, and we send out a Newsletters each month with content of interest to our audiences and a listing of our members' events.

We organize prestigious events such as Bastille Day, Le "Déjeuner sur l'Herbe", The Victor Obadia Humanitarian Trophy Ceremony, and monthly Solidarity Dinners in area restaurants.

Social responsibility is at the heart of our commitment. In collaboration with the French Consulate, we reach out and help those most in need in our local communities.

The Comité Tricolore (Tricolore Committee) is an apolitical, philanthropic nonprofit 501 (c) (3) organization incorporated in the District of Columbia. It was founded in 1997 and is run by volunteers.



Meeting of the Comité Tricolore at the Rochambeau School in January 2023

## Events

### **Bastille Day**

Every year, around July 14, the date of France's National Day, the Comité Tricolore organizes this much awaited event at the beautiful event venue of the French Embassy, La Maison Française. The event showcases outstanding restaurants of the area. (300 attendees in 2024).

The theme for 2025 is the "Les Bistrots de Paris"



### **Le Déjeuner sur l'Herbe**

In the fall, the Comité Tricolore organizes "**Le Déjeuner sur l'Herbe**", an elegant lunch in the gardens of the Embassy, for French-speaking and Francophile families of the D.C. area. This is an opportunity for our members to promote their associations and organizations. (200 attendees)



We organize monthly "Solidarity Dinners" with an average of 29 attendees each, benefiting the restaurants and our beneficiaries.

The price of the ticket includes the price of the meal, which goes entirely to the restaurant, plus a tax-deductible donation of \$25 per ticket to the Comité Tricolore, which goes entirely to the beneficiaries of our social outreach.



### **The Victor Obadia Humanitarian Trophy Ceremony**

The Comité Tricolore has created the Victor Obadia Humanitarian Trophy in memory of our first President. This trophy is presented every year at the French Embassy to an outstanding individual to honor their achievements, benevolent actions and principles of generosity and compassion.



## Our Reach (updated 02-2025):

### OUR AUDIENCE

The French, French-American, and Francophile community of the greater Washington D.C. region.

Women: 63.40%      Men: 36.60% (Facebook)

Equality distributed between the ages of 25 and 65

#### Demographics

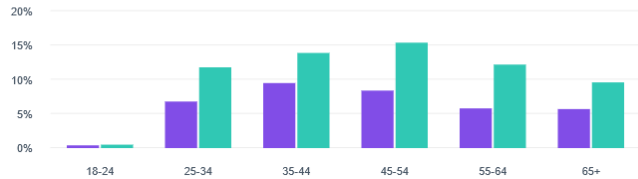
Lifetime

Followers ⓘ

1,175

#### Age and gender

Men 36.60%  
Women 63.40%



### MEDIA REACH

We are proud to offer four major platforms for visibility and engagement

#### Newsletters

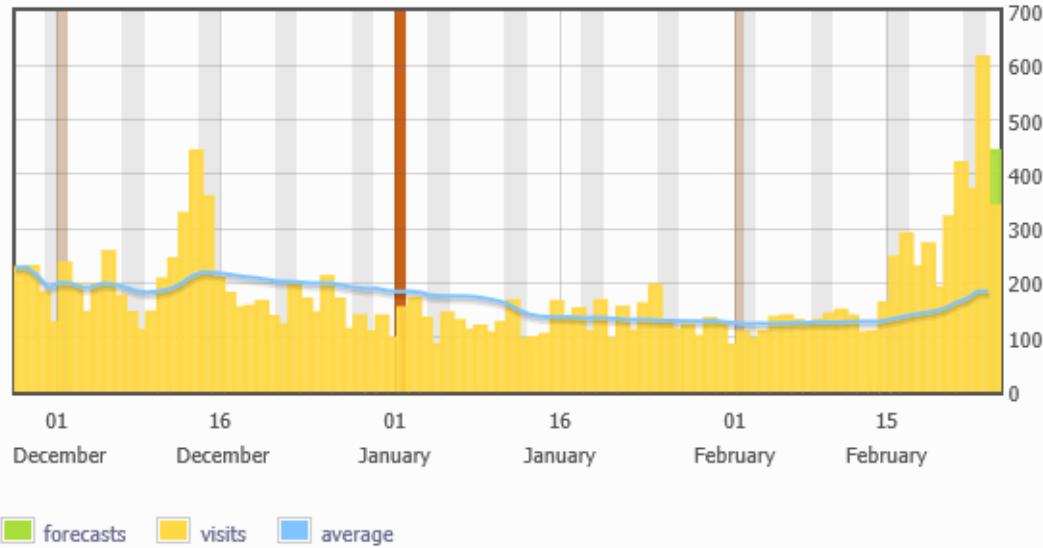
- We have a growing **mailing list of 5,431 subscribers**, to whom we send a monthly newsletter.
- Our **open rate** and **click-through rate** consistently hover around **30%**, which is a strong indicator of engagement. Some campaigns, such as our Bastille Day newsletter, have achieved an open rate of **50%**. (Industry standards recommend a 15-25% open rate for effective campaigns.)

#### Website

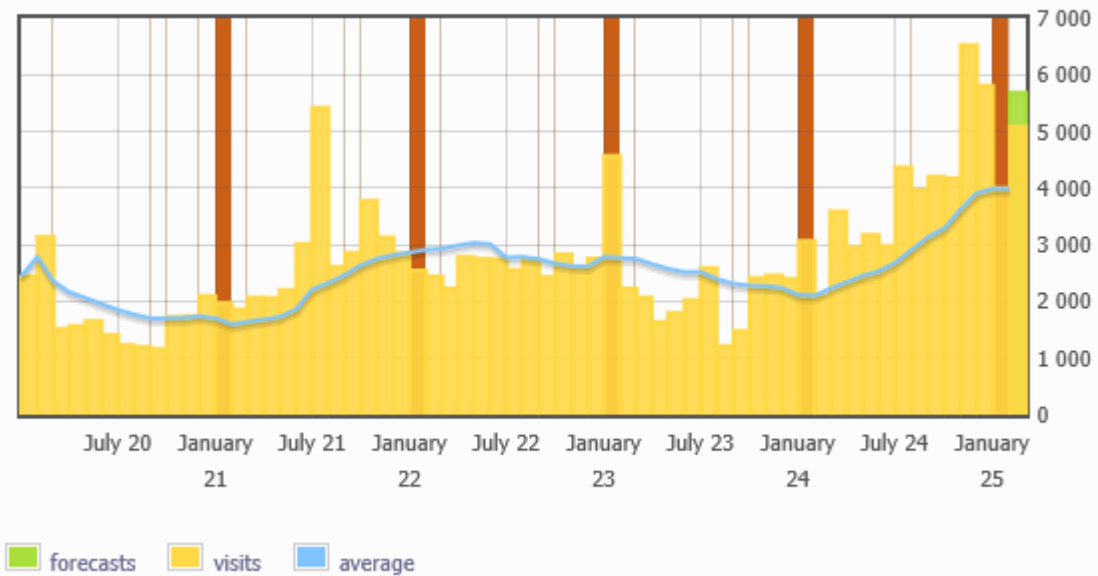
##### Last 90 days

Visits per day average	2/24/25	185
Maximum visit in one day		615
Total		168 821

### Number of visits per day



### Number of visits per month



- We have launched a **new calendar page** that will feature monthly events, providing even more opportunities for exposure.

## Social Media

### ▪ Facebook

We have **1,175 followers** on Facebook, with a demographic breakdown of **2/3 women** and **1/3 men**.

What's particularly notable is the **diverse age distribution**, with strong engagement from individuals between the ages of **30 and 65+**, offering wide-reaching visibility across multiple age groups.

### ▪ Instagram

We have 443 dedicated followers on Instagram. Last year, we had 2,238 views, and in the last 30 days, we have had 339 views. The platform is especially popular with a younger audience, with 59% women and 41% men. We focus on visually engaging content such as event highlights, and member spotlights.

### ▪ LinkedIn

Our LinkedIn presence is expanding as we regularly post about **committee events**, as well as share **events from our members and sponsors** that are professional or cultural in nature.

While we currently have **55 followers**, many of our members, with personal followings of **1,000+**, actively share our posts, extending our reach significantly.

## YouTube

- We started a series of **interviews** with our members and sponsors, showcasing their contributions and stories. These interviews will be featured on our [YouTube channel](#), which is a growing platform for us.
- We have already conducted interviews with Yahne Miorini, our President and with some of our members. The latest one is an interview of the President of the Friends of Chartres, describing the renovation of the Cathedral. Next interviews will feature some of our beneficiaries as well as **Frederick Roche** (current VP of Solidarity).
- Additionally, we are proud to share a high-quality **film about Bastille Day**, our main fundraising event, directed by **Guillaume Laplace**, a member of **French in Motion**.
- This film is available on our YouTube channel at: and has received excellent feedback.

**By partnering with us, you will have the opportunity to reach a highly engaged audience across multiple platforms, and we would be thrilled to feature your brand as a sponsor. If you are interested in exploring sponsorship options, please don't hesitate to reach out.**

## Sponsoring Packages

These Packages are now available for Sponsors of the Comité Tricolore (Tricolore Committee). They are independent; you can select any one, or any two of the three packages, or all three.

### **\$500 / year: Website Package**

- Your Logo in a banner on our website on all pages -If we have more than 4 sponsors, 4 are displayed randomly and the selection changes for each loading of a page.
- Your more detailed information on the Sponsors and Partners page - [Our Sponsors and Partners](#)

Logo recommended size 200 pixels wide X 100 pixels high. The logo is linked to your webpage. The banner is visible on all supports, computers, tablets or phones. The banner is excluded from large events (such as Bastille Day), which are sponsored separately.

### **\$500 / year: Newsletter Package**

- Your Logo in a banner in all Newsletters (2 per month) placed prominently before our Members events agenda. Link to previous Newsletters: [Newsletters](#)

Logo recommended size 200 pixels wide X 100 pixels high. The logo is linked to your webpage. The banner is visible on all supports, computers, tablets or phones.

### **\$500 / year: Social Media Package**

- 4 posts or shares on [Facebook](#) or on [Instagram](#) (per year).

You may suggest the posts.

### **Deluxe Package: choice of two packages: \$900 / year**

### **Supreme Package: all three packages: \$1300 / year**



## **Additionally, with any of the three packages:**

- An article presenting your activity in one of our Newsletters (180-220 words, in English)
- Social media posts to announce our new partnership
- Promotion of your events, if applicable
- Opportunity to become a priority sponsor for one of our large events (Bastille Day-Déjeuner sur l'Herbe or Victor Obadia Humanitarian Trophy Ceremony)

**Note on limitations of displayed information:** Per IRS rules, nonprofits can acknowledge sponsors by mentioning or displaying the following: company name, company logo, product lines and contact information (address, phone number, web address). Nonprofits are also permitted to mention slogans and value-neutral descriptions of a sponsor's goods or services in acknowledging their support. In addition, nonprofits can display or distribute a sponsor's products to the general public at the sponsored activity or event. Nonprofits cannot include price information or indication of value.

## **Thank you for your support!**

For instance, \$500 can cover one or two months of financial support for one of our Comité Tricolore's beneficiaries. To see the impact your support has on those in need go to our website: <https://www.comite-tricolore.org/Your-Impact-98>

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