





Information

2 Juin 2023, Dijon France



Summary

- 1 Activities
- 2 Targets
- 3 Personna
- 4 Communication

- 5 Invitations
- 6 Crowdfunding
- 7 Gantt
- 8 Cost



Activities

Main :

- Interactive investigation with Sherlock “actors” (2 hours each) during all the day for family
- Sherlock Interactive Horror Investigation with Actors (2h 30 each) (only the night & forbidden for children under 12 years old)

Secondary :

- Signings/photos session with the actors
- Narrative session
- English food stand
- Investigation board game
- Raffle
- Cinema area
- Zone to make its own dubbing on the film
- Customization of his pipe
- Film marathon
- Thriller library
- Information stand
- Sale of clothing, accessories related to Sherlock Holmes

Targets



Main Target :

- adult thriller film fan between 18 and 40 years old.

Core Target :

- fans of Sherlock Holmes, often English, the desired age limit is 40

Secondary Target :

- Students of the Montmuzard campus



Personna 1

- Jack 36 years old
- Author
- Love read and travel
- He is a big fan of Sherlock Holmes



Personna 2

- Marie 21 years old
- Student in literature
- Love read and work
- She loves thrillers



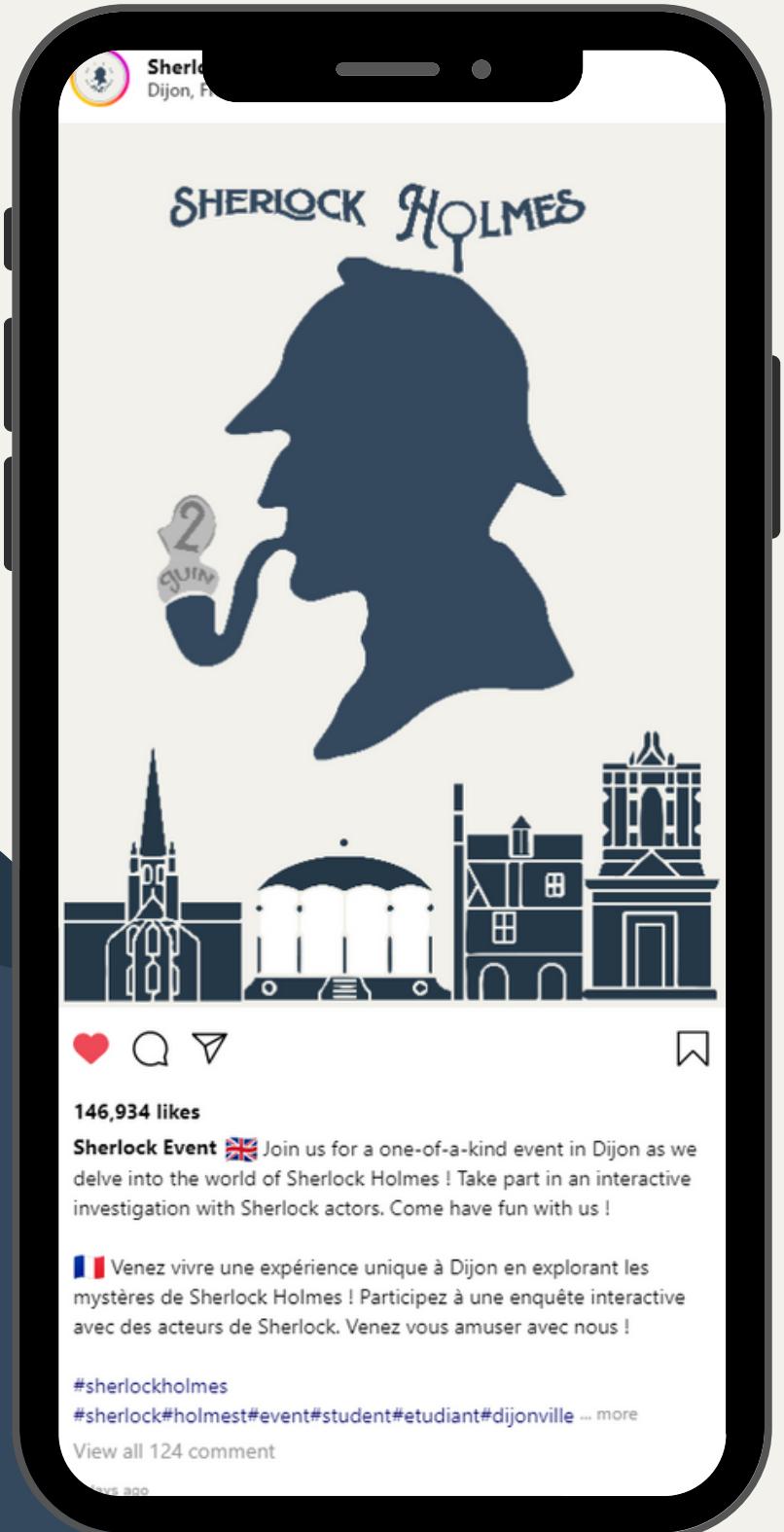


Communication Plan

- Social Medias
- Prints / Visuals (poster)
- Letters
- Crowdfunding platform
- Website



Socials Media :



We are using two socials media which are Facebook and Instagram.

We talk to our community like a family.



SHERLOCK HOLMES





Our letters

SHERLOCK
HOLMES



VIP'S :

- Robert Downey
- Jr Benedict Cumberbatch
- Rupert Graves
- Martin Freeman

The invitation card features a circular logo at the top left with a silhouette of Sherlock Holmes and the text "SHERLOCK HOLMES". Below the logo, the text "YOU ARE INVITED TO THE FESTIVAL OF SHERLOCK HOLMES 2023!" is written in a stylized font. In the center, there is descriptive text about the event: "THE EVENT TAKES PLACE ON FRIDAY, JUNE 2, 2023 ON THE MONTMUZARD CAMPUS AND LASTS ALL DAY.", "THIS IS AN OPPORTUNITY TO COME AND MEET ACTORS AND DO MANY SMALL ACTIVITIES WITH SURPRISES.", "A THEME EVENING IS PLANNED!", and "AS A VIP, YOU ARE ENTITLED TO:". A bulleted list follows: "VIP AREA" and "ENGLISH CULINARY SPECIALITY AND FREE DRINK". At the bottom, the text "FOR MORE INFORMATION, YOU CAN VISIT OUR WEBSITE:" is followed by the URL "HTTPS://SHERLOCK2023.BENOIT-CABOCEL.FR/".

YOU ARE INVITED TO THE FESTIVAL OF SHERLOCK HOLMES 2023!

THE EVENT TAKES PLACE ON FRIDAY, JUNE 2, 2023 ON THE MONTMUZARD CAMPUS AND LASTS ALL DAY.

THIS IS AN OPPORTUNITY TO COME AND MEET ACTORS AND DO MANY SMALL ACTIVITIES WITH SURPRISES.

A THEME EVENING IS PLANNED!

AS A VIP, YOU ARE ENTITLED TO:

- VIP AREA
- ENGLISH CULINARY SPECIALITY AND FREE DRINK

FOR MORE INFORMATION, YOU CAN VISIT OUR WEBSITE:

[HTTPS://SHERLOCK2023.BENOIT-CABOCEL.FR/](https://sherlock2023.benoit-cabocel.fr/)



Target's:



YOU ARE INVITED TO THE FESTIVAL OF **SHERLOCK HOLMES** 2023!

THE EVENT TAKES PLACE ON FRIDAY, JUNE 2, 2023 ON THE MONTMUZARD CAMPUS AND LASTS ALL DAY.

THIS IS AN OPPORTUNITY TO COME AND MEET ACTORS AND DO MANY SMALL ACTIVITIES WITH SURPRISES.

A THEME EVENING IS PLANNED !

A FOOD STAND WILL BE AVAILABLE:

- YOU ARE ENTITLED TO 2 FREE DRINKS BY SHOWING THIS INVITATION !
- ENGLISH CULINARY SPECIALTIES WILL BE OFFERED.
- THERE WILL ALSO BE OTHER OFFERS ON SITE !

FOR MORE INFORMATION, YOU CAN VISIT OUR WEBSITE:

[HTTPS://SHERLOCK2023.BENOIT-CABOCEL.FR/](https://SHERLOCK2023.BENOIT-CABOCEL.FR/)



VOUS ÊTES INVITÉS POUR LE FESTIVAL DE **SHERLOCK HOLMES** 2023 !

REJOIGNEZ-NOUS LE VENDREDI 2 JUIN 2023 SUR LE CAMPUS DE MONTMUZARD. L'ÉVÉNEMENT DURE TOUTE LA JOURNÉE.

C'EST L'OCCASION DE VENIR RENCONTRER DES ACTEURS ET DE FAIRE PLEIN DE PETITES ACTIVITÉS AVEC DES SURPRISES QUI SONT PRÉVUES.

UNE SOIRÉE À THÈME EST PRÉVUE !

UN STAND NOURRITURE SERA MIS À VOTRE DISPOSITION :

- VOUS AVEZ LE DROIT À 2 BOISSONS GRATUITES EN MONTRANT CETTE INVITATION !
- DES SPÉCIALITÉS CULINAIRES ANGLAISES VOUS SERONT PROPOSÉES.
- IL Y AURA ÉGALEMENT D'AUTRES OFFRES SUR PLACE !

POUR PLUS D'INFORMATIONS, VOUS POUVEZ VISITER NOTRE SITE WEB :

[HTTPS://SHERLOCK2023.BENOIT-CABOCEL.FR/](https://SHERLOCK2023.BENOIT-CABOCEL.FR/)

ON VOUS ATTEND NOMBREUX !



Crowdfunding



We decided to choose Ulule



Why Ulule ?

This site is one of the pioneers of crowdfunding. It accompanies those who act for a more diverse, sustainable and open world.

This site imposes on us a consideration to be given to donors. We will therefore produce gifts and/or exclusive access to different donors.

DÉCOUVRIR ULULE LANCER MON PROJET



SE CONNECTER

Devenez un mécène de l'événement Sherlock Holmes à Dijon

Mettez votre esprit criminel à l'épreuve, le crime ne prend pas de vacances !



Sherlock Holmes
Dijon Divertissement

Il y a 87 personnes sur la page

29 208
146% prévenues sur un objectif de 20 000

3 983 contributions 23 jours restants

CONTRIBUER AU PROJET
À partir de 10 €

Paiement sécurisé et sans engagement

PARTAGER SUIVRE

Projet Contreparties FAQ News 2 Contributions 3983 Commentaires 1856

Aide



Contreparties

Soutenez le projet et recevez des contreparties en échange.



Gifts :

Pour 9,90 € ou plus

[CHOISIR +](#)



PACK John Watson

Ce pack comprend :

- 10 tickets de Tombola
- 1 photo dédicacé

Livraison incluse en France métropolitaine

FÉVRIER 2023

116 CONTRIBUTIONS

~8,67 €

Pour 24,90 € ou plus

~21,82 €

[CHOISIR +](#)



PACK Inspector Lestrade

24,90 €

PACK Inspector Lestrade

Ce pack comprend :

- 1 t-shirt Sherlock Holmes
- 1 PACK John Watson**
- 1 Place pour l'évènement principale

Livraison incluse en France métropolitaine

FÉVRIER 2023

81 CONTRIBUTIONS

~21,82 €

CONTREPARTIE À LA UNE

Pour 49,90 € ou plus

~43,72 €

[CHOISIR +](#)



PACK Mycroft Holmes

49,90 €

PACK Mycroft Holmes

Ce pack comprend :

- 1 Chapeau, cane et manteau

1 PACK Inspector Lestrade

Livraison incluse en France métropolitaine

FÉVRIER 2023

590 CONTRIBUTIONS / 800

Pour 99,90 € ou plus

~87,83 €

[CHOISIR +](#)



PACK Irene Adler

99,90 €

PACK Irene Adler

Ce pack comprend :

- 2 tickets pour pièce de théâtre Sherlock
- 1 PACK Mycroft Holmes**
- 2 bières au choix

Livraison incluse en France métropolitaine

FÉVRIER 2023

957 CONTRIBUTIONS

~87,83 €

Pour 174,90 € ou plus

~153,24 €

[CHOISIR +](#)



PACK Moriarty

174,90 €

PACK Moriarty

Ce pack comprend :

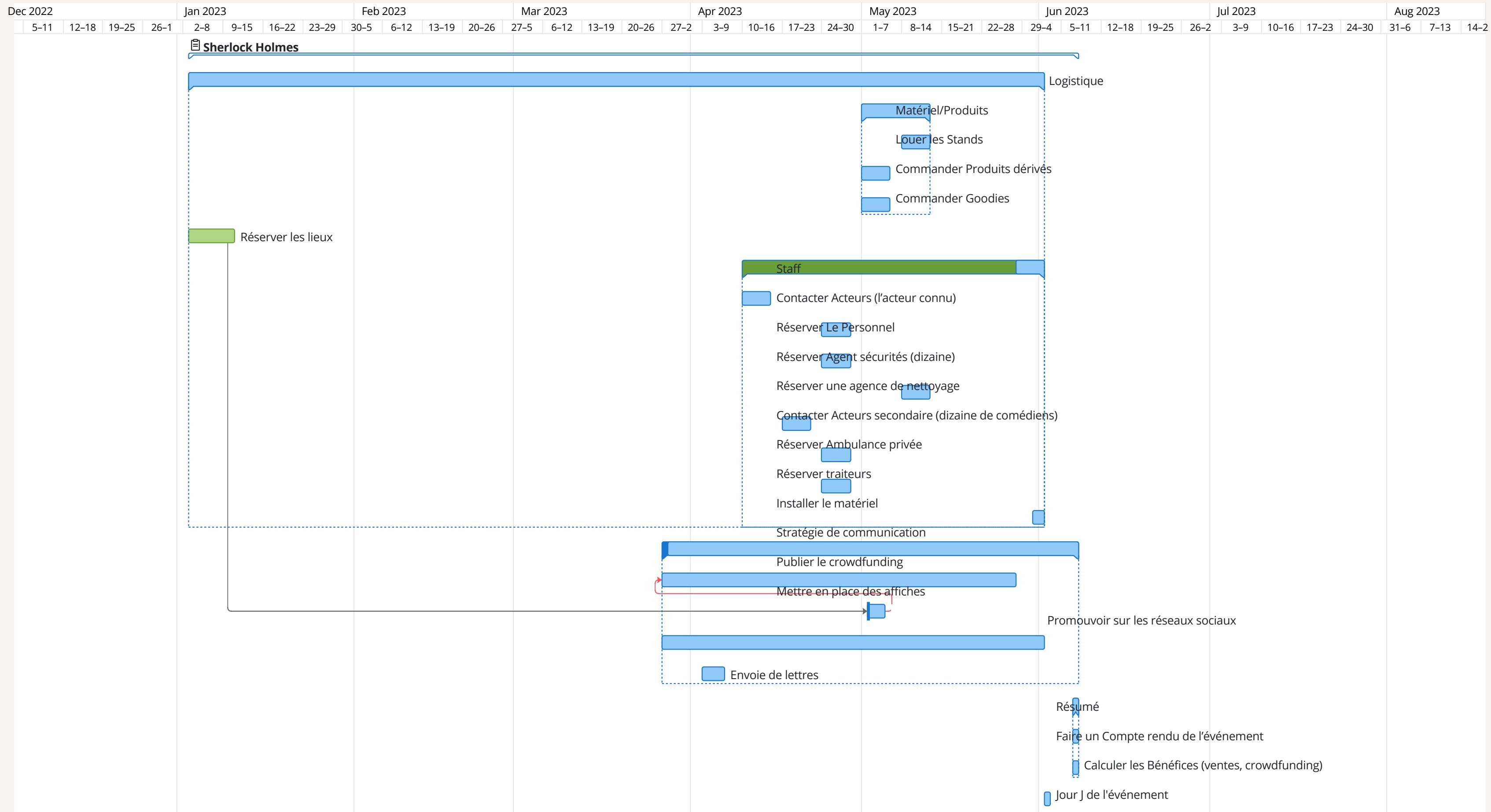
- 1 Pipe personnalisable
- 1 PACK Irene Adler**
- 1 Place supplémentaire pour l'évènement principale

Livraison incluse en France métropolitaine

FÉVRIER 2023

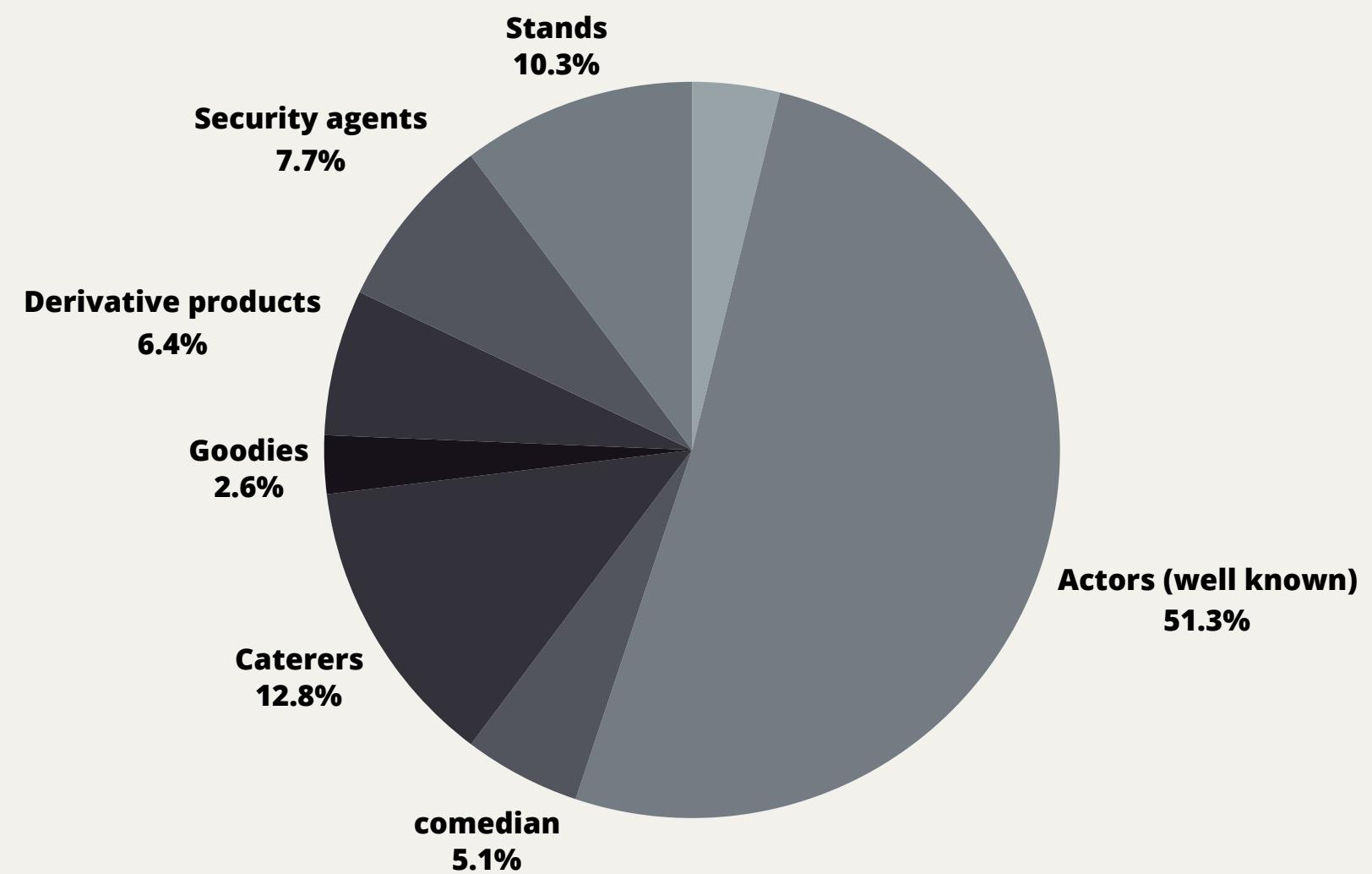
1324 CONTRIBUTIONS

Gantt





Cost



39 000 €

Private ambulance: 1.5k
Actors (known actor, 4): 20k
comedian (unknown): 2k
Caterers: 5k
Goodies: 1k
Derivative products: 2.5k
Security agents (10): 3k
Stands / equipment: 4k



Thanks for listening

Cabocel Benoit , Collas Lucca, Fournel Brice, Mignot Florian