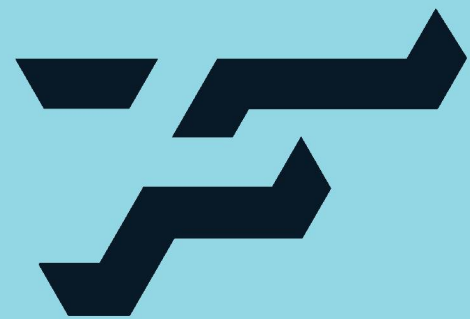




THE FORMULA

FIRST EDITION
JUNE 2026

PARTNERSHIP PLAN



BATTLE. CREATE. PERFORM.



03 INTRODUCTION

04 VISION & DEVELOPMENT

06 WHY BECOME A PARTNER

07 TITLE PARTNER

09 MAJOR PARTNERS – ZONES

13 OFFICIAL COLLABORATORS

15 VENDORS

19 THE TEAM



INTRODUCTION

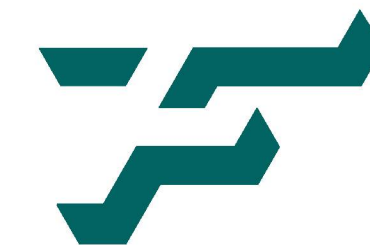
THE FORMULA is the ultimate fusion of street dance competition, sports-style spectacle, and stage creation.

Dance is positioned as a true artistic sport, brought to life with the intensity and scale of a major gala. Each team steps into battle to represent its style and vision, under the spotlight.

This first edition marks the launch of a platform built to grow on a national scale. Partners who come on board become founding players in a bold, high-impact, and lasting cultural concept.

2026 PARTNERSHIP PLAN





VISION & DEVELOPMENT

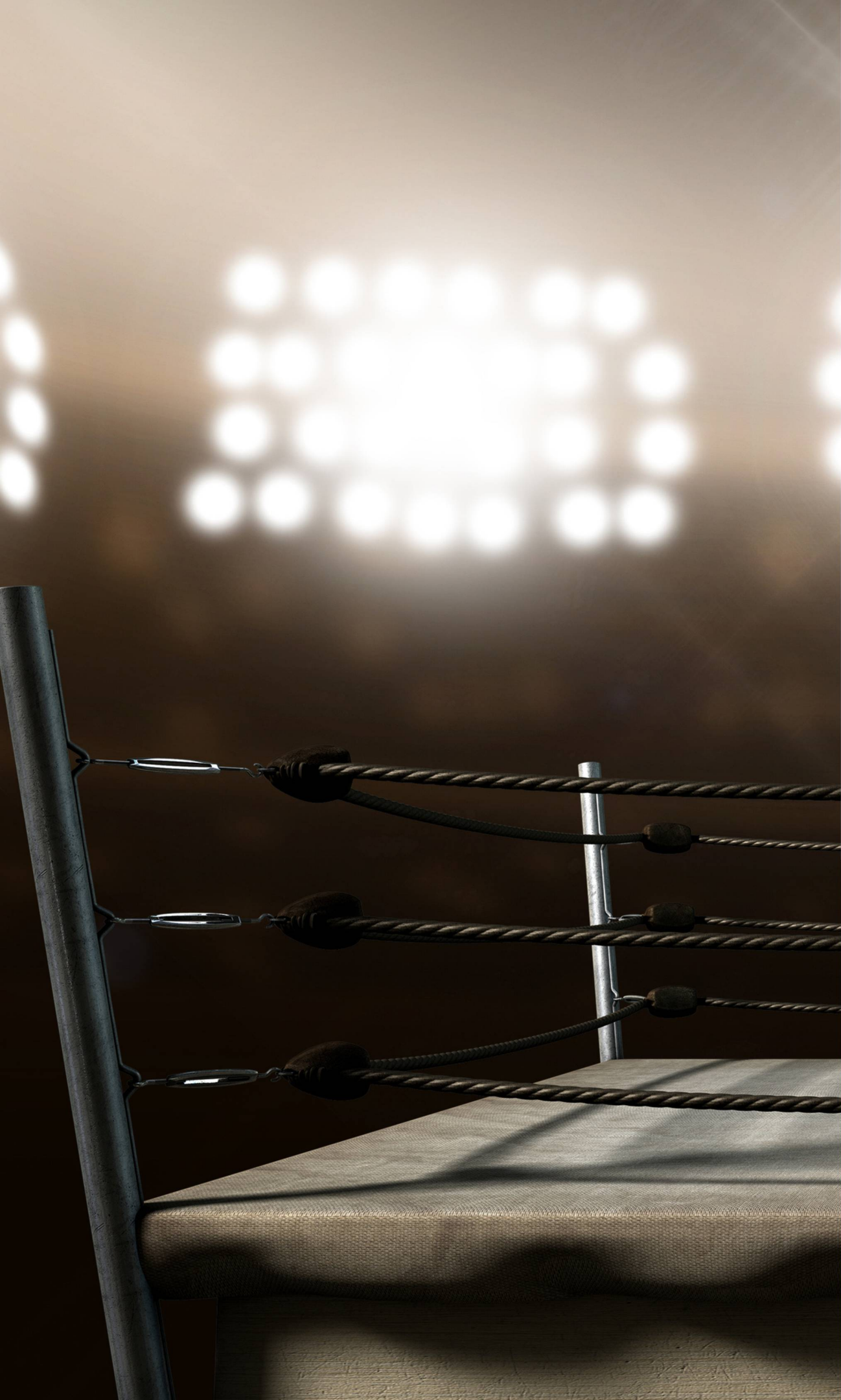
THE FORMULA is built as a platform designed to grow. This is just the beginning!

Edition 1: Montreal — concept launch

Edition 2: +1 city, +1 arena, +1 show

Edition 3: National expansion — large-scale tour

Winning teams will be invited to defend their titles on future stages, building their reputation and strengthening long-term audience loyalty.



POSITIONING

THE FORMULA is a next-generation street dance event, designed as an evolving, high-impact competitive format. A stage arena, battles, and an electric atmosphere.

- An immersive experience inspired by sports-entertainment galas
- A hybrid platform: artistic, media-driven, and community-focused
- Built for a young, creative, and engaged audience

AUDIENCE PROFILE

Amateur, semi-professional, and professional dancers

Street dance, sports, fashion, and urban creative communities

Strong presence on social media

An engaged, curious, and highly responsive audience



WHY BECOME A PARTNER

PARTNERING WITH THE FORMULA MEANS:

- Connecting your brand to street dance culture and stage-driven creativity
- Gaining strong, memorable experiential visibility
- Building an authentic connection with an active and engaged community
- Taking part in the launch of an event designed to become a reference
- Supporting the artistic scene, youth, and emerging talent

FOUNDING PARTNER ADVANTAGES

Partners of the first edition benefit from:

- Preferred pricing for future editions
- Priority renewal to secure your position
- Official Founding Partner status

**YOU'RE NOT JOINING THE STORY.
YOU'RE STARTING IT.**





TITLE PARTNER

1 OPPORTUNITY



FULL OUT

TITLE PARTNER

Being a FULL OUT partner means continuous presence—from the early stages of preparation to the peak moment of the show—and the opportunity to make your mark from the very first edition. With the prestigious mention “THE FORMULA — Presented by [Partner Name]”, your brand is integrated across the entire competition.

You become inseparable from the very first edition of THE FORMULA and from the experience lived by the teams, the audience, and the wider community.

An exclusive, high-visibility, and memorable position.

INCLUDED VISIBILITY

- Official Event Partner
- Prominent logo placement on stage and screens
- Official mentions by the MC
- Featured in the website header and across social media
- On-site visual integration during the event
- VIP access for guests (6 passes)
- Founding Partner status

2026 INVESTMENT
FOUNDING PARTNER

STARTING AT
\$10 000



MAJOR PARTNERS – ZONES

3 OPPORTUNITIES



VIBE LOUNGE

VIP ZONE

The VIBE LOUNGE is THE FORMULA's VIP space. An immersive, stylish, and high-energy environment at the heart of the event, offering an exclusive experience where comfort, atmosphere, and proximity to the action come together.

Designed as a space to gather and connect, the VIBE LOUNGE lets guests experience the show in an exclusive setting while staying fully immersed in the energy of the stage.

INCLUDED

- Custom-branded zone tailored to the partner's identity
- Custom lighting
- Bar and cocktail tables
- Dedicated screens
- Official mentions by the MC
- VIP access for the partner's guests (4 passes)

2026 INVESTMENT
FOUNDING PARTNER

STARTING AT
\$7 000



THE LAB

DANCER ZONE

THE LAB is the creative core of THE FORMULA.

It's the space where teams prepare, warm up, focus, and fine-tune their performances before stepping on stage.

By associating your brand with THE LAB, you directly contribute to providing dancers with a safe, functional, and thoughtfully designed environment—built to support physical preparation, focus, and creativity.

INCLUDED

- Custom-branded zone aligned with the partner's identity
- Official mentions by the MC
- Direct association with performance and creation
- Screen visibility
- VIP access for the partner's guests (2 passes)

2026 INVESTMENT
FOUNDING PARTNER

\$5 000



THE ACADEMY

WORKSHOP ZONE

THE ACADEMY is a space for learning and growth, led by recognized choreographers and mentors. It's designed to give dancers the opportunity to learn, explore new approaches, and deepen their understanding of performance, movement, and artistic identity.

By associating your brand with THE ACADEMY, you help provide a structured, inspiring, and accessible environment—built to encourage learning, progression, and pushing beyond limits.

INCLUDED

- Custom-branded zone aligned with the partner's identity
- Visibility during workshops
- Logo featured on screens and communications
- Strong positioning as a supporter of emerging talent
- VIP access for the partner's guests (2 passes)

2026 INVESTMENT
FOUNDING PARTNER

\$5 000



OFFICIAL COLLABORATORS

5 OPPORTUNITIES



THE BASELINE

OFFICIAL COLLABORATORS

THE BASELINE represents the foundation on which THE FORMULA is built.

Official collaborators support the event with consistency, commitment, and vision. Being part of THE BASELINE means contributing to the strength and continuity of THE FORMULA—by actively supporting the youth, the culture, and the community that bring it to life.

INCLUDED

- Logo displayed on screens throughout the event
- Presence on the website
- Social media mentions (dedicated post)
- Complimentary 2-day passes (4 passes)

2026 INVESTMENT
FOUNDING PARTNER

\$3 000



VENDORS

MULTIPLE OPPORTUNITIES AVAILABLE



THE REFUEL ZONE

FOOD VENDOR AREA

THE REFUEL ZONE is THE FORMULA's food and beverage area, offering exhibitors the opportunity to rent a dedicated 10 × 10 space to sell their products.

- Each exhibitor:
- has their own sales space,
- operates independently,
- keeps 100% of their sales, with no commission taken by the organization,
- benefits from on-site visibility and direct association with THE FORMULA.

This presence allows exhibitors to connect with an engaged community while being fully integrated into the overall event experience.

DESIGNED FOR:

- Healthy fast food
- Snacks and treats
- Juice or smoothie bars

2026 INVESTMENT
FOUNDING PARTNER

\$2 000



STYLE MARKET

FASHION & ACCESSORIES AREA

The STYLE MARKET is THE FORMULA's fashion-forward space, offering exhibitors the opportunity to rent a dedicated 10 × 10 booth to sell their products.

Each exhibitor:

- has their own retail space,
- operates independently,
- keeps 100% of their sales, with no commission taken by the organization,
- benefits from on-site visibility and direct association with THE FORMULA.
-

This presence allows exhibitors to connect with an engaged community while being fully integrated into the overall event experience.

DESIGNED FOR:

- Clothing brands and boutiques
- Fashion accessories: caps, shoes, jewelry, etc.
- Creative or artistic projects

2026 INVESTMENT
FOUNDING PARTNER

\$1 500



THE RECOVERY

HEALTH & WELLNESS AREA

THE RECOVERY is THE FORMULA's wellness space, offering exhibitors the opportunity to rent a dedicated 10 × 10 booth to sell their products.

Each exhibitor:

- has their own retail space,
- operates independently,
- keeps 100% of their sales, with no commission taken by the organization,
- benefits from on-site visibility and direct association with THE FORMULA.

This presence allows exhibitors to connect with an engaged community while being fully integrated into the overall event experience.

DESIGNED FOR:

- Massage or physiotherapy
- Hair and makeup
- Tattoo services

2026 INVESTMENT
FOUNDING PARTNER

\$1 500

THE TEAM



BIBIMAN
CO-FOUNDER

Alexandre-Philippe “Bibiman” Beaudoin is an artist and entrepreneur recognized for his talent in the world of urban dance. A popping specialist with nearly two decades of experience, he is the co-founder of THE FORMULA and has established himself as a standout figure through his energy, creativity, and unique style.

Throughout his career, Alexandre-Philippe has performed on prestigious stages, notably as a dancer with Cirque du Soleil in the show Michael Jackson ONE in Las Vegas. He has also taken part in several major television productions and international tours.

A formidable competitor, Bibiman has won numerous dance championships across Canada, the United States, and Europe. His mastery of popping and authenticity have earned him international recognition within the street dance community.

Alongside his performance career, Alexandre-Philippe has been sharing his passion for over twelve years as a teacher, mentor, and judge. An accomplished artist and inspiring creator, Bibiman continues to elevate dance culture through his leadership and lasting impact.



STÉPHANE MORIN
CO-FOUNDER

Stéphane Morin is an entrepreneur born in 1976 in Beauce, known for a career as diverse as it is unconventional. Founder of Spectre Entertainment and Espace Carte Blanche, co-founder of THE FORMULA, and president of Atelier JD, he has built a reputation as a man of action with a strong vision.

Throughout his journey, Stéphane trained in industrial safety and earned his 1st Dan black belt in karate. His expertise in close protection led him to work as a bodyguard for Bill Gates, as well as other high-profile individuals.

Driven by a passion for speed and performance, he also competed as a race car driver in NASCAR and Formula 1600 divisions. At the same time, Stéphane made his mark on the event scene as a DJ for several years, performing for hundreds of thousands of people across numerous events.

Entrepreneur, athlete, protector, and crowd energizer, Stéphane Morin embodies a unique path shaped by passion, discipline, and bold ambition.



THANK YOU!

THE FORMULA

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