

SPONSORSHIP OPPORTUNITIES 2024

af Alliance Française
San Diego



Promoting French language and francophone cultures

ABOUT US

The Alliance Française was founded in 1883 by renowned French personalities. Having an Alliance Française in San Diego means pursuing their ideal of making French and Francophone cultures shine abroad.

Our Alliance was established in 1927 and has been serving hundreds of students annually. We are part of a network with more than 100 chapters in the United States and over 832 affiliates in 128 countries on every continent.



PARTNER WITH US IN 2024 TO REACH A HIGH VALUE COMMUNITY

**Residents of San
Diego area (62%)
and California (80%)**

77% are 25 to 55 years old

**College
Educated or
Higher**

**International
community of
francophiles and
francophones**

**The Alliance Française San Diego
provides significant visibility
within San Diego's international
community.**

**Active and educated, the
members of our community love
the arts and entertainment and
are looking for unique cultural
experiences and products.**



sources: data from our website and social media for 2023



SEVERAL PLATFORMS TO OPTIMIZE YOUR VISIBILITY

Sponsors receive brand exposure across a variety of platforms, as well as opportunities for interaction with high-end consumers.

On behalf of our Board of Directors, we invite you to become a sponsor an exceptional, tax-deductible opportunity to reach a very attractive market

Digital Marketing

Gain exposure across our website, social media, and newsletters



On-site visibility

sponsor one of our event* and get recognition during the event

Media exposure

Elevate your brand's presence with media exposure and press releases sent to local and national press.

Community Connection

Be part of something bigger! Your sponsorship supports our association and its educational programs.

* The event you want to sponsor will be discussed according to your brand and our event schedule. This does not apply to the San Diego French Film Festival, which has a specific sponsoring program.

DIFFERENT LEVELS OF PACKAGES TO MATCH DIFFERENT BRAND NEEDS

| | | | | |
|--------------|--------------|----------------|----------------|----------------|
| Bleu | Blanc | Rouge | Argent | Or |
| \$250 | \$500 | \$1,000 | \$3,000 | \$5,000 |

See details of packages on following slides

Are you considering an in-kind donation? Feel free to contact us for a customized package.

LEVELS OF PACKAGES (1/2)

| | Bleu | Blanc | Rouge | Argent | Or |
|---|-----------|-----------|-----------|-----------|-----------|
| | \$250 | \$500 | \$1000 | \$3000 | \$5000 |
| Your brand on our website | | | | | |
| Homepage + hyperlink | | | 12 months | 12 months | 12 months |
| page about our friends + hyperlink | 12 months | 12 months | | | |
| Blog post (SEO) | +\$100 | +\$100 | +\$100 | included | included |
| Social Media | | | | | |
| Dedicated post about your brand on FB + IG on AFSD accounts (4500 followers total) | 1 post | 2 Posts | 4 Posts | 9 Posts | 12 Posts |
| Repost of your content on the AFSD FB + IG in stories | | 1 / year | 2 / year | 4 / year | 6 / year |
| Dedicated post on AFSD Linkedin (460 followers) | | 1 Post | 1 Post | 1 Post | 2 Posts |
| Emailing (5000 subscribers) | | | | | |
| Logo at the footer of the newsletter (~30/year) | | x | x | x | x |
| Sponsor focus in newsletter | | 1 / year | 2 / year | 3 / year | 4 / year |
| Dedicated email (for one email) | +\$250 | +\$250 | +\$250 | included | included |

LEVELS OF PACKAGES (2/2)

| | Bleu | Blanc | Rouge | Argent | Or |
|--|---------------|---------------|---------------|---------------|---------------|
| | \$250 | \$500 | \$1000 | \$3000 | \$5000 |
| Sponsoring of a specific event including | | | | | |
| Name /logo in the flyer on our website, social media, newsletters, youtube video when applicable and press release* | +\$300 | +\$300 | +\$200 | 1/year | 1/year |
| Invitation(s) to the event | 1 | 1 | 1 | 2 | 2 |
| Membership | | | | | |
| Individual (\$69) | 1 | 1 | | | |
| Family (\$89) | | | 1 | | |
| Lifetime | | | | 1 | 1 |

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