SPONSORSHIP OPPORTUNITIES 2024

AllianceFrançaise 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

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.



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



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

* 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.

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.

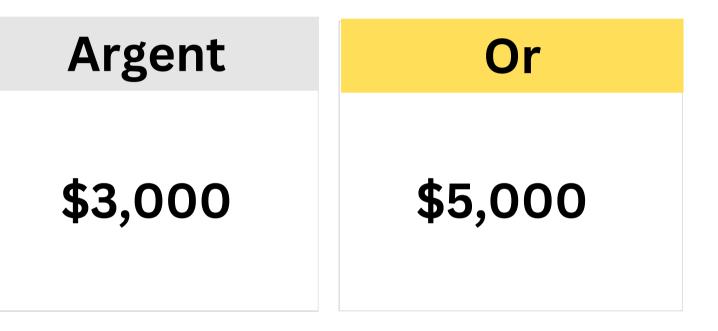


DIFFERENT LEVELS OF PACKAGES TO MATCH DIFFERENT BRAND NEEDS

Bleu	Blanc	Rouge
\$250	\$500	\$1,000

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 \$250	Blanc \$500	Rouge \$1000	Argent \$3000	Or \$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 \$250	Blanc \$500	Rouge \$1000	Argent \$3000	Or \$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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