



**OCTOBER  
2-4, 2025  
SAN DIEGO**



## **SPONSORSHIP OPPORTUNITIES 2025 EDITION**





# 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.





# FRENCH LITERATURE & ARTS FESTIVAL

OCTOBER 2-4, 2025

## EVENT HIGHLIGHTS

- **3 days of festival**
- **Workshops with students and authors**
- **Partnerships with educational and cultural institutions**
- **Various events: theater, movie, music**
- **Book fair with book signings**

The first edition of the San Diego French Literature and Arts Festival, is a dynamic three-day celebration of Francophone literature, film, and the arts organized by the Alliance Française San Diego in collaboration with educational and cultural partners. Open to all, this festival brings together francophone authors, educators, artists, and students for an unforgettable cultural experience across San Diego.

Partners include



UC San Diego

The Bishop's School



Villa Albertine

CONSULAT GÉNÉRAL  
DE FRANCE À LOS ANGELES  
*Liberté  
Égalité  
Fraternité*



# PARTNER WITH US TO REACH A HIGH VALUE COMMUNITY

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

**77% are 25 to 55 years old**

**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.**

**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**

## Digital Marketing

Gain exposure across our website, social media, and newsletters



## On-site visibility

sponsor one of our event and get recognition during the festival



## Media exposure

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



## Community Connection

Your sponsorship supports our association and its educational programs.



# DIFFERENT LEVELS OF PACKAGES TO MATCH DIFFERENT BRAND NEEDS

Molière	Niki de St Phalle	Mbougarr Sarr	Kim Thuy	Victor Hugo
\$250	\$500	\$1,000	\$2,500	\$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)

	Molière	Niki de St Phalle	Mbougarr Sarr	Kim Thuy	Victor Hugo
	\$250	\$500	\$1,000	\$2,500	\$5,000
Your brand on AFSD website (20K unique visitors/year)					
Homepage + hyperlink			12 months	12 months	12 months
Festival page + hyperlink	12 months	12 months	12 months	12 months	12 months
Blog post (SEO)				included	included
Social Media					
Dedicated post about your brand on FB + IG on AFSD accounts (5000 followers total)	1 post	1 post	2 posts	2 posts	3 posts
Repost of your content on the AFSD FB + IG in stories	1 repost	1 repost	2 reposts	4 reposts	6 reposts
Dedicated post on AFSD Linkedin (+700 followers)			1 post	1 post	2 posts
Youtube : logo on video of the event	x	x	x	x	x
Emailing (5000 subscribers)					
Logo at the footer of the newsletter (~30/year)	x	x	x		
Sponsor focus in newsletter	1 / year	1 / year	2/ year	2/ year	3 / year

# LEVELS OF PACKAGES (2/2)

	Molière	Niki de St Phalle	Mbougarr Sarr	Kim Thuy	Victor Hugo
	\$250	\$500	\$1,000	\$2,500	\$5,000
Logo on Flyers and posters	x	x	x	x	x
Name on the press release	x	x	x	x	x
Logo before the movie (one night)			x	x	x
Invitation(s) to the event(s): 3-day pass	1	2	3	4	6
Speech during events				1 event	2 events
Membership	Individual	Individual	Family	Family	Lifetime
Sponsor's exclusivity* (no other in the same sector)					x





# SPONSOR AGREEMENT

**Proceed to this link on Zeffy** to confirm your package, pay and complete your information.

*NB: Zeffy automatically includes a fee that you can customize or decline to pay at no additional cost.*

## MERCI!

**You are also welcome to send us a check and complete the information below to send by email at [bureau@afsandiego.org](mailto:bureau@afsandiego.org)**

**For any other method of payment, please contact us**

**Circle package  
of your choice**

Molière	Niki de St Phalle	Mbougarr Sarr	Kim Thuy	Victor Hugo
\$250	\$500	\$1,000	\$2,500	\$5,000

**Sponsor name (as it should appear on materials):**

**Name of primary contact:**

**Email:**

**Sponsor's address:**

**City:**

**State:**

**Zip Code:**

**Phone:**

**Signature:**

**Date:**