



# SPONSORSHIP OPPORTUNITIES 2024

*af* Alliance Française  
*San Diego*



# Celebrating the 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 serves 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.





# San Diego French Film Festival

## EVENT HIGHLIGHTS

- 4 days of festival
- Opening Night in The LOT La Jolla
- 2 locations
- Short and feature films
- Special guests & events
- 300+ attendees
- Exclusive premieres and screenings
- VIP events & Awards

**The SDFFF, presented annually in June by the AF San Diego since 2021, connects our upscale community through a shared passion for Francophone cultures. The event includes a VIP party, a glamorous opening night, and screenings featuring Francophone short and feature films.**

The 4th edition is scheduled for June 2 to 5, 2024. The opening night at the LOT La Jolla consists of a feature film followed by a reception with special guests, a buffet dinner, and a party. In the subsequent days, we will host three nights of screenings featuring Francophone movies, with the festival concluding on June 5.

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# 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 of our main event—an exceptional, tax-deductible opportunity to reach a desirable market.**

## Digital Marketing

Gain exposure across our websites (AFSD and Festival), social media, and newsletters.



## On-site visibility

several options available from booths. step and repeat, tickets and goodies ensuring maximum visibility during the event.

## On-screen promotion

Get your brand in the spotlight with on-screen exposure before all the screenings.



## 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! Our festival is not just an event; it's a cultural celebration. Your sponsorship supports our association and its educational programs.



# HIGH VISIBILITY FOR YOUR BRAND BEYOND THE ATTENDEES OF THE EVENT



- **Media Exposure:** articles in the local press and TV, French press and professional publications
- **5K+ targeted subscribers**
- **Website traffic:** 25K sessions, 6 min/session
- **5K+ followers on social media**
- **Supported by the cultural services of the General Consulate of France in LA**



# DIFFERENT LEVELS OF PACKAGES TO MATCH DIFFERENT BRAND NEEDS

Bronze	Silver	Gold	Platinum	Diamond
\$500	\$1,500	\$2,500	\$5,000	\$10,000

- All packages include
  - your logo on our websites and newsletters about the event
  - your name in the press releases
- Social media: number of publications adapted by package
- At least one pass for the opening reception and passes for other days
- Each can be customized with optional add-ons

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

# BRONZE PACKAGE

## \$500

- **Websites:**

- SDFFF + AFSD website (page festival): 12 months

- **Social Media:**

- FB + IG + LinkedIn:
  - 1 dedicated post about your brand
  - named in general posts about the festival

- **Emailing**

- Logo in all newsletters pre-event
- Sponsor focus in one newsletter: 1/ year
- *optional*: Dedicated email once in the year +\$250

- **Press releases:**

- name in the press release

- **Opening Ceremony - June 2, 2024**

- Opening ceremony (value \$180): 1 pass

- **Festival days (June 2 to 5, 2024)**

- 1 pass



# SILVER PACKAGE

## \$1,500

- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
  - SDFFF + AFSD website (page festival): 12 months
  - AFSD homepage + hyperlink: 6 months
- **Social Media:**
  - FB + IG + LinkedIn:
    - 1 dedicated post about your brand
    - named in general posts about the festival
  - *Optional:* organize a Giveaway on FB+IG + \$50
  - after the event: repost of your content on the AFSD FB+IG + Feed and Stories (1/year)
  - Youtube: video with presentation of the sponsors
- **Emailing**
  - Logo in all newsletters pre-event
  - Sponsor focus in one newsletter: 2/ year
  - *optional:* Dedicated email once in the year +\$250
- **Press releases:**
  - name in the press release
- **Opening Ceremony - June 2, 2024**
  - VIP reception (value \$100/pers) + VIP seating: 2 passes
  - Opening ceremony (value \$180): 2 passes
  - Company booth at the event (30x30 inch space)
  - 2 minutes video about your brand before the screenings\*
- **Festival days (June 2 to 5, 2024)**
  - 2 passes
  - Logo shown before the screenings
  - *Optional:* Dedicated 30s video about your brand before the screenings \$+100\*
- *Optional:* Organize one giveaway to gather emails during the festival days +\$100

# GOLD PACKAGE

## \$2,500

- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
  - SDFFF + AFSD website presence: 12 months
  - AFSD homepage + hyperlink: 9 months
- **Social Media:**
  - FB + IG + LinkedIn:
    - 2 dedicated posts about your brand
    - named in general posts about the festival
  - *Optional:* organize a Giveaway on FB+IG + \$25
  - after the event: repost of your content on the AFSD FB+IG + Feed and Stories (2/year)
  - LinkedIn dedicated post
  - Youtube: video with presentation of the sponsors
- **Emailing**
  - Logo in all newsletters pre-event
  - Sponsor focus in one newsletter: 3/ year
  - *optional:* Dedicated email once in the year +\$250

- **Press releases:**
  - name and logo in the press release
- **Logo on Step and repeat**
- **Opening Ceremony - June 2, 2024**
  - VIP reception (value \$100/pers) + VIP seating: 4 passes
  - Opening ceremony (value \$180): 4 passes
  - Company booth at the event (30x30 inch space)
  - 2 minutes video about your brand before the screenings\*
  - Logo before the feature film
  - Acknowledgment in the speech of the Director of AFSD
- **Festival days (June 2 to 5, 2024)**
  - 4 passes
  - Logo shown before the screenings
  - *Optional:* Dedicated 30s video about your brand before the screenings \$+100
  - Acknowledgment in the speech ahead of screenings
- *Optional:* distribute goodies at the entrance\*
- Dedicated flyer on registration table\*
- *Optional:* Organize one giveaway to gather emails during the festival days +\$100

# PLATINUM PACKAGE

## \$5,000

### SPONSOR CATEGORY EXCLUSIVITY

- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
  - SDFFF + AFSD website presence: 12 months
  - AFSD homepage + hyperlink: 12 months
- **Social Media:**
  - FB + IG + LinkedIn:
    - 3 dedicated posts about your brand
    - named in general posts about the festival
  - *Optional:* organize a Giveaway on FB+IG
  - after the event: repost of your content on the AFSD FB+IG + Feed and Stories (3/year)
  - LinkedIn dedicated post (2/year)
  - Youtube: video with presentation of the sponsors
- **Emailing**
  - Logo in all newsletters pre-event
  - Sponsor focus in one newsletter: 4/ year
  - *optional:* Dedicated email once in the year
- **Press releases:**
  - name and logo in the press release
- **Logo on Step and repeat + drink tickets**
- **Opening Ceremony - June 2, 2024**
  - VIP reception (value \$100/pers) + VIP seating: 8 passes
  - Opening ceremony (value \$180): 8 passes
  - Company booth at the event (30x30 inch space)
  - 2 minutes video about your brand before the screenings\*
  - Logo before the feature film
  - Acknowledgment in the speech of the Director of AFSD
- **Festival days (June 2 to 5, 2024)**
  - 8 passes
  - Logo shown before the screenings
  - *Optional:* Dedicated 30s video about your brand before the screenings
  - Acknowledgment in the speech ahead of screenings
- *Optional:* distribute goodies at the entrance\*
- Dedicated flyer on registration table\*
- *Optional:* Organize one giveaway to gather emails during the festival days

# DIAMOND PACKAGE

## \$10,000

### SPONSOR CATEGORY EXCLUSIVITY + NIGHT ACCOMODATION (2 PERSONS)

- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
  - SDFFF + AFSD website presence: 12 months
  - AFSD homepage + hyperlink: 12 months
- **Social Media:**
  - FB + IG + LinkedIn:
    - 4 dedicated posts about your brand
    - named in general posts about the festival
  - *Optional:* organize a Giveaway on FB+IG
  - after the event: repost of your content on the AFSD FB+IG + Feed and Stories (4/year)
  - LinkedIn dedicated post (2/year)
  - Youtube: video with presentation of the sponsors
- **Emailing**
  - Logo in all newsletters pre-event
  - Sponsor focus in one newsletter: 5/ year
  - *optional:* Dedicated email once in the year
- **Press releases:**
  - name and logo in the press release
- **Logo on Step and repeat + drink tickets**
- **Opening Ceremony - June 2, 2024**
  - VIP reception (value \$100/pers) + VIP seating: 10 passes
  - Opening ceremony (value \$180): 10 passes
  - Company booth at the event (30x30 inch space)
  - 2 minutes video about your brand before the screenings\*
  - Logo before the feature film
  - Acknowledgment in the speech of the Director of AFSD
- **Festival days (June 2 to 5, 2024)**
  - 10 passes
  - Logo shown before the screenings
  - *Optional:* Dedicated 30s video about your brand before the screenings
  - Acknowledgment in the speech ahead of screenings
- *Optional:* distribute goodies at the entrance\*
- Dedicated flyer on registration table\*
- *Optional:* Organize one giveaway to gather emails during the festival days



**Be part of the San Diego French Film Festival !**

Contact [bureau@afsandiego.org](mailto:bureau@afsandiego.org)

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