

SAN DIEGO
FRENCH FILM FESTIVAL

MAY 4-7, 2025
THE LOT LA JOLLA

SPONSORSHIP
OPPORTUNITIES 2025



af Alliance Française
San Diego





Celebrating the francophone cultures

MAY 4-7, 2025

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

MAY 4-7, 2025

EVENT HIGHLIGHTS

- 4 days of festival at THE LOT La Jolla
- Opening Night with gala reception
- Short and feature films
- Special guests & events
- 500+ attendees
- Exclusive premieres and screenings
- VIP events & Awards

The SDFFF, presented 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 5th edition is scheduled for May 4 to 7, 2025 at THE LOT La Jolla. The gala reception for the opening night consists of short and feature films, 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 May 7.

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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**





MAY 4-7, 2025

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.



MAY 4-7, 2025

HIGH VISIBILITY FOR YOUR BRAND BEYOND THE ATTENDEES OF THE EVENT



The San Diego Union-Tribune



Reader

la jolla BY THE SEA



SAN DIEGO SCREENWRITERS STUDIO

FRENCH QUARTER

LA JOLLA LIGHT

FRANCE-AMÉRIQUE

The San Diego Participant Observer
A Celebration of Culture by The Worldview Project

kpbs



SAN DIEGO

DEL MAR TIMES
SOLANA BEACH SUN - CARMEL VALLEY NEWS

CORONADO EAGLE & JOURNAL
CORONADO NEWSPAPER - PUBLISHED WEEKLY SINCE 1912

events.com



TIMES of SAN DIEGO

festivals.com

yahoo!news

- **Media Exposure:**
 - radio and TV
 - local press
 - French press and professional publications
- **Targeted emails**
 - 5K+ subscribers with 45% opening rate
- **Website traffic: 30K sessions, 6 min/session**
- **Social media**
 - 8.5K+ followers (FB, IG, LinkedIn, Youtube)
 - 20K+ impressions
- **Supported by the cultural services of the General Consulate of France in LA**

sources: data from our website and social media for 2023





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, newsletters about the event, video of 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 the Festival 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.



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BRONZE PACKAGE

\$500

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- **Websites:**

- SDFFF + AFSD website with hyperlink (page festival)

- **Social Media:**

- Pre event: FB + IG + LinkedIn
 - 1 dedicated post about your brand on SDFFF accounts
 - shared in stories of AFSD accounts
 - named in general posts about the festival
- Youtube: logo in the video of the festival

- **Emailing**

- Logo in all newsletters pre-event
- Logo in confirmation and tickets emails
- Sponsor focus in one newsletter pre event: 1/ year

- **Press releases:**

- name in the press release

- **Opening Ceremony - May 4, 2025**

- Gala reception (value \$210): 1 pass

- **Festival days (May 5 to 7, 2025)**

- 1 pass/day (value \$80)



MAY 4-7, 2025

SILVER PACKAGE

\$1,500



- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
 - SDFFF + AFSD website (page festival) + hyperlink
 - AFSD homepage + hyperlink
- **Social Media:**
 - Pre event: FB + IG + LinkedIn
 - 1 dedicated post about your brand on SDFFF accounts
 - shared in stories of AFSD accounts
 - 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: logo in the video of the festival + video of sponsors
- **Emailing**
 - Logo in all newsletters pre-event + post event
 - Logo in confirmation and tickets emails
 - Sponsor focus in one newsletter: 2/ year
 - *Optional:* Dedicated email once in the year +\$250

- **Press releases:**
 - name in the press release
- **Logo on flyers at entrance and program**
- **Opening Ceremony - May 4, 2025**
 - VIP reception: 2 passes (value \$100x2=\$200) + VIP seating
 - Gala reception: 2 passes (value \$210x2=\$420)
 - Company booth at the event (30x30 inch space)
 - 2 minutes video about your brand before the screenings*
- **Festival days (May 5 to 7, 2025)**
 - 2 passes/day (value \$80x2=\$160)
 - Logo on flyers + shown before the screenings
 - *Optional:* Dedicated 2 min video about your brand before the screening for one night + speech +\$300*
- **Optional during the opening or the festival days:** Organize one giveaway to gather emails* +\$100



MAY 4-7, 2025

GOLD PACKAGE

\$2,500

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- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
 - SDFFF + AFSD website (page festival) + hyperlink
 - AFSD homepage + hyperlink
- **Social Media:**
 - Pre event: FB + IG + LinkedIn:
 - 2 dedicated posts about your brand on SDFFF accounts
 - 1 dedicated post about your brand on AFSD accounts
 - 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 (1)
 - Youtube: video of the festival + video of sponsors
- **Emailing**
 - Logo in all newsletters pre-event
 - Logo in confirmation and tickets emails
 - 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, flyers at entrance and program**
- **Opening Ceremony - May 4, 2025**
 - VIP reception: 4 passes (value \$100x4=\$400) + VIP seating
 - Gala reception: 4 passes (value \$210x4=\$840)
 - 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 (May 5 to 7, 2025)**
 - 3 passes/day (value \$80x3=\$240)
 - Logo shown before the screenings
 - Acknowledgment in the speech ahead of screenings
 - *Optional: Dedicated 2 min video about your brand before the screening for one night + speech +\$300**
- **Optional during the opening or the festival days**
 - *Organize one giveaway to gather emails* +\$100*
 - *Distribute goodies at the entrance**
 - *Dedicated flyer on registration table**

See complete detail in sponsorship package agreement

*videos about your brand, goodies, flyers and giveaway prices must be provided by the sponsor



MAY 4-7, 2025

PLATINUM PACKAGE

\$5,000

SPONSOR CATEGORY EXCLUSIVITY



- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
 - SDFFF + AFSD website (page festival) + hyperlink
 - AFSD homepage + hyperlink
- **Social Media:**
 - Pre event: FB + IG + LinkedIn:
 - 3 dedicated posts about your brand on SDFFF accounts
 - 1 dedicated post about your brand on AFSD accounts
 - 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 posts (1)
 - Youtube: video of the festival + video of sponsors
- **Emailing**
 - Logo in all newsletters pre-event
 - Logo in confirmation and tickets emails
 - Sponsor focus in one newsletter: 4/ year
 - *Optional:* Dedicated email once in the year +\$250
- **Press releases:**
 - name and logo in the press release
- **Logo on Step and repeat, flyers at entrance and program**
- **Opening Ceremony - May 4, 2025**
 - VIP reception: 5 passes (value \$100x5=\$500) + VIP seating
 - Gala reception: 5 passes (value \$210x5=\$1,050)
 - 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 (May 5 to 7, 2025)**
 - 4 passes/day (value \$80x4=\$320)
 - Logo shown before the screenings
 - Acknowledgment in the speech ahead of screenings
 - *Optional: Dedicated 2 min video about your brand before the screening for one night + speech +\$300**
- **Optional during the opening or the festival days**
 - *Organize one giveaway to gather emails* +\$100*
 - *Distribute goodies at the entrance**
 - *Dedicated flyer on registration table**



MAY 4-7, 2025

DIAMOND PACKAGE

\$10,000

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SPONSOR CATEGORY EXCLUSIVITY + NIGHT ACCOMODATION (2 PERSONS)

- **Festival flyers and posters** (distributed in San Diego area)
- **Websites:**
 - SDFFF + AFSD website (page festival) + hyperlink
 - AFSD homepage + hyperlink
- **Social Media:**
 - Pre event: FB + IG + LinkedIn:
 - 4 dedicated posts about your brand on SDFFF accounts
 - 1 dedicated post about your brand on AFSD accounts
 - 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 of the festival + video of sponsors
- **Emailing**
 - Logo in all newsletters pre-event
 - Logo in confirmation and tickets emails
 - Sponsor focus in one newsletter: 5/ year
 - *Optional:* Dedicated email once in the year +\$250
- **Press releases:**
 - name and logo in the press release
- **Logo on Step and repeat, flyers at entrance, program + drink tickets**
- **Opening Ceremony - May 4, 2025**
 - VIP reception: 8 passes (value \$100x8=\$800) + VIP seating
 - Gala reception: 8 passes (value \$210x8=\$1,680)
 - 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 (May 5 to 7, 2025)**
 - 5 passes/day (value \$80x5=\$400)
 - Logo shown before the screenings
 - Acknowledgment in the speech ahead of screenings
 - *Optional: Dedicated 2 min video about your brand before the screening for one night + speech*
- **Optional during the opening or the festival days**
 - *Organize one giveaway to gather emails**
 - *Distribute goodies at the entrance**
 - *Dedicated flyer on registration table**

See complete detail in sponsorship package agreement

*videos about your brand, goodies, flyers and giveaway prices must be provided by the sponsor

Be part of the Francophone Event of the year

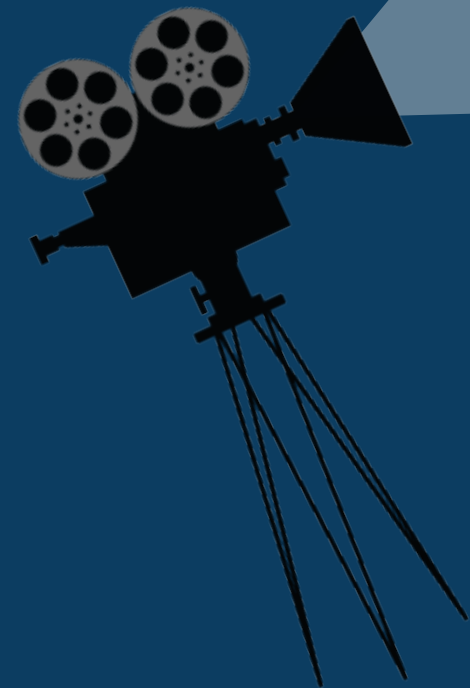
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Contact bureau@afsandiego.org



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