

AFFFF &

af
Alliance Française
Canberra



LOCAL SPONSORSHIP PACKAGE
CANBERRA | MARCH - APRIL
2027

2026 FRENCH FILM FESTIVAL KEY NUMBERS AND FIGURES



212,934

TICKETS SOLD IN 2026
NATION WIDE

39
FILMS

6,768
SCREENINGS

41
CINEMAS

18
CITIES

77%
AUSTRALIANS

73%
FEMALE

11
NATIONAL
SPONSORS

193
SPECIAL
EVENTS



FRENCH FILM FESTIVAL IN CANBERRA

..... **16,159**

CINEMA SEATS FILLED IN 2026

14
LOCAL SPECIAL
EVENTS

348
SCREENINGS

13
LOCAL
SPONSORS

ABOUT US

The Alliance Française is the leading French Language teaching centre in the world spreading French language and culture through high-quality programs.

A network of 829 Alliances Françaises in 135 countries. Each Alliance Française is an independant, local not-for-profit organisation.

FOUNDED IN
1883

829 ALLIANCES
FRANÇAISES

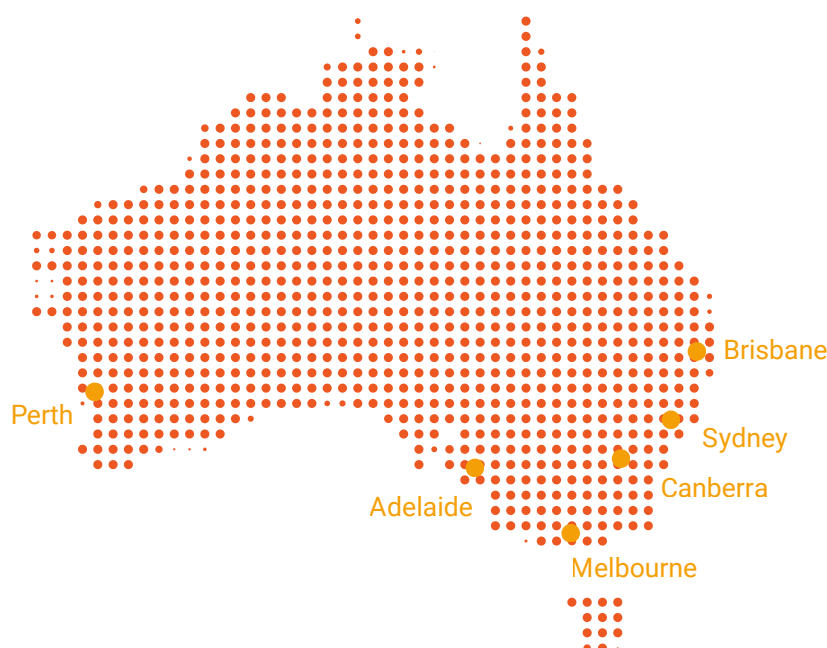
WORLDWIDE

29 ALLIANCES
FRANÇAISES

IN AUSTRALIA

≈ **10,500**
STUDENTS
IN AUSTRALIA

FESTIVAL
ORGANISED
BY THE ALLIANCES
FRANÇAISES OF
SYDNEY
MELBOURNE
BRISBANE
CANBERRA
ADELAIDE
PERTH



YOUR OPPORTUNITY TO GET YOUR BRAND IN FRONT OF THIS AUDIENCE

**PRINT
MEDIA**

**MARKETING
MATERIALS**

**SOCIAL
MEDIA**

ADVERTS

We offer 3 packages to suit your budget and advertising needs, which include some or all of the following.

\$2,000

BRONZE SPONSOR

Logo on our marketing materials
1 x Facebook post
1 x Instagram post

Invitations
1 x General Admissions
1 x Opening Night

Half a full color page in the
AF FFF 2027 program

\$3,000

SILVER SPONSOR

Logo on our marketing materials
1 x Facebook post
1 x Instagram post

Invitations
5 x General Admissions
2 x Opening Night

One full color page in the
AF FFF 2027 program

+10 sec slide advert over
260+ screenings

Article / advert in our
special Festival newsletter

Possibility to display
banner during Opening and
Closing Nights

\$5,000

GOLD SPONSOR

Logo on our marketing materials
2 x Facebook post
2 x Instagram post

Invitations
10 x General Admissions
3 x Opening Night
2 x Closing Night

One full color page in the
AF FFF 2027 program

+30 sec slide advert over
260+ screenings

Article / advert in our
special Festival newsletter

Possibility to display
banner during Opening and
Closing Nights

Sponsorship can be in cash or in kind

GOLD SPONSOR

\$5,000

TOTAL VALUE OFFERED	
\$20,200	
ON SCREEN CINEMA ADVERT	
Your logo featured on local sponsor page over 270+ screenings	\$2,300
+30 sec video ad on movie screen for 270+ screenings	\$11,000
PRINTED FESTIVAL PROGRAM (x11,200)	
Your logo in the local sponsor page of AF FFF 2027 program	\$600
One full color page in AF FFF 2027 program	\$1,800
ADVERT BANNER / ARTICLE ON:	
1x AF Canberra special festival email marketing	\$350
+2 x AF Canberra monthly email marketing	\$650
INVITATIONS	
10 x General Admission (exc. Special Events)	\$520
3 x Opening Night reception and screening	\$390
+ 2 x Closing Night reception and screening	\$140
SOCIAL MEDIA - FACEBOOK POST	
2 x post on AF Canberra Facebook page	\$250
2 x post on AF Canberra Instagram page	\$200
LOGO (WITH HYPERLINK): (FEB/MAR)	
Official Festival Website affrenchfimfestival.org / sponsors	\$1,200
AFFFF web page on afcanberra.com.au	\$550
Special Alliance Française Festival email marketing	\$250
OPENING AND CLOSING NIGHTS	
A verbal acknowledgement during Opening and Closing Night speeches	/
An opportunity to place your banner during Opening and Closing Nights	/

***All prices shown exclude GST**

SILVER SPONSOR

\$3,000

TOTAL VALUE OFFERED	
\$12,895	
ON SCREEN CINEMA ADVERT	
Your logo featured on local sponsor page over 270+ screenings	\$2,300
+10 sec still ad on movie screen for 270+ screenings	\$4,500
PRINTED FESTIVAL PROGRAM (x11,200)	
Your logo in the local sponsor page of AF FFF 2027 program	\$600
One full color page in AF FFF 2027 program	\$1,800
ADVERT BANNER / ARTICLE ON:	
1x AF Canberra special festival email marketing	\$350
+1 x AF Canberra monthly email marketing	\$600
INVITATIONS	
5 x General Admission (exc. Special Events)	\$260
2 x Opening Night reception and screening	\$260
SOCIAL MEDIA - FACEBOOK POST	
1 x post on AF Canberra Facebook page	\$125
1 x post on AF Canberra Instagram page	\$100
LOGO (WITH HYPERLINK): (FEB/MAR)	
Official Festival Website affrenchfimfestival.org / sponsors	\$1,200
AFFFF web page on afcanberra.com.au	\$550
Special Alliance Française Festival email marketing	\$250
OPENING AND CLOSING NIGHTS	
A verbal acknowledgement during Opening and Closing Night speeches	/
An opportunity to place your banner during Opening and Closing Nights	/

*All prices shown exclude GST

BRONZE SPONSOR

\$2,000

TOTAL VALUE OFFERED	
\$6,207	
ON SCREEN CINEMA ADVERT	
Your logo featured on local sponsor page over 270+ screenings	\$2,300
PRINTED FESTIVAL PROGRAM (x11,200)	
Your logo in the local sponsor page of AF FFF 2027 program	\$600
Half a full color page in AF FFF 2027 program	\$900
INVITATIONS	
1 x General Admission (exc. Special Events)	\$52
1 x Opening Night reception and screening	\$130
SOCIAL MEDIA - FACEBOOK POST	
1 x post on AF Canberra Facebook page	\$125
1 x post on AF Canberra Instagram page	\$100
LOGO (WITH HYPERLINK): (FEB/MAR)	
Official Festival Website affrenchfimfestival.org / sponsors	\$1,200
AFFFF web page on afcanberra.com.au	\$550
Special Alliance Française Festival email marketing	\$250
OPENING AND CLOSING NIGHTS	
A verbal acknowledgement during Opening and Closing Night speeches	/

*All prices shown exclude GST

NAMING RIGHT FOR ONE SPECIAL EVENT

\$1,500

TOTAL VALUE OFFERED	
\$9,665	
ON SCREEN CINEMA ADVERT	
Your logo featured on local sponsor page over 270+ screenings	\$2,300
+still ad on movie screen on Special Event night before the screening	\$3,500
PRINTED FESTIVAL PROGRAM (x11,200)	
Your logo in the local sponsor page of AF FFF 2027 program	\$600
Your name as the presenting sponsor in the "Special Event", "Screening Schedules", and "Ticketing and Conditions" pages	\$1,000
Half a full color page in AF FFF 2027 program	\$900
INVITATIONS	
1 x Opening Night reception and screening	\$130
3 x Named Special Event	\$210
SOCIAL MEDIA - FACEBOOK POST	
1 x post on AF Canberra Facebook page	\$125
1 x post on AF Canberra Instagram page	\$100
LOGO (WITH HYPERLINK): (FEB/MAR)	
AFFFF web page on afcanberra.com.au	\$550
Special Alliance Française Festival email marketing	\$250
OPENING AND CLOSING NIGHTS	
A verbal acknowledgement during Opening and Closing Night speeches	/

*All prices shown exclude GST

SPECIAL EVENT SPONSORSHIP - MEDIA LAUNCH

\$1,500

BENEFIT FROM UNIQUE MEDIA COVERAGE!

TOTAL VALUE OFFERED	
\$8,455	
ON SCREEN CINEMA ADVERT	
Your logo featured on local sponsor page over 270+ screenings	\$2,300
+still ad on movie screen on Media Launch Night before the screening	\$3,500
PRINTED FESTIVAL PROGRAM (x11,200)	
Your logo in the local sponsor page of AF FFF 2027 program	\$600
Half a full color page in AF FFF 2027 program	\$900
INVITATIONS	
1 x Opening Night reception and screening	\$130
SOCIAL MEDIA - FACEBOOK POST	
1 x post on AF Canberra Facebook page	\$125
1 x post on AF Canberra Instagram page	\$100
LOGO (WITH HYPERLINK): (FEB/MAR)	
AFFFF web page on afcanberra.com.au	\$550
Special Alliance Française Festival email marketing	\$250
OPENING AND CLOSING NIGHTS	
A verbal acknowledgement during Opening and Closing Night speeches	/

*All prices shown exclude GST

ADVERTISING EXPOSURE

ON SCREEN AD IN CINEMA



BANNER IN CINEMA



FESTIVAL PROGRAM



LOCAL POSTER



A6 BOOKLETS

Programme distributed to all Alliance Française members and Palace Electric Cinema

297MM X 420MM (A3)

Distributed to local sponsors and partners. Also displayed in cafés, restaurants and cultural spaces. Designed for each city.

QUANTITY:

11,200 PRINTED

(National and local sponsors)

QUANTITY:

75 PRINTED

(National and Local sponsors)

ONLINE COMMUNICATION

DATABASE & E-NEWSLETTERS

9,206

contacts registered to receive the Alliance Française de Canberra newsletters

SOCIAL MEDIA

NATIONAL



19,000+

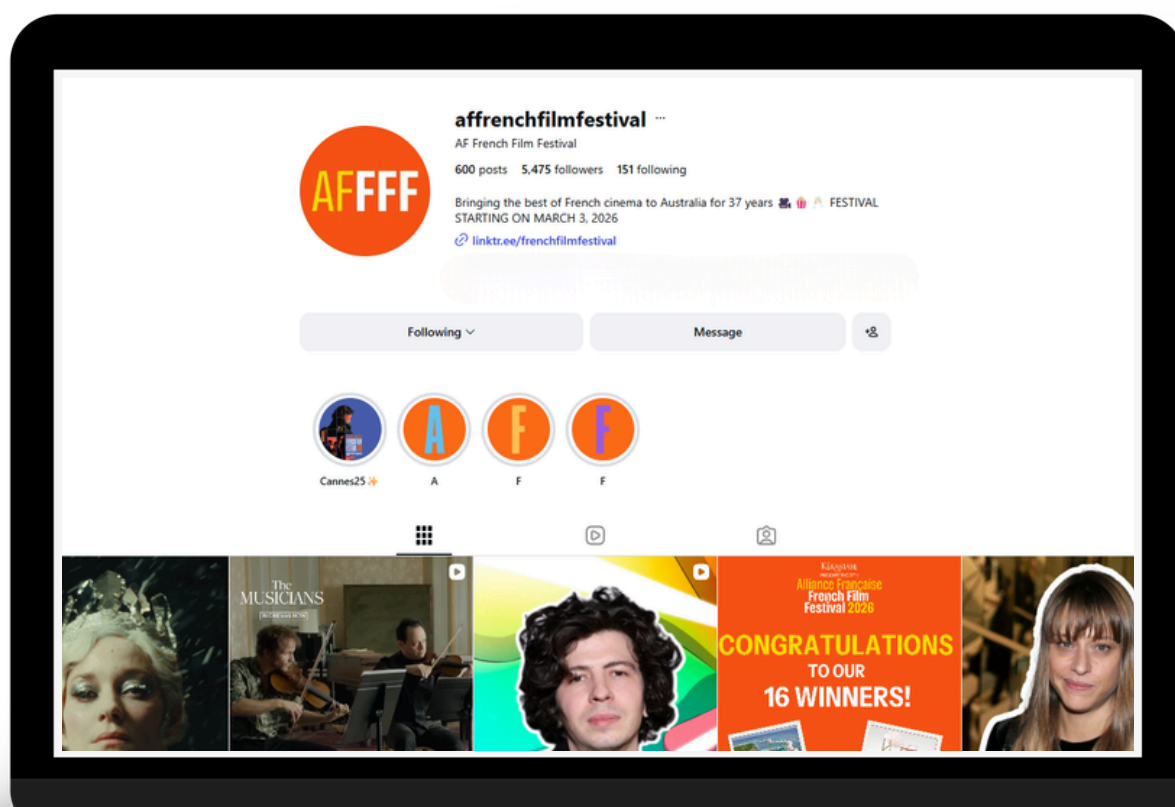


5,400 +

AF CANBERRA

5,200 FOLLOWERS

3,186 SUBSCRIBERS



SPECIAL EVENTS IN CANBERRA



OPENING NIGHT

AN EVENT SPONSORED BY SAVOIR FRENCH, FRANCE AT HOME AND
CANBERRA INTERNATIONAL MUSIC FESTIVAL





LADIES' NIGHT



CENTREPIECE PREMIERE



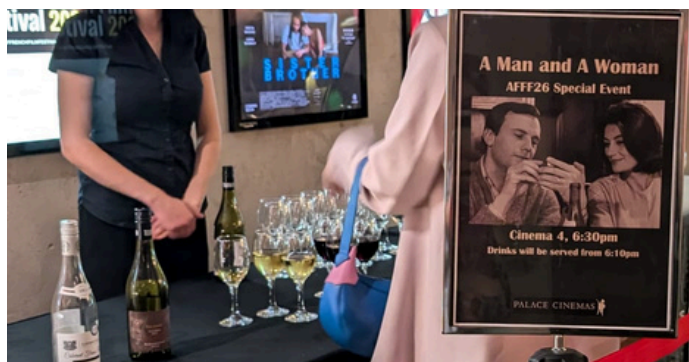
BELGIAN NIGHT



TASTE OF FRANCE



AI & ALLEYWAYS



CLASSIC MOVIE

OTHER SPECIAL EVENTS

- Q&A BEYOND LIMITS
- Q&A LAUGHS, SCREAMS & SCHOOL DAYS
- CINÉWINE - SKYLINE STORY
- MELODY & MEMORY
- FAMILY SESSION
- CASH & CRAFT
- WORD OF MOUTH
- PAID PREVIEW
- ENCORE SESSION



CLOSING NIGHT

NATIONAL SPONSORS IN 2026

PRESENTING SPONSOR

KÉRASTASE
PARIS

FRONT ROW

délidoor.
TAKE DINNER OFF YOUR PLATE

RED CARPET SPONSORS

BNP PARIBAS
The bank for a changing world

blue illusion

Western
Union

new
caledonia

Aircalin
NEW CALEDONIA

TV 5
MONDE

M. CHAPOUTIER
AUSTRALIA

EXHIBITION PARTNER

PALACE
CINEMAS

ORGANIZED BY

af
Alliance Française
Australie

AMBASSADE
DE FRANCE
EN AUSTRALIE
Liberté
Égalité
Fraternité

FESTIVAL PARTNER

UNIFRANCE
All the accents of creativity

jorr

MEDIA PARTNERS

JCDecaux

The Monthly
The Saturday Paper

CANBERRA LOCAL SPONSORS IN 2026

The Canberra Times

Canberra Weekly

HER CANBERRA

Chef Christophe
& Josephine
CULINARY TOURS AND EXPERIENCES

Savoir French

SILO
BAKERY

EMBASSY
OF BELGIUM

Les Bistronomes
Restaurant

a+fran

CANBERRA
INTERNATIONAL
MUSIC
FESTIVAL

CANBERRA
AIRPORT

French Flair
la Boutique

FRANCE
AT HOME
Online French Supermarket

The Alliance Française French Film Festival is a considerable undertaking and it would not be possible without the unfailing commitment of our key supporters.

A huge thank you to all our sponsors and partner organisations who, by associating their image with our event, allow us to offer an unforgettable experience to the spectators.

PARTICIPATING CINEMA: ABOUT PALACE ELECTRIC CINEMA

Set in the sustainable and award-winning NewActon Nishi complex, Palace Electric features **eight fully-licensed** cinemas and a **stunning bar** to indulge in both pre and post film! Electric was presented with **The People's Choice Award** for 'Canberra's Favourite Entertainment Venue' for the third year running. Over the years, Palace Electric Cinema has won **the hearts of the public** by presenting a mix of international and local art house films, quality blockbusters, family favorites, operas and special events, as well as the **renowned French Film Festival**.

CONTACTS

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Credits

Alliance Française de Canberra 2026

Palace Electric Cinema 2026

AF FFF 2026