

SCAC-IFC - Partnerships department

BECOME OUR PARTNER 2025





OUR HEADLINE EVENTS

OUR HEADLINE EVENTS

MARCH

APRIL - JULY

OCTOBER

NOVEMBER



法语活动月
mois de
la francophonie

FRANCOPHONIE FESTIVAL



CROISEMENTS FESTIVAL



FRANCO-CHINESE MONTH
OF THE ENVIRONMENT



MONTH OF BOOKS
AND IDEAS

OUR HEADLINE EVENTS

FRANCOPHONIE FESTIVAL

1

2

3

4



法语活动月
mois de
la francophonie



March



Invitation to discover the
best of Francophone
creativity, in all its diversity.



Advertising value
(2024 edition's figures)

¥ 327 947 679

OUR HEADLINE EVENTS

1

CROISEMENTS
FESTIVAL

2

3

4



April - July



The biggest French festival in the world and the largest foreign festival in China.

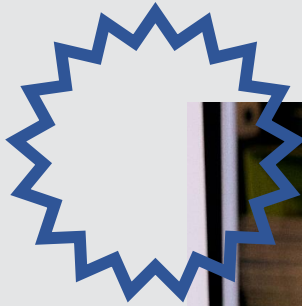


Advertising value
(2023 edition's figures)

¥ 1 822 987 312

From left to right: Jean Todt and Michelle Yeoh, ambassadors of Croisements 60, and Stéphane Séjourné, the French Minister for Europe and Foreign Affairs

OUR HEADLINE EVENTS



October



The only multidisciplinary festival dedicated to the environment organized in China.



Advertising value
(2023 edition's figures)

¥ 174 973 549

1

2

FRANCO-CHINESE
MONTH OF THE
ENVIRONMENT

3

4

OUR HEADLINE EVENTS



November



A prestigious month which showcases translators' work, Franco-Chinese literature and debate of ideas.



Advertising value
(figures of 2023 edition's Fu Lei Award)

¥ 109 297 420

1

2

3

MONTH OF
BOOKS AND
IDEAS

4



SPONSORSHIP ADVANTAGES

		BRONZE 青铜级 BRONZE	ARGENT 白银级 SILVER	OR 黄金级 GOLD	STRATÉGIQUE* 战略级* STRATEGIC*
		180 000	300 000	500 000	850 000
VISIBILITÉ PUBLICATION PAPIER 纸质宣传品露出 VISIBILITY ON PRINTED MATERIAL	<u>Logo</u>	√	√	√	√
	<u>Publicité /广告/ Advertisement</u>		1/2 page/页	1 page/页	1 page/页
VISIBILITÉ PUBLICATION DIGITALE 电子平台宣传露出 VISIBILITY IN DIGITAL COMMUNICATION	<u>Site internet Faguowenhua/</u> <u>法国文化网站/</u> <u>Website of Faguowenhua</u>	logo	logo	logo	Logo + interview
	<u>Compte Wechat Faguowenhua/</u> <u>法国文化微信/</u> <u>Faguowenhua Wechat account</u>	logo	logo	logo + 1 espace publicitaire/ 1个广告位/ 1 advertising space	logo + 2 espaces publicitaires/ 2个广告位/ 2 advertising spaces
	<u>Compte Weibo Faguowenhua/</u> <u>法国文化微博/</u> <u>Faguowenhua Weibo account</u>	tag @	tag @	tag @ + 1 repost 转发	tag @ + 2 repost 转发
INVITATIONS 邀请函	<u>Invitations VIP/VIP 邀请函</u> <i>Spectacles, expositions, concerts...etc./演出、展览、音乐会等/Shows, exhibitions, concerts...etc.</i>	20	50	100	110
AVANTAGES EXCLUSIFS ET SUR MESURE 专属露出及定制化权益 EXCEPTIONAL VISIBILITY AND TAILOR-MADE BENEFITS	<u>Accès à l'Institut Français/使用法国文化中心/Access to the French Institute</u>			√	√
	<u>Avantages exclusifs sur le projet soutenu/所赞助项目相关专属权益/</u> <u>Exclusive advantages on the supported project</u>			√	√
	<u>Bilan de partenariat/合作回顾/Partnership review</u>	√	√	√	√
	<u>Avantages sur mesure/定制化权益/Tailor made benefits</u>			√	√
CAMPUS FRANCE/FRANCE ALUMNI 法国高等教育署/留法校友会	<u>Accès aux événements en fonction du niveau de contribution/</u> <u>根据赞助等级可享受不同权益/</u> <u>Access to events based on contribution level</u>	√	√	√	√

*The amounts are indicated in RMB but may be paid in euros, based on the exchange rate at the time of the contract. Companies based on France can benefit from the French law on sponsorship (Aillagon law - tax reduction of 60% on corporation tax up to a limit of 5 per thousand of turnover excluding VAT).

* Strategic partnership, annual amount for 3 consecutive years

AVANTAGE DETAILS - BRONZE 180 000 RMB



VISIBILITY

- Visibility on all communication materials related to the festival supported as a “**BRONZE SPONSOR**” : *logo on national brochure, roll up banner for all partners*
- Logo with links to your company on Faguowenhua’s official website
- Logo visibility on Faguowenhua’s official WeChat account in one publication related to the event supported
- @ patron’s weibo account by Faguowenhua’s official Weibo account



EVENTS

- Participation to the national press conference of the festival supported: 2 invitations
- Participation to the national opening of the festival supported: 2 invitations
- 20 VIP invitations for one or several programs of our festivals in China



TAILOR-MADE

- Partnership review
- Access to Campus France and France Alumni events

AVANTAGE DETAILS - SILVER 300 000 RMB



VISIBILITY

- Visibility on all communication materials related to the festival supported as a **“SILVER SPONSOR”** : *logo on national brochure, roll up banner for all partners*
- **1/2 advertisement page in national brochure of the festival supported (10 000 copies)**
- Logo with links to your company on Faguowenhua’s official website
- Logo visibility on Faguowenhua’s official WeChat account in one publication related to the event supported
- @ patron’s weibo account by Faguowenhua’s official Weibo account



EVENTS

- Participation to the national press conference of the festival supported: 2 invitations
- Participation to the national opening of the festival supported: 2 invitations
- **50 VIP invitations** for one or several programs of our festivals in China



TAILOR-MADE

- Partnership review
- Access to Campus France and France Alumni events

AVANTAGE DETAILS - GOLD 500 000 RMB



VISIBILITY

- Visibility on all communication materials related to the festival supported as a **"GOLD SPONSOR"** : *logo on national brochure, roll up banner for all partners*
- **One advertisement page** in national brochure of the festival supported (10 000 copies)
- Logo with links to your company on Faguowenhua's official website
- Logo visibility and **ONE advertising space** on Faguowenhua's official WeChat account in one publication related to the event supported
- @ patron's weibo account by Faguowenhua's official Weibo account ; and **ONE repost of your account (the content must be related to French culture or to our cooperation)**



EVENTS

- Participation to the national press conference of the festival supported: 2 invitations
- Participation to the national opening of the festival supported: 2 invitations
- **100 VIP invitations** for one or several programs of our festivals in China



TAILOR-MADE

- **One access to the French Institute of Beijing to organize your own event**
- **Tailor-made benefits of the project supported: cocktail reception/speech/private guided tour, private workshop, private screening (see details on page 15)**
- Partnership review
- Access to Campus France and France Alumni events

AVANTAGE DETAILS - STRATEGIC 850 000 RMB



VISIBILITY

- Visibility on all communication materials related to the festival supported as a **“STRATEGIC SPONSOR”** : *logo on national brochure, roll up banner for all partners*
- One advertisement page and **an interview** in national brochure of the festival supported (10 000 copies)
- Logo with links to your company on Faguowenhua’s official website
- Logo visibility and **TWO advertising spaces on Faguowenhua’s official WeChat account** in one publication related to the event supported
- @ patron’s weibo account by Faguowenhua’s official Weibo account ; and **TWO repost of your account (the content must be related to French culture or to our cooperation)**



EVENTS

- Participation to the national press conference of the festival supported: 2 invitations
- Participation to the national opening of the festival supported: 2 invitations
- **110 VIP invitations** for one or several programs of our festivals in China



TAILOR-MADE

- One access to the French Institute of Beijing to organize your own event
- Tailor-made benefits of the project supported: *cocktail reception/speech/private guided tour, private workshop, private screening (see details on page 15)*
- Partnership review
- Access to Campus France and France Alumni events

PRINTED MATERIALS

- Logo on the festival's press release
- Logo on roll-up banner at event venues
- Visibility in national brochure: patrons' logo board, advertising page, project presentation page

SOCIAL MEDIA

- Official website: logo visibility, interview
- Official wechat: advertising space, logo visibility
- Official weibo account: tag, repost

FAGUOWENHUA



144,500+



659,000+



14,000+/month

CAMPUS FRANCE



100,000+



170,000+



TAILOR-MADE BENEFITS

- Speech at the opening ceremony
- Private events organized for the sponsor: guided tour, workshop, screening
- Cocktail reception before the show in prestigious venues, master classes, access to the backstage
- Setting up a booth at the concert venue, broadcasting a promotional video, brand cross-over
- Participation as a speaker for our conferences
- Labelling your event: communication on our Faguowenhua networks and participation of representatives of the French embassy/consulate general in China in your event

FRENCH INSTITUTE OF BEIJING



INSTITUT
FRANÇAIS

北京法国文化中心

工人体育场西路
18-1

Enjoy privileged access to this cultural venue to highlight your events

- 77-seat auditorium
- multi-media library
- exhibition space
- multi-purpose blackbox

AVANTAGE

DETAILS



THANK YOU TO OUR 2024 SPONSORS

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东风标致

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SCAC-IFC - Partnerships department

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