

Le French Festival 2024 Sponsorship Package

Le French Festival in Penang

The Festival's main event will be the opening night on June 12th, a highlight in Penang's cultural calendar. It features theatre and photography workshops, an interactive VR exhibition, and special editions of Penang's unique French Heritage Trail, following the footsteps of the early French arrivals in Penang who established institutions such as Convent Light Street and St Xavier's Institution.

10th June - opening of Pour la beauté du geste photography exhibition / photography masterclass by Serge Périchon at AFP

11th June - theatre workshop by Sophie Caritté at AFP

12th June - opening ceremony at GSC Gurney Plaza - by invitation only

15th June - pétanque tournament at Batu Ferringhi (partnering with AGS, CCIFM, Decathlon)

16th June - French Heritage Trail in George Town (partnering with Penang Hidden Gems)

16th June - Chamber Music at the Courtyard (partnering with Cheong Fatt Tze and Music Makers)

20th June - drama and improvisation workshop by Marsu at AFP

21st June - Fête de la Musique free concert by Marsu at Gurney Plaza

22nd June - French Heritage Trail in Pulau Tikus (partnering with Penang Hidden Gems)

22nd -23rd June - Le Petit Festival, children's activities and films at Gurney Plaza

10th – 23rd June: Pour la beauté du geste photography exhibition by Serge Périchon at AFP

10th – 23rd June: Experience France in VR, interactive exhibition at AFP

12th – 23rd June: The long journey of female athletes towards equality, exhibition at Gurney Plaza (partnering with Campus France)

13th -23rd June: 21 screenings of 16 films at GSC Gurney Plaza

There are different opportunities to collaborate with the Alliance Française Penang:

	GOLD	SILVER	BRONZE
Corporate hospitality	15 complimentary tickets (for employees/clients...) for GSC film screenings	10 complimentary tickets (for employees/clients...) for GSC film screenings	6 complimentary tickets (for employees/clients...) for GSC film screenings
Corporate hospitality	6 complimentary tickets (for employees/clients...) for the opening night in Penang	4 complimentary tickets (for employees/clients...) for the opening night in Penang	2 complimentary tickets (for employees/clients...) for the opening night in Penang
Brand visibility	Display your brand (buntings/booths...) at the opening night	Display your brand (buntings/booths...) at the opening night	Display your brand (buntings/booths...) at the opening night
Brand visibility	Your brand will be denominated as "gold partner" on AFP's communication	Your brand will be denominated a "silver partner" on AFP's communication	Your brand will be denominated "bronze partner" on AFP's communication
Usage of AF Penang's premises	1 complimentary half-day use of AF's premises for corporate events	N/A	N/A
AF corporate membership	1 annual membership	1 annual membership	N/A
Financial commitment	MYR 15,000 (excl. GST)	MYR 10,000 (excl. GST)	MYR 5,000 (excl. GST)

Contact information

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