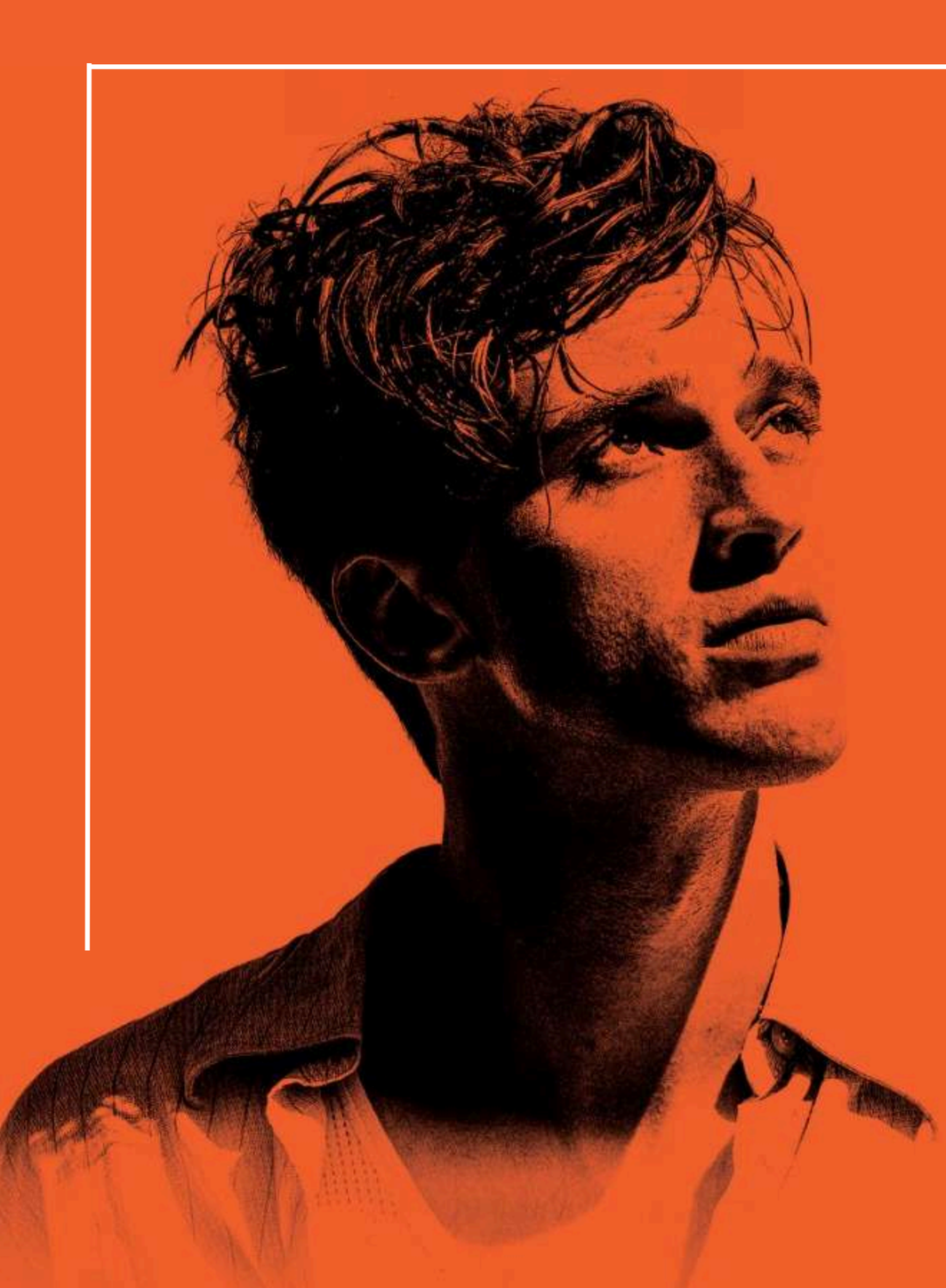


38TH EDITION

Alliance Française French Film Festival 2027

LET OUR STORY BEGIN!

af
AllianceFrançaise
Brisbane

ABOUT ALLIANCE FRANÇAISE DE BRISBANE

CONNECTING FRENCH AND AUSTRALIAN COMMUNITIES THROUGH LANGUAGE AND CULTURE

Alliance Française de Brisbane is a not-for-profit organisation dedicated to promoting French language and culture and fostering cultural exchange between France and Australia. We are part of a worldwide network of more than 800 cultural centres, and the main cultural partner of the French Ministry of Foreign Affairs.

Through French language courses, film screenings, exhibitions, cultural events and community partnerships, AFB brings together French, Australian and international audiences across the Brisbane region.

As the regional coordinator of the Alliance Française French Film Festival in Brisbane, Gold Coast, Byron Bay and Ballina, AFB works with local cinemas, businesses and cultural partners to bring contemporary French cinema to audiences throughout South East Queensland and the Northern Rivers.









Alliance Française
French Film
Festival 2027

ABOUT THE FESTIVAL

AUSTRALIA'S LARGEST CELEBRATION OF FRENCH CINEMA AND CULTURE

Founded in 1989 and soon celebrating its 38th edition, the Alliance Française French Film Festival has firmly established itself as a leading cultural event in Australia. Over five dynamic weeks spanning March and April, the Festival keeps growing accross our 4 cities and 5 cinemas in our region. Last year, we registered an exceptional increase of more than 20% with 27,353 admissions.

The Festival's enduring success is driven by a programming model built on three complementary pillars: the highest quality of contemporary French cinema, a strong pipeline of exclusive premieres, and a seamlessly coordinated national rollout.
Operationally, this impressive scale is spearheaded by the Alliance Française network through a highly collaborative framework. By bringing together Palace and Dendy Cinemas, leading film distributors, visionary sponsors, and diverse cultural partners, the Festival guarantees both exceptional consistency of delivery and unparalleled national reach.













2026 IN SHORT

4 cities

37th edition

39 French films

5 venues

27 Special Events

1,190 screenings

27,353
admissions in south east Queensland + Northern Rivers in 2026

Alliance Française
French Film
Festival 2027

OUR AUDIENCE

A PREMIUM, ENGAGED & AFFLUENT AUDIENCE

The Alliance Française French Film Festival attracts one of Australia's most coveted, high-value demographics; a discerning audience that views the festival not just as a cinematic event, but as a premium lifestyle experience.

AB DEMOGRAPHIC HIGHLY EDUCATED PROFESSIONALS AFFLUENT RETIREES	**EPICURIANS** GOURMET FOOD, FINE WINE, AND PREMIUM HOSPITALITY	**77%** AUSTRALIAN	**CULTURALLY ENGAGED** ACTIVE CONSUMERS OF THE ARTS, PREMIUM ENTERTAINMENT, LUXURY GOODS, AND SOPHISTICATED LIFESTYLE BRANDS	**EMERGING SEGMENT** 25-35 GROWING BASE OF YOUNG URBAN PROFESSIONALS
HIGH DWELL TIME GOURMET FOOD, FINE WINE, AND PREMIUM HOSPITALITY	**ESTABLISHED CORE** 40–65+ DEEPLY LOYAL HIGHLY ENGAGED	**GLOBAL TRAVELERS** FREQUENT INTERNATIONAL FLYERS STRONG AFFINITY FOR EUROPEAN TRAVEL AND CULTURE	**STRONG PURCHASING POWER** SIGNIFICANT DISPOSABLE INCOME PREMIUM AND LUXURY SPENDING	**67%** FEMALE









Alliance Française French Film Festival 2027

OUR MEDIA & VISIBILITY REACH

Our track record reflects our dedication to excellence and delivering value to our clients.



NATIONAL & LOCAL MEDIA EXPOSURE

2M+ TOTAL MEDIA IMPRESSIONS

50+ PIECES OF MEDIA COVERAGE



OUTDOOR ADVERTISING

3M+ REACH

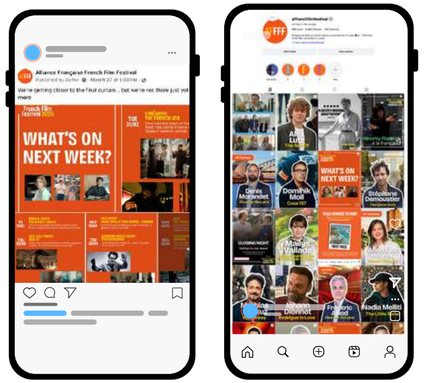
15+ BILLBOARDS IN BRISBANE



AFB WEBSITE & NEWSLETTERS

26K ACTIVE USERS ON AFBRISBANE.COM

19K+ SUBSCRIBERS TO THE AFB NEWSLETTER



SOCIAL MEDIA REACH & ENGAGEMENT

34K ACCOUNTS REACHED ON META

310K VIEWS ON META





FESTIVAL TIMELINE

FROM DEC 26 TO MAY 27

2026

DEC 26

TEASER LAUNCH

FESTIVAL TRAILER LAUNCH
OFFICIAL POSTER RELEASE

JAN 27

CAMPAIGN LAUNCH

LINE-UP ANNOUNCEMENT
MEDIA LAUNCH
FESTIVAL PROGRAM RELEASE

FEB 27

TICKET SALES

TICKET SALES CAMPAIGN
COUNTDOWN TO FESTIVAL

MARCH 27

FESTIVAL PERIOD

OPENING NIGHT
NATIONAL FESTIVAL RUN
SPECIAL EVENTS
CLOSING NIGHT

APRIL 27

MAY 27

FESTIVAL WRAP-UP

FESTIVAL RESULTS ANNOUNCEMENT
THANK-YOU COMMUNICATIONS
FESTIVAL REPORT
SPONSORS REPORT

2027

Alliance Française
French Film
Festival 2027

SPONSORSHIP OPPORTUNITIES







EXPERIENTIAL & ON-SITE ACTIVATIONS

ON-SCREEN ADVERTISING



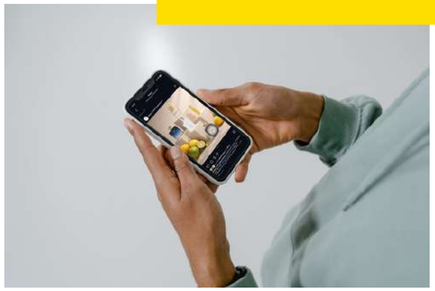
BRAND AWARENESS

ENGAGEMENT

CORPORATE HOSPITALITY



DIGITAL, SOCIAL, PRINT





OMNICHANNEL REACH

B2B VALUE

Alliance Française
French Film
Festival 2027

Alliance Française
French Film
Festival 2027

TAPIS ROUGE SPONSOR

SPONSORSHIP PACKAGES

$13,000



PREMIUM BRAND INTEGRATION

TIER 1 LOGO PROMINENCE
FIRST-LEVEL LOGO PLACEMENT ACROSS ALL PRESS RELEASES, NATIONAL MEDIA ADS AND ALL OFFICIAL FESTIVAL COLLATERAL

NATIONAL OUTDOOR CAMPAIGN
HIGH-VISIBILITY LOGO INTEGRATION ON THE OFFICIAL JC DECAUX NATIONAL CAMPAIGN, INCLUDING PROMINENT STREET BANNERS ACROSS BRISBANE

CATEGORY EXCLUSIVITY: **ABSOLUTE EXCLUSIVITY** WITHIN YOUR BRAND'S SPECIFIC INDUSTRY CATEGORY

ON-SCREEN ADVERTISING

AN EXCLUSIVE 60S CINEMA AD FEATURED BEFORE **100% OF FESTIVAL SCREENINGS** (APPROXIMATELY 1,200 SESSIONS), INCLUDING THE HIGHLY COVETED OPENING NIGHT GALA AND CLOSING NIGHT

EXPERIENTIAL ACTIVATION

OPENING SPEECH & CUSTOM ACTIVATION AT OPENING NIGHT GALAS AND SPECIAL EVENTS IN ALL 4 CITIES (WHERE POSSIBLE)

PRINT & DIGITAL AMPLIFICATION

PREMIUM PRINT ADVERTISING
2 HIGHLY VISIBLE, FULL-PAGE A6 COLOUR ADS WITHIN THE PRINTED FESTIVAL PROGRAM (17,000 COPIES)

DIGITAL REACH
WEB INTEGRATION : **1 VIDEO AD & DISPLAY BANNER** ON THE AFB WEBSITE
EDM : **3 DEDICATED FEATURE ARTICLES** WITHIN THE AFB NEWSLETTER, PLUS **2 FULLY DEDICATED STANDALONE E-NEWSLETTERS** SENT TO OUR 19K SUBSCRIBERS
COMPETITION : OPPORTUNITY TO OFFER A PRIZE AND **GET OPT-IN EMAILS**

SOCIAL MEDIA
3 DEDICATED, CO-BRANDED POSTS ACROSS THE FESTIVAL'S SOCIAL MEDIA CHANNELS DURING THE CAMPAIGN PERIOD

CORPORATE HOSPITALITY & EXPERIENTIAL EVENTS

EXCLUSIVE B2B ENTERTAINMENT
1 PRIVATE, EXCLUSIVE FILM SCREENING FOR YOUR CORPORATE GUESTS AND CLIENTS

OPENING NIGHTS ACCESS: **5 DOUBLE PASSES** TO THE PRESTIGIOUS OPENING NIGHT GALA EVENT

CONSUMER/STAFF ENGAGEMENT: **10 GENERAL ADMISSION DOUBLE PASSES** TO BE USED FOR STAFF INCENTIVES OR CONSUMER GIVEAWAYS THROUGHOUT THE FESTIVAL SEASON

All partnerships can be tailored into bespoke packages to align with your specific brand KPIs and marketing objectives.

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French Film
Festival 2027

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SPONSORSHIP PACKAGES

GRAND ECRAN SPONSOR

$9,000



BRAND INTEGRATION

LOGO PLACEMENT ACROSS OFFICIAL FESTIVAL COLLATERAL

CATEGORY EXCLUSIVITY: ABSOLUTE EXCLUSIVITY WITHIN YOUR BRAND'S SPECIFIC INDUSTRY CATEGORY

ON-SCREEN ADVERTISING

AD REEL INTEGRATION
30S CINEMA AD FEATURED BEFORE **100% OF FESTIVAL SCREENINGS** (APPROXIMATELY 1,200 SESSIONS), INCLUDING THE HIGHLY COVETED OPENING NIGHT GALA AND CLOSING NIGHT

EXPERIENTIAL ACTIVATION

FOYER ACTIVATION RIGHTS (E.G., A BOOTH OR PRODUCT DISPLAY) DURING THE OPENING NIGHT OR SPECIAL EVENTS (WHERE POSSIBLE)

PRINT & DIGITAL AMPLIFICATION

PREMIUM PRINT ADVERTISING
2 HIGHLY VISIBLE, FULL-PAGE A6 COLOUR ADS WITHIN THE OFFICIAL PRINTED FESTIVAL PROGRAM (17,000 COPIES)

DIGITAL REACH
WEB INTEGRATION : 1 VIDEO AD & DISPLAY BANNER ON THE AFB WEBSITE
EDM : 2 DEDICATED FEATURE ARTICLES WITHIN THE OFFICIAL FESTIVAL NEWSLETTER
COMPETITION : OPPORTUNITY TO OFFER A PRIZE AND **GET OPT-IN EMAILS**

SOCIAL MEDIA
2 DEDICATED, CO-BRANDED POSTS ACROSS AFB'S SOCIAL MEDIA CHANNELS DURING THE CAMPAIGN PERIOD

CORPORATE HOSPITALITY & EXPERIENTIAL EVENTS

OPENING NIGHTS ACCESS: **4 DOUBLE PASSES** TO THE PRESTIGIOUS OPENING NIGHT GALA EVENTS

CONSUMER/STAFF ENGAGEMENT: 5 GENERAL ADMISSION DOUBLE PASSES TO BE USED FOR STAFF INCENTIVES OR CONSUMER GIVEAWAYS THROUGHOUT THE FESTIVAL SEASON

EXCLUSIVE B2B ENTERTAINMENT: ELIGIBLE TO PURCHASE PRIVATE EXCLUSIVE SCREENINGS

All partnerships can be tailored into bespoke packages to align with your specific brand KPIs and marketing objectives.

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French Film
Festival 2027

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Festival 2027

SPONSORSHIP PACKAGES

LUMIERE SPONSOR

$5,000

BRAND INTEGRATION

LOGO PLACEMENT ACROSS OFFICIAL FESTIVAL COLLATERAL

ON-SCREEN ADVERTISING

AD REEL INTEGRATION
30S CINEMA AD FEATURED BEFORE **50% OF FESTIVAL SCREENINGS** (APPROXIMATELY 600 SESSIONS), INCLUDING THE HIGHLY COVETED OPENING AND CLOSING NIGHT GALAS

EXPERIENTIAL ACTIVATION

FOYER ACTIVATION RIGHTS (E.G., A BOOTH OR PRODUCT DISPLAY) DURING THE OPENING NIGHTS OR SPECIAL EVENTS (WHERE POSSIBLE)

PRINT & DIGITAL AMPLIFICATION

PREMIUM PRINT ADVERTISING
1 HIGHLY VISIBLE, FULL-PAGE A6 COLOUR ADS WITHIN THE OFFICIAL PRINTED FESTIVAL PROGRAM (17,000 COPIES)

DIGITAL REACH
WEB INTEGRATION : 1 VIDEO AD & DISPLAY BANNER ON AFB'S WEBSITE
EDM : 1 DEDICATED FEATURE ARTICLE WITHIN AFB'S NEWSLETTER
COMPETITION : OPPORTUNITY TO OFFER A PRIZE AND **GET OPT-IN EMAILS**

SOCIAL MEDIA
1 DEDICATED, CO-BRANDED POSTS ACROSS THE FESTIVAL'S OFFICIAL SOCIAL MEDIA CHANNELS DURING THE CAMPAIGN PERIOD

CORPORATE HOSPITALITY & EXPERIENTIAL EVENTS

OPENING NIGHTS ACCESS: **2 DOUBLE PASSES** TO THE PRESTIGIOUS OPENING NIGHT GALA EVENT

CONSUMER/STAFF ENGAGEMENT: 3 GENERAL ADMISSION DOUBLE PASSES TO BE USED FOR STAFF INCENTIVES OR CONSUMER GIVEAWAYS THROUGHOUT THE FESTIVAL SEASON



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Festival 2027

SPONSORSHIP PACKAGES

Alliance Française
French Film
Festival 2027

FRONT ROW SPONSOR

$3,500

BRAND INTEGRATION

LOGO PLACEMENT ACROSS OFFICIAL FESTIVAL COLLATERAL

ON-SCREEN ADVERTISING

AD INTEGRATION
FIXED IMAGE CINEMA AD FEATURED BEFORE THE HIGHLY COVETED **OPENING NIGHT GALA AND CLOSING NIGHT**

EXPERIENTIAL ACTIVATION

FOYER ACTIVATION RIGHTS (E.G., GOODIES OR SAMPLES) DURING THE OPENING NIGHTS OR SPECIAL EVENTS (WHERE POSSIBLE)

PRINT & DIGITAL AMPLIFICATION

PREMIUM PRINT ADVERTISING
1 HIGHLY VISIBLE, HALF PAGE A6 COLOUR AD WITHIN THE OFFICIAL PRINTED FESTIVAL PROGRAM (17,000 COPIES)

DIGITAL REACH
WEB INTEGRATION : 1 AD ON THE AFB WEBSITE
EDM : 1 DEDICATED FEATURE ARTICLES WITHIN THE AFB NEWSLETTER
COMPETITION : OPPORTUNITY TO OFFER A PRIZE AND **GET OPT-IN EMAILS**

SOCIAL MEDIA
1 DEDICATED, CO-BRANDED POSTS ACROSS THE AFB SOCIAL MEDIA CHANNELS DURING THE CAMPAIGN PERIOD

CORPORATE HOSPITALITY & EXPERIENTIAL EVENTS

OPENING NIGHTS ACCESS: **1 DOUBLE PASS** TO THE PRESTIGIOUS OPENING NIGHT GALA EVENT

CONSUMER/STAFF ENGAGEMENT: 2 GENERAL ADMISSION DOUBLE PASSES TO BE USED FOR STAFF INCENTIVES OR CONSUMER GIVEAWAYS THROUGHOUT THE FESTIVAL SEASON



All partnerships can be tailored into bespoke packages to align with your specific brand KPIs and marketing objectives.

Alliance Française
French Film
Festival 2027

TRUSTED BY

See how our partners seamlessly integrate into the festival environment, creating high-impact experiential moments for our attendees.
Join leading brands in Travel, Fashion, Beauty, Finance, and Fine Wine who have already captured our audience's attention!





Alliance Française
French Film
Festival 2027

IMAGINE
2027 TOGETHER...

REACH OUT TO US

JEAN-PHILIPPE BOTTIN
FESTIVAL DIRECTOR
BRISBANE, GOLD COAST, NORTHERN RIVERS
director@afbrisbane.com

PAULINE FERTÉ
FESTIVAL COORDINATOR
BRISBANE, GOLD COAST, NORTHERN RIVERS
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