



Alliance Française Mpls/ St Paul

2023 Annual Sponsorship Opportunities



Invitation to Participate

Mesdames et Messieurs,

We invite you to be a part of the cultural vitality of Minnesota through your support as an Annual Sponsor.

Over the past century, Alliance Française has grown from an informal French conversation group to an organization that serves more than 10,000 community members with its language classes, social and cultural events and information resources. Celebrating the cultural diversity of Minnesota, and promoting French language and French-speaking cultures has defined Alliance Française since obtaining non-profit status in 1975, nearly 60 years after the organization began in Minnesota.

Your support is essential to continuing our programs. Annual Sponsorship enables our organization to host professional events, while supporting our local arts community, and offering unique cultural opportunities that are accessible for all.

Annual Sponsors are recognized throughout the year on our website, in our weekly e-newsletter, and at three key events; Mois de la Francophonie in March, Bastille Day in July, and our Gala fundraiser in May.

As an Annual Sponsor, you show your support of the humanities, and of the opportunities for exchange, learning, and cross-cultural understanding that Alliance Française Mpls/St Paul brings to Minnesota communities. We would love to meet with you to discuss Annual Sponsorship, and the impact that our sponsors have on the culturally diverse programs that Alliance Française offers to our shared community.

Cordialement,

Christina Selander Bouzouina
Executive Director

Annika Wennerlund
Development Coordinator



Post-Concert Q&A with rising star
Miloe during Mois de la Francophonie



Marie-Antoinette visits Bastille
Day at AFMSP

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Alliance Française
where french culture meets the twin cities
bonjour@afmstp.org | 612 332 0436 | afmstp.org

Annual Sponsor Benefits

Sponsor Benefits	Visionary	Leader	Partner
Showcase involvement and support of mission throughout the year	✓	✓	✓
Photo & captions, business profiles in e-newsletters on afmsp.org homepage & on the AFMSP blog	Once a month & during all signature events	During all signature events	During 2 signature events
4" x 2.5" advertising in weekly newsletter	Bi-Weekly	Monthly	Quarterly
Social Media promotion on Facebook, Twitter, Instagram and LinkedIn	Monthly	6x Annually	Quarterly
Website recognition on the home page	✓	✓	✓
Tickets to Gala Benefit	10 tickets	6 tickets	4 tickets
Tickets to any event during the Francophonie series in March	10 tickets & Verbal recognition at opening ceremony	6 tickets	4 tickets
Insert in quarterly mailing, Le Courier	4x per year	2x per year	1x per year
Recognition in event programs, signage and promotional materials	Bastille Day, Gala & Mois de la Francophonie	Bastille Day & Gala	Bastille Day
Mentions in advertising	✓	✓	
Recognition on signage at events - Mois de la Francophonie in March - Gala Benefit in May - Bastille Day in July	Francophonie Series, Bastille Day & Gala	Bastille Day & Gala	Bastille Day or Gala
Opportunity to address audience at signature events	✓	✓	
Category exclusivity considered and first right of refusal	✓		
Investment	\$12,000	\$8,000	\$5,000

AFMSP has three signature events throughout the year: Mois de la Francophonie, a month-long celebration highlighting one French-speaking country or culture; Bastille Day in July, which celebrates the diversity of French-speaking cultures through a street festival outside our building in the Harrison neighborhood of Minneapolis; and our gala fundraiser in May.



Vintage Car Parade at Bastille Day

Children's Summer Camps

Sponsorship Form



Our 2023 annual Gala at the Metropolitan Club and Ballroom

Support the cultural vibrancy of the Twin Cities by becoming an annual sponsor



Adult Classes

AFMSP in 2022:

- Over 237 classes with 1,130 students
- Over 4,000 attendees to 94 cultural programs
- AFMSP hosted an outdoor Bastille Day celebration in July, free to the community, celebrated by over 1,500 attendees
- The month-long Celebration of the Democratic Republic of the Congo included virtual and in-person events, attended by over 400
- The Gala, hosted at the Minikahda Club, raised over \$80,000 net proceeds in support of our operations and programs.

Contact Name _____

Phone _____

Company _____

Address _____

Email _____

Sponsor Level: Visionary Leader Partner



Please make checks payable to Alliance Française or call 612 332 0436 with credit card information. Completed form can be addressed to the attention of Christina Selander Bouzouina, directeur@afmsp.org. Please contact us with any questions. *Merci de votre soutien!*



Alliance Française Mpls/St Paul is a non-profit 501(c)3 organization. Our mission is to promote French-speaking cultures from around the world in our community through language classes, cultural events and information resources.