

# French Institute Alliance Française

## WHY BECOME A CORPORATE SPONSOR?

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The French Institute Alliance Française (FIAF) is a 501(c)(3) not-for-profit organization incorporated in the State of New York, not an agency of the French government. FIAF's mission is to create and offer New Yorkers innovative and unique programs in education and the arts that explore the evolving diversity and richness of French Cultures. We seek to generate new ideas and promote cross cultural dialogue through partnerships and new platforms of expression.

### Becoming a Corporate Sponsor of FIAF means:

- Your organization supports the arts, cultural education, as well as the exchange of ideas and influences between Francophone and American peoples.
- Business Networking
- Visibility and Brand Exposure
- Hospitality Privileges with FIAF spaces
- FIAF Guest Pass Program
- Executive Memberships

### Other benefits of Corporate Membership include:

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**GOLD**  
**\$50,000+**

- Premier acknowledgement as the Leadership Partner with dominant logo placement on all year-round FIAF cultural event materials including seasonal calendar, program brochures, house program, event signage and FIAF website.
- Complimentary one-year FIAF memberships for all corporate individuals.
- VIP tickets to FIAF cultural events and receptions with personalized ticket handling.
- Corporate discount to FIAF's distinguished language center
- 2 tickets to FIAF's renowned Wine Series.
- 2 Patron tickets to the FIAF Trophée des Arts Gala
- Complimentary one-time use of *Le Skyroom*
- Recognition on the FIAF Donor Wall

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**ROUGE**  
**\$25,000-\$49,999**

- Acknowledgement as a key sponsor of FIAF with prominent logo placement on all year-round FIAF cultural event materials.
- Complimentary one-year memberships for all corporate individuals.
- VIP tickets to FIAF cultural events and receptions with personalized ticket handling.
- Corporate discount to FIAF's distinguished language center
- 2 tickets to FIAF's renowned Wine Series.
- 2 Patron tickets to the FIAF Trophée des Arts Gala

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**BLANC**  
**\$15,000-\$24,999**

- Sponsorship recognition on FIAF marketing materials.
- Complimentary one-year memberships for all corporate individuals.
- VIP tickets to FIAF cultural events and receptions with personalized ticket handling.
- Corporate discount to FIAF's distinguished language center
- 2 tickets to FIAF's renowned Wine Series.

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**BLEU**  
**\$10,000-\$14,999**

- Sponsorship recognition on FIAF marketing materials.
  - Complimentary one-year memberships for all corporate individuals.
  - VIP passes to FIAF cultural events and receptions with personalized ticket handling.
  - Corporate discount to FIAF's distinguished language center
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## CORPORATE MEMBER BENEFITS

	<b>GOLD</b> \$50,000+	<b>ROUGE</b> \$25,000-\$49,999	<b>BLANC</b> \$15,000-\$24,999	<b>BLEU</b> \$10,000-\$14,999
<b>PROMOTIONAL VISIBILITY</b>				
<b>Official Recognition on the FIAF Donor Wall</b>	●			
<b>Corporate Logo Displayed</b>	●	●	●	
• In lobby slideshow and prior to every Cinéma Tuesday film	●	●	●	●
• In FIAF house programs	●	●	●	●
<b>Website</b>				
• Corporate logo hyperlink on FIAF.org	●	●	●	●
• Recognition as a corporate sponsor on website and social media outlets				
<b>HOSPITALITY</b>				
<b>Complimentary one-time use of <i>Le Skyroom</i>, FIAF's rooftop space</b>	●			
<b>FIAF Trophée des Arts Gala</b> Two Patron tickets to 2010 Gala (\$2,000 value)	●	●		
<b>FIAF <i>Wine Tour de France</i></b> Two tickets to an event of FIAF's renowned wine series.	●	●	●	
<b>Discount on Rental of Spaces</b> Le Skyroom, Florence Gould Hall (400 seats) and Tinker Auditorium (120 seats)	<b>20%</b>	<b>20%</b>	<b>15%</b>	<b>10%</b>
<b>FIAF Executive Memberships</b> Membership with added privileges for top-level executives and up to four guests	<b>40</b>	<b>30</b>	<b>15</b>	<b>10</b>
<b>Guest Pass Program</b> Free admission (for two) for guests to cultural programs, film premieres and Art de Vivre events*.	<b>40</b>	<b>30</b>	<b>15</b>	<b>10</b>
<b>Corporate Language Class Discount</b> For all employees. Specialized classes can take place at FIAF or your offices.	<b>20%</b>	<b>20%</b>	<b>15%</b>	<b>10%</b>

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## EMPLOYEE BENEFITS

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	<b>GOLD</b> \$50,000+	<b>ROUGE</b> \$25,000-\$49,999	<b>BLANC</b> \$15,000-\$24,999	<b>BLEU</b> \$10,000-\$14,999
<b>EMPLOYEE BENEFITS</b>				
<p><b>FIAF Corporate Membership</b> Complimentary one-year FIAF memberships for individual employees and executives of your choosing</p> <p><b>FIAF Cultural Events</b> Member Discount for all cultural programs and other special events including the <i>Art de Vivre</i> series.</p> <p><b>Library</b> Borrowing privileges for our 40,000 French books, 100 French periodicals, classical and jazz CDs, children’s books and DVD and video rentals</p> <p><b>Cinéma Tuesdays</b> Complimentary Tickets to our weekly French film series</p> <p><b>Language Center</b> Employee Discount on enrollment price for classes</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>20%</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>20%</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>15%</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>10%</p>
<b>EXECUTIVE BENEFITS</b>				
<p><b>Special Cultural Events</b> Executive members are invited to VIP events and receptions such as advance screenings, premieres, <i>Art de Vivre</i> events and gallery openings.</p> <p><b>Special Business Events</b> Executive Members are invited to receptions and business networking events and panels.</p>	<p>●</p> <p>●</p>	<p>●</p> <p>●</p>	<p>●</p> <p>●</p>	<p>●</p> <p>●</p>