

INSTITUT  
FRANÇAIS

BIRMANIE

PRESENTS

LA  
FRENCH  
TOUCH

MAY - JUNE 2017



## THE PROJECT

Following the great success of last year's French May (dance and circus performances at the National Theatre), the Institut Français de Birmanie is glad to present La French Touch Festival.

During the months of May and June, discover a series of events bringing in Myanmar the best of French cultures. A mix of performing arts (dance and circus), media and new technologies (Virtual Reality), movies and music enhancing Yangon and Mandalay as growing cultural cities.

VIP



## SUPPORTING LA FRENCH TOUCH

Organized by the Institut Français de Birmanie, La French Touch Festival is aiming to enhance Yangon & Mandalay's characteristics as cultural cities by bringing to their public some of the top shows of today's French cultural scene.

La French Touch is now looking for partners to take part in this event.

Different partnership levels are available:

**SILVER PARTER**  
10 000 \$

**GOLD PARTNER**  
15 000\$

**PLATINUM PARTNER**  
20 000\$

# PARTNERSHIP BENEFITS

## PRINTING TOOLS

### FLYERS A5 : 5000 copies

Distribution in key locations around the city : cultural institutions, restaurant, universities, embassies in Yangon and Mandalay

Distribution on sites during the festival

### PROGRAM BOOKLET : 3000 copies

Distribution on sites during the festival in Yangon and Mandalay

### POSTERS : 200 copies

Distribution in key locations around the city : cultural institutions, restaurant, universities, embassies in Yangon and Mandalay

#### PLATINUM

- LOGO PLATINUM ON ALL COMMUNICATION TOOLS
- DOUBLE PAGE ADVERTISEMENT in festival booklet

#### GOLD

- LOGO GOLD ON ALL COMMUNICATION TOOLS
- SINGLE PAGE ADVERTISEMENT in festival booklet

#### SILVER

- LOGO SILVER ON ALL COMMUNICATION TOOLS
- HALF PAGE ADVERTISEMENT in festival booklet

## PRESS RELATIONS

### PRESS CONFERENCE

Press conference organized 1 week before the first event. Presentation of the program and partners

### MEDIA MONITORING

Monitoring of the coverage

#### PLATINUM

- LOGO PLATINUM ON PRESS RELEASE
- SPEECH AT PRESS CONFERENCE
- INTERVIEW JOINTLY WITH THE ORGANIZERS

#### GOLD

- LOGO GOLD ON PRESS RELEASE

#### SILVER

- LOGO SILVER ON PRESS RELEASE

## ONLINE VISIBILITY

### FACEBOOK

IFB Facebook Page: 36K Likes | 36K followers  
Facebook events: 9 events  
Social Media activation

### IFB WEBSITE & NEWSLETTER

Announce and program of the event on IFB website and IFB newsletter (4000 subscribers)

### VIDEO

Festival Teaser video

#### PLATINUM

- LOGO PLATINUM ON ALL COMMUNICATION TOOLS:  
La French Touch banner / Facebook events banners / Festival teaser / Newsletter
- 3 PARTNER POSTS:  
presentation of partner. Link to brand website/ Facebook
- 1 POST BOOST for chosen post.  
Target to be determined with the partner

#### GOLD

- LOGO GOLD ON ALL COMMUNICATION TOOLS:  
La French Touch banner / Facebook events banners / Festival teaser / Newsletter
- 2 PARTNER POSTS:  
presentation of partner. Link to brand website/ Facebook
- 1 POST BOOST for chosen post.  
Target to be determined with the partner

#### SILVER

- LOGO SILVER ON ALL COMMUNICATION TOOLS:  
La French Touch banner / Facebook events banners/ Festival Teaser / Newsletter
- 1 PARTNER POST:  
presentation of partner. Link to brand website/ Facebook

# PARTNERSHIP BENEFITS

## MERCHANDISING

### T-SHIRTS: 100

Free T shirts given to the French Touch team, artists and volunteers

### BAGS: 200

Distribution on sites during the festival in Yangon and Mandalay

#### PLATINUM

- LOGO ON T-SHIRTS & BAGS

#### GOLD

- NO LOGO ONMERCHANDISING

#### SILVER

- NO LOGO ON MERCHANDISING

## EXTRA BENEFITS

### CONTEST

Opportunity to have an online contest for your followers to win special gifts linked to the festival

### VIP SEATS

VIP seats for key events

### COCKTAIL WITH PARTNERS & OFFICIALS

#### PLATINUM

- 15 VIP SEATS FOR THE FOLLOWING EVENTS:  
Movie premieres / Dance show at National Theatre Yangon & Mandalay
- 15 SEATS FOR THE CONTEST WINNERS FOR:  
Movie premieres / Dance show at National Theatre Yangon & Mandalay
- SPECIAL ACCESS TO THE VR FESTIVAL

#### GOLD

- 10 VIP SEATS FOR THE FOLLOWING EVENTS:  
Movie premieres / Dance show at National Theatre Yangon & Mandalay
- 10 SEATS FOR THE CONTEST WINNERS FOR:  
Movie premieres / Dance show at National Theatre Yangon & Mandalay

#### SILVER

- 5 VIP SEATS FOR THE FOLLOWING EVENTS:  
Movie premieres / Dance show at National Theatre Yangon & Mandalay
- 5 SEATS FOR THE CONTEST WINNERS FOR:  
Movie premieres / Dance show at National Theatre Yangon & Mandalay

# ON GROUND BENEFITS

## WEDNESDAY 3rd MAY

### INTOUCHABLES OPENING SCREENING

CINEMA @Gamonepwint Mall  
Estimated Audience: 250 pax

#### PLATINUM

- TVC: 15s TVC before the opening screening
- PARTNERS X STANDS: Logo as platinum partner

#### GOLD

- STILL AD: 10s still ad before the opening screening
- PARTNERS X STANDS: Logo as Gold partner

#### SILVER

- PARTNERS X STANDS: Logo as Silver partner

## FRIDAY 5th MAY

### FRENCH (LOVE) FRIDAY with FANGA

MUSIC @Institut Français de Birmanie  
Estimated Audience: 800 pax

#### PLATINUM

- GATE BANNER: Logo as platinum partner on IFB Gate
- SIDE STAGE BANNERS: logo as platinum partner
- PHOTOWALL: logo as platinum partner
- PARTNERS X STANDS: logo as platinum partner

#### GOLD

- GATE BANNER: Logo as gold partner on IFB Gate
- SIDE STAGE BANNERS: logo as gold partner
- PHOTOWALL: logo as gold partner
- PARTNERS X STANDS: logo as gold partner

#### SILVER

- GATE BANNER: Logo as silver partner on IFB Gate
- SIDE STAGE BANNERS: logo as silver partner
- PHOTOWALL: logo as silver partner
- PARTNERS X STANDS: logo as silver partner

## FRIDAY 12th SUNDAY 14th MAY

### VIRTUAL REALITY FILM FESTIVAL

AUDIOVISUAL @Institut Français de Birmanie  
Estimated Audience: 800 pax

#### PLATINUM

- GATE BANNER: Logo as platinum partner on IFB Gate
- SIDE STAGE BANNERS: logo as platinum partner
- PHOTOWALL: logo as platinum partner
- PARTNERS X STANDS: logo as platinum partner
- BOOTH in the IFB Garden during the weekend

#### GOLD

- GATE BANNER: Logo as gold partner on IFB Gate
- SIDE STAGE BANNERS: logo as gold partner
- PHOTOWALL: logo as gold partner
- PARTNERS X STANDS: logo as gold partner

#### SILVER

- GATE BANNER: Logo as silver partner on IFB Gate
- SIDE STAGE BANNERS: logo as silver partner
- PHOTOWALL: logo as silver partner
- PARTNERS X STANDS: logo as silver partner

## WEDNESDAY 24th MAY

### IN THE MIDDLE by Swaggers Company

DANCE @ National Theatre Yangon  
Estimated Audience: 800 pax

#### PLATINUM

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo platinum
- PHOTOWALL: logo as platinum partner
- PARTNERS X STANDS: logo as platinum partner
- BOOTH in the National Theatre
- SPEECH at the opening of the event

#### GOLD

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo gold
- PHOTOWALL: logo as gold partner
- PARTNERS X STANDS: logo as gold partner

#### SILVER

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo silver
- PHOTOWALL: logo as silver partner
- PARTNERS X STANDS: logo as silver partner

## FRIDAY 26th MAY

### IN THE MIDDLE by Swaggers Company

DANCE @ National Theatre Mandalay  
Estimated Audience: 800 pax

#### PLATINUM

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo platinum
- PARTNERS X STANDS: logo as platinum partner

#### GOLD

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo gold
- PARTNERS X STANDS: logo as gold partner

#### SILVER

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo silver
- PARTNERS X STANDS: logo as silver partner

# ON GROUND BENEFITS

## SUNDAY 4th JUNE

### AFTERNOON OF A FOEHN by NON NOVA Company

PERFORMANCE@ National Theatre Mandalay  
Estimated Audience: 120 pax (limited audience)

#### PLATINUM

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo platinum
- PARTNERS X STANDS: logo as platinum partner

#### GOLD

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo gold
- PARTNERS X STANDS: logo as gold partner

#### SILVER

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo silver
- PARTNERS X STANDS: logo as silver partner

## WEDNESDAY 7th JUNE

### CHOCOLAT OPENING SCREENING

CINEMA @Gamonepwint Mall  
Estimated Audience: 250 pax

#### PLATINUM

- TVC: 15s TVC before the opening screening
- PARTNERS X STANDS: Logo as platinum partner

#### GOLD

- STILL AD: 10s still ad before the opening screening
- PARTNERS X STANDS: Logo as Gold partner

#### SILVER

- PARTNERS X STANDS: Logo as Silver partner

## FRIDAY 2nd JUNE

### AFTERNOON OF A FOEHN by NON NOVA Company

PERFORMANCE@ National Theatre Yangon  
Estimated Audience: 120 pax (limited audience)

#### PLATINUM

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo platinum
- PHOTOWALL: logo as platinum partner
- PARTNERS X STANDS: logo as platinum partner
- BOOTH in the National Theatre
- SPEECH at the opening of the event

#### GOLD

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo gold
- PHOTOWALL: logo as gold partner
- PARTNERS X STANDS: logo as gold partner

#### SILVER

- BILLBOARD NATIONAL THEATRE (20x9ft): Logo silver
- PHOTOWALL: logo as silver partner
- PARTNERS X STANDS: logo as silver partner

## SATURDAY 24 & SUNDAY 25 JUNE

### FÊTE DE LA MUSIQUE

MUSIC @IFB & OTHER  
Estimated Audience: 800 pax

#### PLATINUM

- GATE BANNER: Logo as platinum partner on IFB Gate
- STAGE BACKDROP: logo as platinum partner
- PARTNERS X STANDS: logo as platinum partner in the different venues

#### GOLD

- GATE BANNER: Logo as gold partner on IFB Gate
- STAGE BACKDROP: logo as gold partner
- PARTNERS X STANDS: logo as gold partner in the different venues

#### SILVER

- GATE BANNER: Logo as silver partner on IFB Gate
- STAGE BACKDROP: logo as silver partner
- PARTNERS X STANDS: logo as silver partner in the different venues



## CONTACT US

The Institut Français de Birmanie is currently looking for partners to contribute in bringing the best of today's French Art Scene to Yangon & Mandalay.

For any inquiries kindly contact the following members of our team:

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**THANK YOU**

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