



Alliance Française  
Malaisie



Liberté • Égalité • Fraternité  
RÉPUBLIQUE FRANÇAISE

AMBASSADE DE FRANCE  
EN MALAISIE

# LE FRENCH

# FESTIVAL

# 2020

Mar 19-  
Apr 25

# WHAT IS LE FRENCH FESTIVAL?

Cultural bridge between France & Malaysia

Organised by



**Largest** French Celebration in Malaysia  
with more than **13,000** spectators in 2019

During **38 days**  
in **4 cities**: **Kuala Lumpur**  
**Penang**  
**Johor Bahru**  
**Kota Kinabalu**

## CINEMA, PERFORMING ARTS, LIFESTYLE

**28** public events (music, theatre, social, gastronomy)  
in **17** venues  
with **40** artists coming from France

**Film Festival: 15** Movies  
for **155** Screenings  
**+8%** admissions (KL) in 2019





# WHAT IS LE FRENCH FESTIVAL?

34 sponsors and partners in 2019



MERCURE KUALA LUMPUR SHAW PARADE





# WHAT IS LE FRENCH FESTIVAL?

## key numbers 2019

### COMMUNICATION

- 8,546 contacts
- 8,000 booklets
- 4,100 complimentary passes
- 1,200 flyers
- 600 totebags
- 125 posters

+10% +54%

### MEDIA COVERAGE

1 Press Conference: **23** representatives from **12** media (TV, Radio, Newspapers, Magazines, Online, social media influencers)

**Special guest:** Malaysian actress Sharifah Amani 475k followers

Over **160** articles: **130** online medias  
**25** newspapers

For a media coverage worth **RM 600,000**



# **SAVE THE DATES**

# **FRENCH FESTIVAL 2020**

## **#19<sup>th</sup>**

**Kuala Lumpur** Mar 19 - Apr 6

**Penang** Apr 8 - Apr 15

**Johor Bahru** Apr 16 - Apr 18

**Kota Kinabalu** Apr 23 - Apr 25

**Enjoy an exclusive preview  
of the tentative programme...**



# FRENCH FILM FESTIVAL

Best French movies from 2018 and 2019

## Fourmi / Of Love and Lies, 2019

A young boy hopes to use his talent for soccer to bring his father out of his depression.

## Deux moi / Someone, Somewhere, 2019

Two lonely neighbors would be perfect for each other if only they could overcome their individual hang-ups and stop substituting computer screens for real connections.

## Au nom de la terre, 2019

A French drama directed by Édouard Bergeon and produced by Nord-Ouest Films, released in 2019. It is presented at the Francophone Film Festival of Angoulême 2019.

## Hors Normes / The Specials, 2019

The Specials is a 2019 French comedy film directed by Olivier Nakache & Éric Toledano. It was screened out of competition at the 2019 Cannes Film Festival.

## La Belle Epoque, 2019

A disillusioned Victor finds his life turned upside down by an offer from entrepreneur Antoine.

## Venise n'est pas en Italie / Venice Calling, 2019

A French comedy directed by Ivan Calbérac released in 2019. The title of the film takes the title of a song performed by Serge Reggiani and written by Claude Lemesle and Christian Piget in 1977.

## Le mystère Henri Pick / The Mystery of Henri Pick, 2018

An editor discovers a masterpiece among a pile of rejected manuscripts. She tries to track down its unknown author, who may already be dead.



# MUSIC SIBERIE M'ETAIT CONTEE

By Manu Chao Acoustic

As a part of his South East Asian tour, Manu Chao will give two exceptional concerts on March 30th and 31st. A small acoustic formation will play songs of his album Sibérie m'était contée in French and Spanish.

**Date: March 30th and 31st**  
**Venue: KLPAC**





**CIRCUS**

# BREATHE

By Companie Circoncentrique

A beautiful new circus show for the entire family! Two acrobats play with balls, light and each other while a pianist is improvising live: a funny, witty and spectacular show taking place on March 26th and 27th at DPAC (TBC).

**Date: March 26th and 27th**

**Venue: DPAC**





MUSIC

# HARP CONCERTI FOR STRING ORCHESTRA

By Maia Darmé and Kamerata KL

French harpist Maia Darmé will play with Malaysian ensemble Kamerata KL and take us on a harp concerto discovery tour!  
With the support of SACD

**Date: April 5th**

**Venue: AFKL**



# EX-FAN OF THE SIXTIES

By Roger Kasparian

A world premiere, this exhibition will show for the first time the pictures of Roger Kasparian, a forgotten photograph of the sixties. Everyone you know is there: The Beatles, the Rolling Stones, Françoise Hardy and Johnny Halliday, taken all before they had achieved stardom.

**Date: March 25th - April 30th**

**Venue: AFKL**





# GOLD PACKAGE

Sponsorship fee RM 20,000

## INVITATIONS

- 40 x Film Festival pass
- 10 x KL Opening Night
- 6 x selected performing art events

## PRINTED FESTIVAL PROGRAM (x 8,000)

- Full page colour ad
- Logo on 'Sponsors' page – Gold section

## PRINTED POSTER

 Logo on all A3 posters

## ADVERT BANNER (with hyperlink)

- 2 x AFKL monthly E-newsletter (10,000 subscribers)

## LOGO (with hyperlink)

- Official LeFF Website (30,000 visitors)
- Special LeFF E-newsletter (5,000 subscribers)

## SOCIAL MEDIA - FACEBOOK POST

- 2 x dedicated post on LeFF FB page (5,200 likes)

## LOGO ON STILL DISPLAY

 during KL Opening Night

## GIFT BAGS (x 350)

- Gift item/collateral in the Opening Night VIP bags

## ALLIANCE FRANCAISE KL MEMBERSHIP

- Free corporate membership (for 20 employees)

# SILVER PACKAGE

Sponsorship fee RM 10,000

## INVITATIONS

- 20 x Film Festival pass
- 6 x KL Opening Night
- 4 x selected performing art events

## PRINTED FESTIVAL PROGRAM (x 8,000)

- Half page colour ad
- Logo on 'Sponsors' page – Silver section

## PRINTED POSTER

 Logo on all A3 posters

## ADVERT BANNER (with hyperlink)

- 1 x AFKL monthly E-newsletter (10,000 subscribers)

## LOGO (with hyperlink)

- Official LeFF Website (30,000 visitors)
- Special LeFF E-newsletter (5,000 contacts)

## SOCIAL MEDIA - FACEBOOK POST

- 1 x dedicated post on LeFF FB page (5,200 likes)

## LOGO ON STILL DISPLAY

 during KL Opening Night

## GIFT BAGS (x 350)

- Gift item/collateral in the Opening Night VIP bags

## ALLIANCE FRANCAISE KL MEMBERSHIP

- Free corporate membership (for 20 employees)

# BRONZE PACKAGE

Sponsorship fee RM 5,000

## INVITATIONS

- 6 x Film Festival pass
- 2 x KL Opening Night
- 2 x selected performing art events

## PRINTED FESTIVAL PROGRAM (x 8,000)

- Half page colour ad
- Logo on 'Sponsors' page – Bronze section

## PRINTED POSTER

 Logo on all A3 posters

## LOGO (with hyperlink)

- Official LeFF Website (30,000 visitors)
- Special LeFF E-newsletter (5,000 subscribers)

## LOGO ON STILL DISPLAY

 during KL Opening Night

## GIFT BAGS (x 350)

- Gift item/collateral in the Opening Night VIP bags

## ALLIANCE FRANCAISE KL MEMBERSHIP

- Free corporate membership (for 20 employees)

**BE PART  
OF LE  
FRENCH  
FESTIVAL  
2020**

**contacts**

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