



AMBASSADE DE FRANCE EN MALAISIE

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













































































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%



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





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SAVE THE DATES FRENCH FESTIVAL 2020 #19th

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.













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



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





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 SIXTIESBy 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



Copyright Roger Kasparian - Tel 0698825527 - rkasparian@free.fr - Portrait

Paul Mc Cartney

GOLD PACKAGE

Sponsorship fee RM 20,000

SILVER PACKAGE

Sponsorship fee RM 10,000

BRONZE PACKAGE

Sponsorship fee RM 5,000

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)

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)

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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)

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

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BE PART OF LE FRENCH FESTIVAL

2020

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