

## CONTACT US

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# Become a partner of the **FESTIVAL DES 3 CONTINENTS** Films from Africa, Latin America and Asia



Become associated with **an international event held every year** since almost 40 years.

### THEY SUPPORT US



### THEY TRUST US



[www.3continents.com](http://www.3continents.com)



## Le Festival des 3 Continents, a recognised international expertise



Every year **since 1979**, at the end of the month of November in Nantes, the Festival des 3 Continents offers **feature and documentary films from Africa, Latin America and Asia**.

The **expertise** of the Festival is **recognised throughout the world**, as can be seen by the **long-term partnerships developed with, among others, Japan, China, India and Brazil**.

### The Festival des 3 Continents is:

> **A rich and varied programme:** an international competition, special screenings, retrospectives, thematic programmes, a special programme for children and young adults.

> **Decentralised screenings** in the Pays de la Loire region (Saint-Nazaire, le Pouliguen, Saint-Herblain, Ancenis).

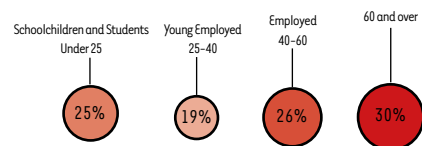
> Films to see together and share.

> A Festival whose **vocation and expertise** is to be found **in films**, but also in **sharing and exchange**.

### KEY FIGURES

- > 85 films screened every year
- > An opening ceremony at the Grand T Theatre
- > A closing ceremony at the Cité des Congrès
- > 4 prizes awarded
- > Events and screenings in 15 cinemas and different cultural sites
- > A convivial and festive space open every day
- > 25,000 spectators on average
- > 5,500 schoolchildren entries
- > Spectators rate higher than 70%

### Distribution of the Public



## Put your company on the front of the stage



### WHY BECOME A PARTNER OR A SPONSOR

#### The advantages for your company

> **Add value to your image** by associating it with an international event.

> Affirm your **curiosity for innovative artistic offerings** and highlight your **involvement in facing the economic and human realities** of the modern world.

> Support **the local cultural dynamics** and participate in the **attractiveness of your region**.

#### In return

> Allow your **collaborators and clients moments of conviviality with film professionals** (invitations to screenings, to the different events organised, backstage visits and more).

> **Be visible on our communication media** (catalogue, programme, festival sites, trailer, etc).

Profit from the **wide support of the City of Nantes and the Departmental Council of Loire Atlantique**, with the availability of numerous display media.

> **Associate your name** with one of the prizes awarded.

The Festival benefits from **strong media visibility** before the event (posters in public spaces, the press, internet, radio, television) making it possible to ensure the presence of the public.

### BECOMING A PARTNER

Sponsorship corresponds to giving material support with a view to gaining a direct benefit.

### AN EXAMPLE OF SPONSORSHIP

#### Advertising space in the catalogue

**1,300 copies**

The catalogue is offered to film professionals and the press and is sold to the general public. The cost of 1 four-colour page is 1,000 €  
The cost of ½ four-colour page is 500 €

#### The website of the Festival

Logo on the sponsors' page

#### Advertising insertion in the programme

**15,000 copies**

Distributed free of charge in Nantes, Angers, Saint-Nazaire and La Roche sur Yon  
The cost of 1 coloured banner is 500 €

#### Trailer of the Festival

**30-second**

Shown before each screening and on the partner media.

**The Festival des 3 Continents team is at your disposal to help you construct a partnership in accordance with your image.**