



THE AMERICAN FRENCH FILM FESTIVAL

29

FRENCH PREMIERES AND AWARDS IN LOS ANGELES / OCTOBER 28 – NOVEMBER 2, 2025



2 / The Event

3 / Venue & Audience

4 / Hollywood Launchpad for French Movies

5 / Programs & Key Figures

6 / Women at the Forefront

7 / The American French Film Festival Renews Audiences

8 / A Powerful Marketing Tool

10 / Opportunities to Host Clients

11 / 2025 Sponsorship Opportunities Program

12 / Sponsor a Festival Award

13 / Additional Opportunities

15 / Recent Media Coverage

16 / Talent at The American French Film Festival

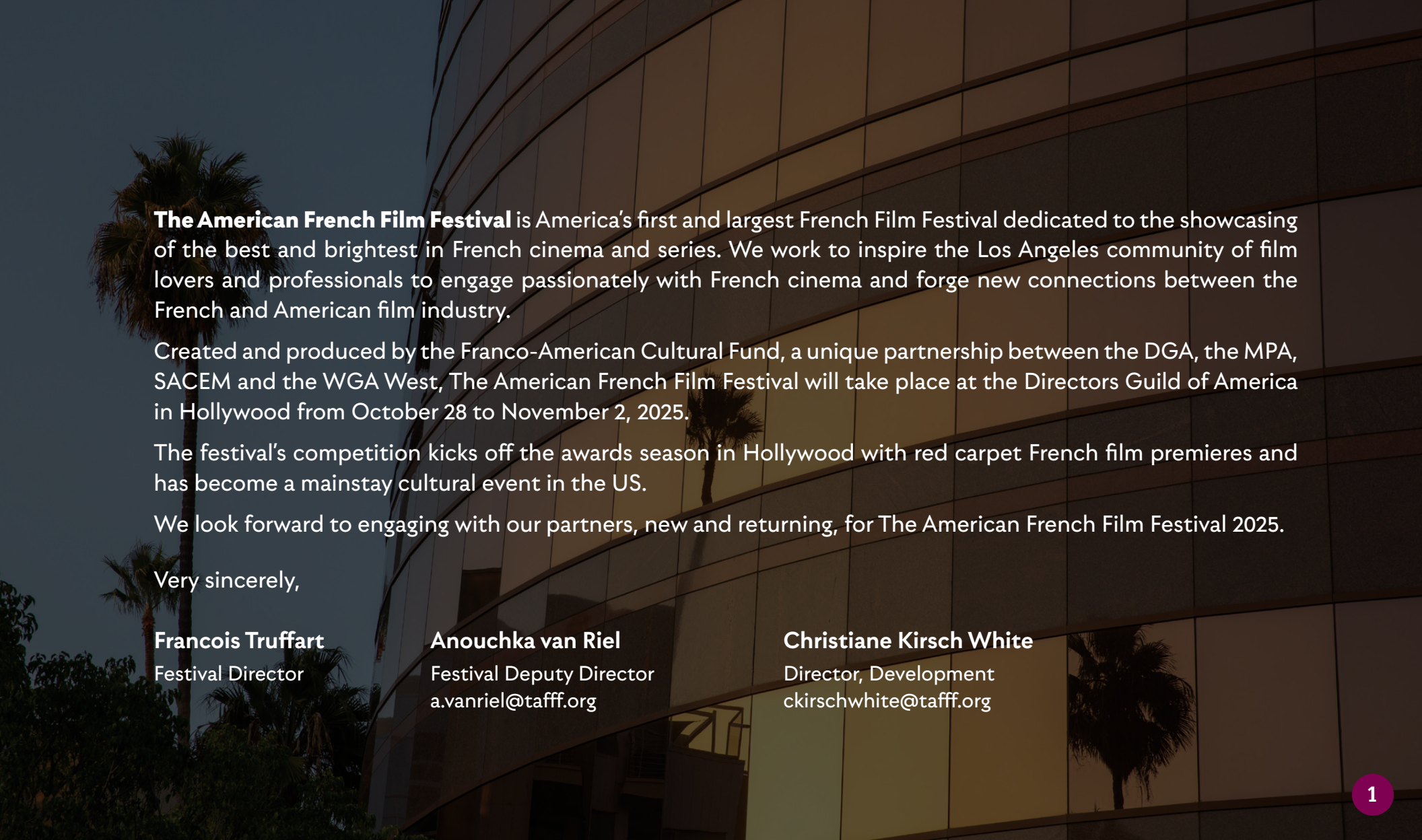
18 / The Franco-American Cultural Fund

19 / Recent Sponsors

20 / They Partner with The American French Film Festival

THE
AMERICAN
FRENCH FILM
FESTIVAL

LOUISIANA
CINEMA



The American French Film Festival is America's first and largest French Film Festival dedicated to the showcasing of the best and brightest in French cinema and series. We work to inspire the Los Angeles community of film lovers and professionals to engage passionately with French cinema and forge new connections between the French and American film industry.

Created and produced by the Franco-American Cultural Fund, a unique partnership between the DGA, the MPA, SACEM and the WGA West, The American French Film Festival will take place at the Directors Guild of America in Hollywood from October 28 to November 2, 2025.

The festival's competition kicks off the awards season in Hollywood with red carpet French film premieres and has become a mainstay cultural event in the US.

We look forward to engaging with our partners, new and returning, for The American French Film Festival 2025.

Very sincerely,

Francois Truffart

Festival Director

Anouchka van Riel

Festival Deputy Director

a.vanriel@tafff.org

Christiane Kirsch White

Director, Development

ckirschwhite@tafff.org

THE EVENT

- The American French Film Festival is a bi-cultural event founded by the French-American Cultural Fund, a unique partnership between the DGA, WGA, MPA, and SACEM
- Largest festival dedicated to French cinema and TV in America
- Most comprehensive annual French cultural event in the US showcasing the best new French films and series in the US
- Amongst the top 3 film festivals taking place in Los Angeles
- Kicks off awards season in Hollywood
- An annual destination for the “who’s who” of the French and American film world
- A selection made entirely of premieres
- Hosted at the Directors Guild of America on Sunset Boulevard



"The American French Film Festival Strengthens the Bond Between Hollywood and Le Cinéma Français" *Hollywood REPORTER*



"Hollywood launchpad for French movies" *VARIETY*



HOLLYWOOD LAUNCHPAD FOR FRENCH MOVIES

EMILIA PÉREZ AT TAFF 2024

in partnership with **NETFLIX**

NETFLIX leveraged The American French Film Festival's 2024 Opening Night as its Hollywood launchpad for *Emilia Pérez*, catapulting the film into the Oscars race with a star-powered LA premiere. Ted Sarandos took the stage alongside director Jacques Audiard and the full A-list cast – Zoe Saldana, Selena Gomez, Karla Sofía Gascón – turning TAFF into an instant awards-season spotlight.



Karla Sofía Gascón, Zoe Saldana, Selena Gomez



Ted Sarandos, Jacques Audiard, Michael Mann, Taylor Hackford

THEY LAUNCHED IN HOLLYWOOD AT TAFF BEFORE JOINING THE AWARDS RACE





Writer/Director David S Goyer (Batman, The Sandman) and Writer/ Board Member Howard Rodman

PROGRAMS & KEY FIGURES

PROGRAMS

- Press conference
- Industry mixers and workshops
- Pre-screening VIP Cocktails
- Panels
- VIP after-parties
- Opening night red carpet
- Awards Ceremony (in Paris)

KEY FIGURES



15K+
estimated
attendance
for TAFFF 2024
& special events



500K+
yearly
website visits



40K
social media
followers



12K
newsletter
subscribers



5M+
social media
impressions
during
the festival

Producer Dimitri Rassam; Senior VP Warner /HBO Max Jay Roewe; VP TSF Laurent Kleindienst; Writer/Director Jon Avnet & Elsa Keslassy (Variety)

WOMEN AT THE FOREFRONT



Nawell Madani



Maimouna Doucouré



Lise Akoka



"Women's representation on screen" panel



Lola Quivoron + Antonia Buresi



Claire Burger



Jeanne Herry

The American French Film Festival has developed impactful programs to help level the playing field for women filmmakers:

- Panels: "France's New Female New Wave", "Women's Representation on Screen in French Cinema".
- Film Series: "Women Make History", "French NeWave 2.0".
- Industry Meetings.
- Partnership with Women In Film.

40%

OF FILMS AND SERIES PRESENTED AT TAFFF
IN THE PAST 10 YEARS WERE WRITTEN
AND/OR DIRECTED BY WOMEN

TAFFF RENEWS AUDIENCES WITH A DYNAMIC EDUCATIONAL PROGRAM



in partnership with



HIGH SCHOOL SCREENINGS:

- **100+** high schools in Southern California have attended the festival
- **40k+** students welcomed at TAFFF life-to-date
- **5** high school screenings during the festival offering **3,000 seats**

MASTER CLASS PROGRAM:

Dedicated to students from colleges, film schools, and universities. Scheduled on college campuses during the festival every year.

“The most important film program offered to Los Angeles schools by a festival.” (Source: LAUSD)

“TAFFF [...] Shining a Spotlight on Cultural Exchange: [...] the festival is a rare opportunity to help actively develop younger audiences and expose them to French cinema” **DEADLINE**

A POWERFUL MARKETING TOOL

The festival is a prime vehicle to speak to a valuable and influential audience:

HIGHLY EDUCATED

AFFLUENT

CULTURALLY INVOLVED

TASTEMAKERS

ACTORS

INDUSTRY INSIDERS

DIRECTORS

WRITERS

ENTERTAINMENT EXECUTIVES

COMPOSERS

OUR TEAM WILL WORK WITH YOU TO CRAFT A CUSTOM-DESIGNED PACKAGE TO:

- Support your company's business objectives and resources.
- Integrate your brand, image, products and services with our influential and highly receptive community of attendees and VIP guests.
- Align your brand with a key element of the Festival / Personalize your experience at the Festival.

BY MARKETING AT THE FESTIVAL, YOUR BRAND CAN:

- Increase brand engagement: a cultural event sponsorship allows to connect your brand with potential customers at an emotional level.
- Sponsors benefit from a premium array of publicity opportunities (print, online, radio) available at a reduced price.
- Showcase a new product or service and drive retail sales.
- Entertain clients, employees, and prospects at one of the Festival's premiere venues, a great tool to solidify relationships with key clients and employees alike. Enjoy premium reserved seating for you and your guests.
- Reach thousands of industry influencers, media outlets, and consumers while making strong industry connections.
- Test out the American market (for a French brand/product)
Test out the French market via talent exposure and a hybrid audience.

A POWERFUL MARKETING TOOL

SOME KEY PROGRAMS:

SPECIAL EVENTS:

A Special Event Sponsorship offers association with one of our 4 exceptional festival events: Industry mixers and workshops, Pre-screening VIP cocktails, Happy Hour Talks with the general audience, VIP After-Parties at industry players private house.

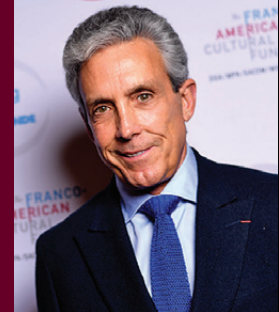
PROGRAMS:

A Program Sponsorship offers association with official Festival content.

(contact us for details)



A standout example of a high-impact sponsorship is our strategic partnership with Alliance Française de Los Angeles. Each year, Alliance Francaise hosts an exclusive reception at the festival; an award is presented to a distinguished individual who has attended l'Alliance and is recognized as a "Friend of the French Language and Culture." This high-profile event not only celebrates cultural ambassadors but also reinforces the authentic connection between the festival and its audience. Past honorees include acclaimed actress Jacqueline Bisset, former Ambassador of the United States in France Charles H. Rivkin, author Douglas Kennedy, as well as Producer, Distributor, Exhibitor Charles Cohen, further elevating the prestige and legacy of this collaboration.





OPPORTUNITIES TO HOST CLIENTS

- **Press conference** End of September 2025, exact date TBC
- **Opening Night VIP Cocktail** at the Directors Guild Of America on **October 28**
- **Branded VIP Cocktail during the week of the festival** (Oct 28 - Nov 2)
with French Talent at your location of choice or at the Directors Guild of America
- **VIP Dinner with French Talent** Your table at Festival Location TBC – such as
Sunset Marquis, Chateau Marmont, or at your location of choice

2025 SPONSORSHIP LEVELS

Depending on the value of your contribution (cash or in-kind), you will be either:

- Signature Sponsor (+\$120,000)
- Official Sponsor (+ \$60,000)
- Premier Sponsor (+ \$35,000)
- Major Sponsor (+ \$15,000)
- Platinum Sponsor (+ \$6,000)
- Supporting Sponsor (+ \$1,500)*
- Media Sponsor (variable)

CATEGORY EXCLUSIVITY *(variable, contact us)*

Top-level sponsorships provide the opportunity for brands to be the exclusive promotional partner within their category (bank, automaker, airline, beer, wine, general consumer electronics, body care, non-alcoholic beverage, etc.)

Please contact us for more details, combinations and à la carte programs.

*(*or less for food & beverages providers)*

SPONSOR A FESTIVAL AWARD

that resonates with your organization's values and mission



ADDITIONAL OPPORTUNITIES

DISCOUNTED PUBLICITY OPPORTUNITIES



64 on-air messages. LAist 89.3 reaches more than 900,000 affluent and educated listeners throughout Southern California each week. KPCC.org reach over 2-million monthly unique digital influencers.



Print and online ads. Variety is the essential read for ultra affluent and influential industry leaders who are sophisticated entertainment consumers.



Print and online ads in the largest metropolitan daily newspaper in the USA, with a daily readership of 1.4 million and more than 39 million unique latimes.com visitors monthly.



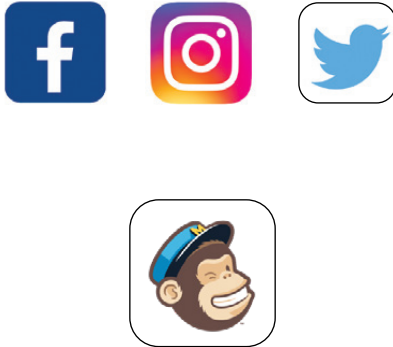
Print and online ads. The Hollywood Reporter is the definitive interpretative voice of entertainment and the lifestyle it inspires reaching out a mix of industry moguls, A-list celebrities and consumer influentials in metropolitan areas from coast to coast.



Street Banners: Locations available throughout Los Angeles. Possibility to pick locations providing availability.

ADDITIONAL OPPORTUNITIES

DIGITAL AND ONLINE OPPORTUNITIES



DIGITAL SCREENS

Your ad or logo featured on our 7 digital screens throughout the DGA lobby

- 1 Day: 15,000 impressions
- 6 Days: 100,000 impressions, including Opening Night

ONLINE

The festival's social media pages and website are home to year round information on French cinema in the United States. We offer:

- Customized social media campaign (Facebook, Instagram, Twitter) .
- Website: homepage and section takeovers
(Rates depending on scope of customized campaign)

NEWSLETTERS

From budget friendly targeted emails to dedicated eblasts, we create customized advertising and sponsorship campaigns to meet your marketing goals.

10,000 engaged subscribers, with an average of 40% open rate, rates vary (above fold, below fold, dedicated).

For more information about circulation, frequency, and other metrics please email Anouchka van Riel.

RECENT MEDIA COVERAGE

DIGITAL

BoxOfficePro / L'Express.fr / Le Figaro / France Télévisions / French Morning / Huffington Post / Imdb.com / Lepoint.fr / Time Out / Voice of America / Yahoo.com

PRINT

Discover Hollywood / Les Echos / France Amérique / JDD / LA Confidential / LA Weekly / Los Angeles Daily News / Los Angeles Magazine / Los Angeles Times / New York Times / Le Parisien / Paris Match / Studio Magazine

RADIO

104.3 myfm / France Culture / France Inter / KPCC 89.3 / KPFK 90.7 / RFI

TRADE

Deadline / Ecran Total / Le Film Français / The Hollywood Reporter / Indiewire / Screen Daily / Screen International / Variety / The Wrap

TV

E! / Canal+ / KTLA / France 2 / Spectrum / TF1 / TV5 Monde

PRESS AGENCY

AFP

IN ADDITION : Email lists from the following organizations: Directors Guild of America, Film Independent, IFTA, Women in Film, LA Phil/ Hollywood Bowl, LAist 89.3, Los Angeles Film & TV Office of the French Embassy, SAG, The American Cinematheque, Laemmle Theatres, Writers Guild of America, and The American French Film Festival (Total: 2M+ addressees).

Press book available on <https://TAFFF.org/2024-press-book/>

TALENT AT THE AMERICAN FRENCH FILM FESTIVAL

MORE THAN 500 FRENCH AND AMERICAN ACTORS, WRITERS, DIRECTORS, PRODUCERS, COMPOSERS AND STUDIO EXECUTIVES HAVE PRESENTED THEIR FILMS AT THE FESTIVAL. AMONG THEM:

Sou Abadi • Lise Akoka • Marine Alaric • Patrick Alessandrin • Alexandre Amiel • Jon Amiel • Christine Angot • Jean-Jacques Annaud • Eric Altmayer • Rosanna Arquette • Olivier Assayas • Alain Attal • Jacques Audiard • Academy Award® winner Roger Avary • Toufik Ayadi • Lisa Azuelos • Jamie Babitt • Edouard Baer • Anthony Bajon • Josiane Balasko • Eric Barbier • Mody Barry • Maurice Barthelémy • Nathalie Baye • Nicolas Bedos • Frédéric Beigbeder • Academy Award® nominee Béatrice Bejo • Alexandru Belc • Véra Belmont • Lucas Belvaux • Samuel Benchetrit • Academy Award® nominee Annette Bening • Dali Benssalah • Ludovic Bernard • Bibi Bergeron • Alain Berliner • Jean-Michel Bernard • Academy Award® winner Halle Berry • Richard Berry • Priscilla Bertin • Dominique Besnehard • Rémi Bezancon • Golden Globes® winner Jacqueline Bisset • Academy Award® winner Bertrand Blier • Damien Bonnard • Pascal Bonitzer • Damien Bonnard • Dany Boon • Rachid Bouchareb • Michel Boujenah • Nicolas Boukhrief • Zabou Breitman • Romain Brémond • Stéphane Brizé • Patrick Bruel • Guillaume Canet • Laurent Cantet • Stanislas Carré de Malberg • Academy Award® winner George Chakiris • Benjamin Charbit • Patrice Chéreau • Héliel Cisterne • Jérémy Clapin • Sanda Codreanu • Julien Colonna • Etienne Comar • Alain Corneau • Clovis Cornillac • Academy Award® winner Costa-Gavras • Academy Award® winner Marion Cotillard • Clotilde Coureau • Wes Craven • Antoine de Caunes • Olivier Dahan • Lou de Laâge • Jean-Xavier de Lestrade • Academy Award® nominee Julie Delpy • Claire Denis • Academy Award® nominee Laura Dern • Academy Award® winner Alexandre Desplat • Arnaud Desplechin • Maïmouna Doucouré • Ziad Doueiri • Camille & Clément • Ducol Bruno Dumont • AJ Duno • Quentin Dupieux • Albert Dupontel • Romain Duris • Eric Elmosnino • Gad Elmaleh • Nadia Farès • Anne Fontaine • Academy Award® nominee Robert Forster • John Frankenheimer • Nicole Garcia • Romain Gavras • Hugo Gélin • Xavier Gens • Thomas Gilou • Hélène Giraud • Alain Goldman • Sylvain Goldberg • Johanna Goldschmidt • Tracy Gotoas • Yann Gozlan • Elie Grappe • Rémy Grumbach • Robert Guédiguian • Boulem Guerdjou • Samir Guesmi • Eric Guirado Academy Award® winner Taylor Hackford • Philippe Haïm • Stéphanie Halfon • Johnny Hallyday • Laeticia Hallyday • Mohamed Hamidi • Academy Award® winner Herbie Hancock • Zita Hanrot • Academy Award® winner Michel Hazanavicius • Academy Award® winner Florian Henckel von Donnersmarck • Jeanne Herry • Arthur Hiller • Eva Husson • Cédric Ido • Patrick Imbert • Salah Issaad • Camelia

TALENT AT THE AMERICAN FRENCH FILM FESTIVAL

Jordana • Baya Kasmi • Mathieu Kassovitz • Aja Naomi King • Nastassja Kinski • Cédric Klapisch • Randal Kleiser • Diane Kruger • Diane Kurys • Philippe Lachaux • Vincent Lacoste • Jérémie Laheurte • Alexandra Lamy • Christophe La Pinta • Mélanie Laurent • Eric Lavaine • Philippe Le Guay • Xavier Legrand • Anne Le Ny • Pierre-Ange Le Pogam • Academy Award® winner Claude Lelouch • Nolwenn Lemesle • Bruno Levy • Lorraine Levy • Fanny Liatard • Philippe Lioret • Marceline Loridan-Ivens • Alfred Lot • Ladj Ly • Nawell Madani • Julien Madon • Maïwenn • Academy Award® nominee Michael Mann • Tony Marshall • Philippe Martin • Olivier Martinez • Nicolas Maury • Nathalie Mathe • Mounia Meddour • Wilfried Méance • Marie-Castille Mention-Schaar • Kad Merad • Eric Métayer • Simon Michael • Alexis Michalik • Anastasia Mikova • Claude Miller • Radu Mihaileanu • Academy Award® winner Helen Mirren • Emmanuel Mouret • Gregory Montel • Edouard Montoute • Demi Moore • Yvonnick Muller • Ornella Muti • Olivier Nakache • Elodie Namer • Eric Neveux • Pierre Niney • Jacques Nolot • Anna Novion • Sylvain Orel • Kevin Ossona • Vanessa Paradis • Vincent Perez • Nahuel Perez Biscayart • Valérie Perrin • Laurent Perez Del Mar • Jean-Claude Petit • Olivier Peyon • Gérard Pirès • Katell Quillévéré • Lola Quivoron • Academy Award® nominee Jean-Paul Rappeneau • Dimitri Rassam • Jérémie Renier • Jean-Francois Richet • Brigitte Roüan • Régis Roinsard • Academy Award® nominee Gena Rowlands • Jean-Paul Salomé • Pierre Salvadori • Charlotte Sanson • Academy Award® winner Pierre Schoendoerffer • Coline Serreau • Florent Siri • Academy Awards® winner Steven Soderbergh • Soko • Academy Award® nominee Sharon Stone • Omar Sy • Academy Award® winner Quentin Tarantino • Academy Award® nominee Bertrand Tavernier • Academy Award® winner Charlize Theron • Academy Award® nominee Danièle Thompson • Laurent Tirard • Eric Tolédano • Serge Toubiana • Anne-Dominique Toussaint • Jérémie Trouilh • Bertrand Usclat • Sabrina Van Tassel • Francis Veber • Jean Veber • Cathy Verney • Grégoire Vigneron • Christian Vincent • Myriam Weil • Nicolas Weil • Lambert Wilson • Laurent Zeitoun • Roschdy Zem • Yann Zenou • Erick Zonca • Djibril Didier Zonga • Elsa Zylberstein • AJ Duno • Jon Amiel • Jon Avnet • Christine Angot • Jacques Audiard • Lisa Azuelos • Priscilla Bertin • Damien Bonnard • Romain Brémond • Sanda Codreanu • Camille & Clément Ducol • Stanislas Carré de Malberg • Benjamin Charbit • Julien Colonna • Thierry de Clermont-Tonnerre • Alexandre de La Patellière • Matthieu Delaporte • Marielle Duigou • Pierre-Marie Dru • Annette Dutertre • Mareike Engelhardt • Bertrand Faivre • Anne Fontaine • Pierre Garnier • Karla Sofía Gascón • Lesli Linka Glatter • Selena Gomez • David S. Goyer • Academy Award® winner Michel Hazanavicius • David Hertzog Dessites • Ted Hope • Audrey Ismael • Jeremy Kagan • Malou Khebizi • Antoine Lafon • Jean-Marie Larrieu • Karim Leklou • Alex Litvak • Marie Masmonteil • Lionel Massol • Melvil Poupaud • Daniel Preljocaj • Dimitri Rassam • Jérôme Rebotier • Agathe Riedinger • Jay Roewe • Ardavan Safaee • Zoe Saldana • Ted Sarandos • Vanessa Schneider • Thierry Teston • Arnaud Valois • Steven Zaillian

THE FRANCO-AMERICAN CULTURAL FUND

Founded in 1995, the Franco-American Cultural Fund (FACF) promotes cultural exchanges between France and the United States of America around a shared passion for film and television and those who create it.

It is a unique partnership with the French Authors, Composers and Publishers' Society (SACEM) and the two American guilds the Directors Guild of America (DGA) and the Writers Guild of America West (WGAW), joined by the Motion Picture Association (MPA).



Russell Hollander

Cécile Rap-Véber

Michael Mann

Howard Rodman

Emilie Anthonis

Lesli Linka Glatter

Taylor Hackford

Honorary President: Costa-Gavras

President: Cécile Rap-Véber

Board Members:

DGA: Taylor Hackford, Russell Hollander, Michael Mann

MPA: Emilie Anthonis, Charles Rivkin

SACEM: Louis Hallonet

WGAW: Laura Blum-Smith, Dante Harper, Howard Rodman

FACF Director: Louis Hallonet

FACF Manager: Julie Garcia



© AFP

Costa-Gavras

"This relationship between the film worlds is essential and must absolutely be maintained. It's a true friendship, each learns about the other and at the same time represents their own interests" – *Costa-Gavras*

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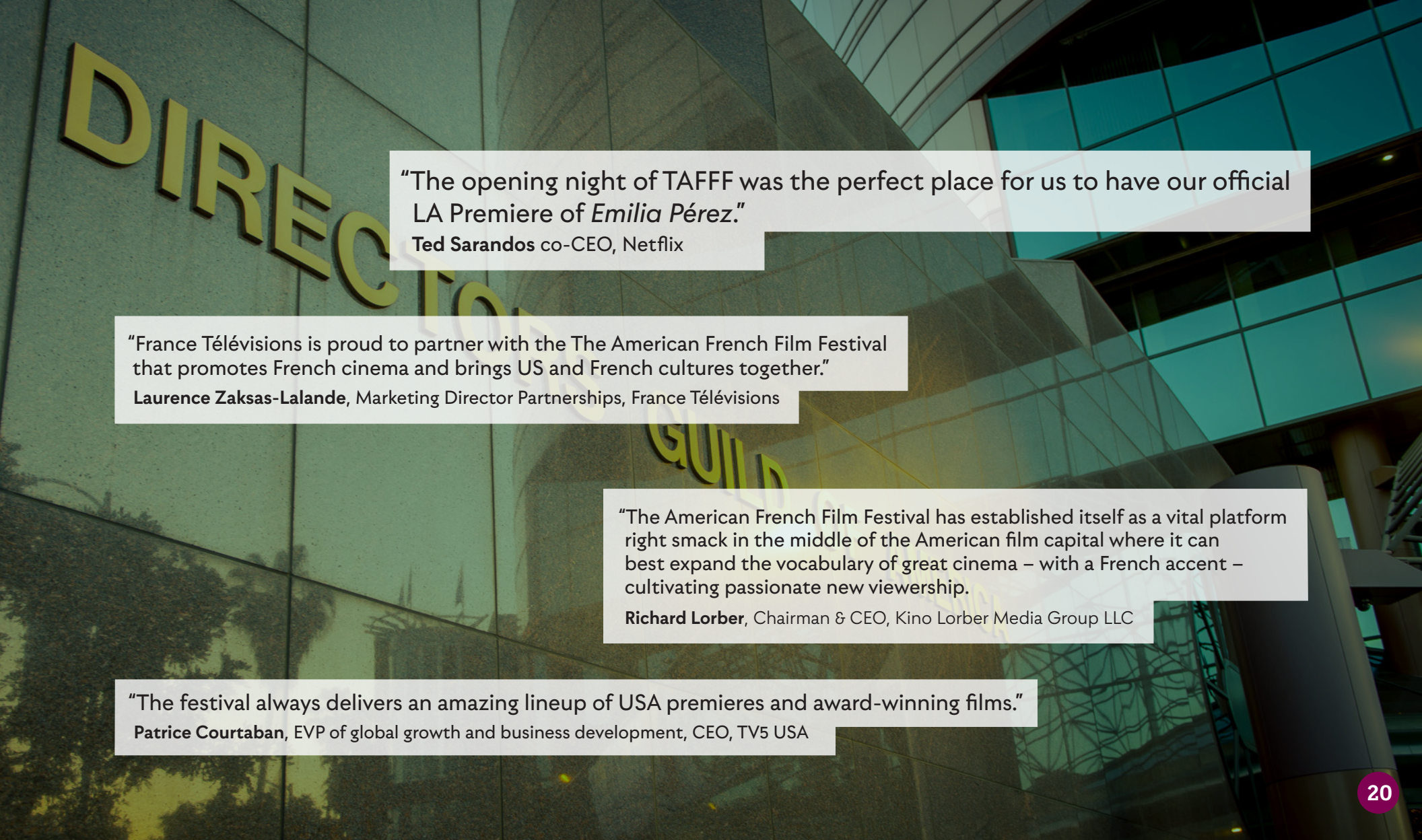
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"The opening night of TAFFF was the perfect place for us to have our official LA Premiere of *Emilia Pérez*."

Ted Sarandos co-CEO, Netflix

"France Télévisions is proud to partner with the The American French Film Festival that promotes French cinema and brings US and French cultures together."

Laurence Zaksas-Lalande, Marketing Director Partnerships, France Télévisions

"The American French Film Festival has established itself as a vital platform right smack in the middle of the American film capital where it can best expand the vocabulary of great cinema – with a French accent – cultivating passionate new viewership."

Richard Lorber, Chairman & CEO, Kino Lorber Media Group LLC

"The festival always delivers an amazing lineup of USA premieres and award-winning films."

Patrice Courtaban, EVP of global growth and business development, CEO, TV5 USA



"TAFFF is where award season begins for French cinema in Hollywood."

Michael Mann, Director

"ELMA joined forces with The American French Film Festival to create the High School screenings program because we believe exposure to foreign cinema at an early age develops a much-needed appreciation for diversity and multiculturalism. Movies that are not just entertaining but also make you think, discover new ideas, people, cultures and places. The success exceeded our expectations as the program, now in its 14th edition, continues to grow with 3,000 students attending each year. 35,000+ students have attended over the last 14 years."

Pascal Ladreyt, Founder, ELMA (European Languages and Movies in America)

"LAist 89.3 is a proud supporter of The American French Film Festival, a one-of-a-kind festival filled with diversity of French cinema. We value our partnership and affiliation with the festival and its "Coming Soon Award" program. KPCC and its audience values the rich culture The American French Film Festival brings to Hollywood each year."

Veronica Lopez, Director, Underwriting Sales for Southern California Public Radio

"Bank of the West / BNP Paribas is proud to be an official sponsor of The American French Film Festival. We both value cross-cultural exchanges and share common values such as gender parity. The American French Film Festival is strategically positioned before the OSCARS® and is an ideal place to showcase the movies financed by BNP Paribas in France."

Thomas Simonney, SVP, Bank Of The West - BNP Paribas



THANK YOU FOR YOUR CONSIDERATION

