

SPONSORING





I// FRANCE AND USA

ECONOMICS RELATIONS

In 2014, trade between France and the US was estimated at 59 billion euros. France is the ninth largest exporter to the US and the fifth largest importer. The US remains the most popular destination for French Foreign Direct Investment valued at around 148 billion euros. More than 3600 subsidiaries of French companies operate in the USA, generating more than 560 000 jobs there.

FRENCH IN THE USA



These figures only take into account French Citizens who subscribe to the French consulates. In reality there is more than twice the amount of French Citizens in America, because many are often only making short visit or are shuttling between France and the US.

FRENCH IN CHICAGO

French expatriates are turning more and more to big cities in the South and the Midwest. Chicago attracts numerous French expatriates because of the beauty of Lake Michigan, a cost of living which is lower than New York or California and its good public infrastructure. Chicago has welcomed more than 10 000 French citizens (estimation).

II // AFFC



OUR ASSOCIATION

The Association of the French and French-speakers of Chicago was created in 1977 (under the name UFEC, then renamed AFFC in 2016). Our members are expatriates and families that have lived in Chicago for decades.

The AFFC is a non profit. Each member contributes an annual fee which is our principal financial resource. The association is governed by an office with 3 leading members each with a precise function in the organization.

Current Association Leadership:

- President: Mr. Patrick Bourbon
- Treasurer: Mr. Franck Caramelle
- General Secretary: Madam Monique Clarine

OUR OBJECTIVES

The AFFC aims to:

- Create and maintain the spirit of solidarity between French residents abroad.
- Encourage and support member actions to create and develop cultural and educational programs.
- Defend the material and moral interests of its members in France and abroad.
- Grow the bond of friendship between France and USA.

We propose activities year round which allow our members to establish social links.

Our activities are open to all, but members are able to benefit from advantageous rates with the support of our partners.

AFFC has a network of more than 2000 people who participate regularly in the activities which we host.



III// SPONSORS

WHY ?

AFFC members can form a strong customer base for your company. If you are sponsor of AFFC, your company receives wide exposure with in the French Community. Our members are frequently informed of the services and products your business offers via our advertising channels. Furthermore, AFFC subsidized pricing for sponsor organizations attract customer from our organization to try your company's products.

OUR SPONSORS



IV/ ADVANTAGES TO BECOME SPONSOR

BETTER VISIBILITY FOR YOUR BRAND

- On our website www.affcchicago.com

It is possible to put your logo on the AFFC website.

- On our guide

AFFC produces a guide each year for french expats. This guide is available to download on our website.

- Send e- mails

AFFC has 1500 people on our database. Each month we send newsletter to our members to inform about our new events. We can put your logo at the end of these newsletters.

- On social medias

We are widely followed in the French community on Facebook and Twitter!

BETTER EXPOSURE AND IMAGE

Becoming a sponsor of AFFC shows you are engaged in the French Community, supporting the experience of French Citizens and Expats in the Chicago Area.

Our association is very active on social media, enabling you to reach out to a young and active demographic of our members.

BUILD YOUR CUSTOMER BASE

We have a large French community in Chicago, many of whom are members in our organization and participate in our events.

V// OFFERS

Gold Level Sponsor Package: \$1400

- Access to Advertising on our website
- Placement of your logo in our monthly newsletter
- 1 page of advertising space in on our annual guide book
- Placement of your logo in the sponsor section of our guidebook
- Social Media Post on AFFC Facebook Page

Silver Level Sponsor Package: \$600

- Placement of your logo in our monthly newsletter.
- 1/2 page of Advertising Space in on our annual guide book .
- Placement of your logo in the sponsor section of our guidebook
- Social Media Post on AFFC Facebook Page

Bronze Level Sponsor Package: \$300

- Placement of your logo on our website at sponsor sections.
- Placement of your logo in the sponsor section of our guidebook
- Social Media Post on AFFC Facebook Page

Unit prices (for 1 year):

- Advertising on our website \$400
- Your logo on our website at sponsor sections. \$200
- Advertising 1 page on our guide book. \$400
- Advertising 1/2 page on our guide book. \$250
- Your logo in our guide book at the section «our sponsors». \$100
- One newsletter about your company to send to our data base of 1500 people. \$200
- Your logo in our newsletter each month. \$400
- One post Facebook. \$100

It's possible to become a sponsor if you:

- Contribute direct funding to AFFC
- Provide products or services for our members.