



Alliance Française Seattle

2026

Sponsorship Deck

**Support Francophone arts,
culture & community in the
Greater Seattle area**

4649 Sunnyside Ave N, Suite 205
Seattle, WA 98103
(206) 632-5433
www.afseattle.org
communications@afseattle.org



Invitation to Join

Become a part of Washington's Mission for Arts, Culture & Language

At the Alliance Française de Seattle, we are deeply committed to our global mission of cultural diplomacy, excellency, and accessibility in bilingual education.

An important mission of the Alliance is to promote Francophone cultures by creating bridges of understanding, learning, and exchange. We contribute to our city's vitality by bringing artists, authors, and performers from the French-speaking world. By offering artistic experiences that inspire and enrich our community, we hope to foster intercultural dialogue and openness to the Francophone world.

The Alliance Française de Seattle is now the 3rd largest in the United States by enrollment, and 4th in revenue. An achievement we couldn't have reached without our community of students, members, donors, and sponsors.

As our organization continues to grow, we are delighted to unveil our new 2026 sponsorship programs. We thank you in advance for considering sponsoring the Alliance Française de Seattle and joining our mission.

Let us enjoy together with the Alliance Française de Seattle community, transcending language barriers and cultural differences!

Otilia Baraboi, PhD
Executive Director



Outreach & Key Figures

Our Community

The audience we serve includes French and Francophone expats, language students, travel enthusiasts, and audiences interested in world cultures, local networking, and bilingual education.

- Adults staying connected to French & Francophone cultures
- Adults learning French to travel or relocate to France
- Youth and families choosing AFSeattle for after-school French programs and summer camps
- Professionals seeking language skills for global business, international postings, French-speaking markets.

Visibility across Greater Seattle

- **185,000** website visitors per year
- **11,000** followers across social media
- **9,500** newsletter subscribers
- **2,700** event attendees per year
- **2,500** enrollments per year



Our Sponsorships

AMIS \$500	ALLIÉ \$1,000	CHAMPION \$1,500	AMBASSADEUR \$2,500	HÉROS \$5,000	MÉCÈNE \$7,500
Sponsor 1 Signature Event	Sponsor 1 Signature Event + Get Additional Perks	Sponsor 1 Signature Event + 1 Community Program + Get year-round visibility	Sponsor 1 Signature Event + Fundraising Gala + 1 Community Program + Get additional year- round visibility	Sponsor 3 Signature Events + Fundraising Gala + 1 Community Program + Get premium year- round visibility	Sponsor All 5 Signature Events + Fundraising Gala + 1 Community Program + Get prominent year- round visibility
Choose a single event to support: <ul style="list-style-type: none"> Focused opportunity Affordable One-time visibility 	Go beyond basic recognition: <ul style="list-style-type: none"> Enhanced package Visibility before, during, and after the event 	Broaden your impact with: <ul style="list-style-type: none"> 1 signature event 1 annual community program Year-round promotion and visibility 	Amplify your brand: <ul style="list-style-type: none"> Support 2 high-impact events Support an annual community event series Build a lasting presence in our community. 	Position your brand as a key community leader: <ul style="list-style-type: none"> Strong presence at multiple events Ongoing annual recognition Exclusive opportunities to engage with our audience. 	Our top-tier, all-access sponsorship: <ul style="list-style-type: none"> Deep integration into our nonprofit's mission, programs, and public presence Prominent visibility at all our signature events and our Fundraising Gala Customized promotional and engagement opportunities.
 <p>For smaller cultural organizations and nonprofits, we also propose:</p>		COMMUNITY SUPPORTER \$250	A Community- oriented Event Sponsorship		

Our Signature Events



The Night of Ideas

April - 200 attendees (and growing)

This worldwide cultural diplomacy event was launched by the French Embassy and Villa Albertine in 2016. We launched the Seattle edition in 2023.



Spring Performance

May - 200 attendees

Each year, we host an exceptional theatrical event, featuring international artists traveling from France or other French-speaking regions.



Le Thé des Etudiants

June - 50 attendees

A diploma ceremony recognizing high school students of Puget Sound (and their teachers) for their French studies.



Fête de la Musique

June - 150 attendees

Launched in France in 1982, la Fête de la Musique (World Music Day) has become a global event now celebrated in 120 countries around the world.



Fundraising Gala

October - 120 attendees, 300 bidders

Our annual fundraising event brings together our students, our teachers and our donors for a fun evening of celebration and giving.



Joyeux Bazaar

December - 1500+ attendees

A joyful global and cultural holiday market supporting local artisans and nonprofits, featuring 35 vendors, live musical performances, and local choirs.



Our Community Programs



Happy Hours in French

1000+ attendees per year

Twice a month (online and in person), we host a casual discussion in French (and English when needed). Participants of all levels of French enjoy socializing in a relaxed atmosphere!



Storytime in French

150 attendees per year

A weekly reading session for kids and parents, in person. Featuring a selection of fun and exciting French books (with English translations as needed).



Ciné-Salons

100 attendees per year

A curated selection of French-language films. Once a month, participants watch the film at home, then register for the online discuss to explore the film together.



Dictées de l'Alliance

200+ attendees per year

Our students' favorite French exercise: the dictée, offered twice a month, online and in person.

Sponsorship Perks	AMIS \$500	ALLIÉ \$1,000	CHAMPION \$1,500	AMBASSADEUR \$2,500	HÉROS \$5,000	MÉCÈNE \$7,500	
Official Sponsor for Signature Event(s)	1	1	1	1 + Gala	3 + Gala	5 + Gala	EVENT PERKS
Logo and link on each sponsored event's page	✓	✓	✓	✓	✓	✓	
Oral recognition during event(s)	✓	✓	✓	✓	✓	✓	
Logo on printed event brochure	✓	✓	✓	✓	✓	✓	
Recognition in annual report	✓	✓	✓	✓	✓	✓	
Event-related social media tags	✓	✓	✓	✓	✓	✓	
Dedicated social media posts highlighting your business		1	2	2 per event	2 per event	2 per event	
Newsletter articles: image + text in our "Sponsors Corner"		1	2	4	6	Monthly	
Roll-up at event				✓	✓	✓	
Corporate Membership included (details page 8)				Tier 1	Tier 2	Tier 3	
Logo + link on our website (rotating banner on every page)			✓	✓	✓	✓	ANNUAL PROMOTIONAL PERKS
Logo on annual AFSeattle printed brochures			✓	✓	✓	✓	
Social media posts (FB, IG, Bluesky, TikTok) throughout the year			1	2	3	6	
Official Sponsor for Annual Community Event(s)			1	1	1	1	
Logo in promotion of sponsored community program			✓	✓	✓	✓	
E-blast to our subscribers (over 9,500 readers)				1	1	2	
10% Discount on French classes for your employees					10 employees	20 employees	
Complimentary VIP tickets at the fundraising gala					4 tickets	VIP table (8)	
TikTok videos to highlight our partnership				✓	✓	✓	
Opportunity to address audience at events (except Gala)					1 event	2 events	
Interviews featured in our Blog					1	2	
Customized event to highlight your business in our community					1	2	

Community Supporters

For Nonprofits and Cultural Associations

As part of our mission, the Alliance Française de Seattle is committed to fostering collaboration and cultural exchange within the broader nonprofit ecosystem.

We proudly support other cultural and educational organizations, including those led by Francophone and Francophile community members, by sharing our space, resources, and expertise. We co-organize events, provide discounted participation at our Joyeux Bazaar, and offer our venue at reduced rates to help fellow organizations grow, connect, and thrive.

By partnering with AFSeattle, you also support a network of community leaders working together to promote culture, dialogue, and innovation in the Seattle area.

COMMUNITY SUPPORTER SPONSORSHIP	\$250
Listed as Official Sponsor for One (1) Signature Event	✓
Logo and link on each sponsored event's page	✓
Oral recognition during event(s)	✓
Logo on printed event brochure + poster	✓
Event-related social media tags	✓
Visibility exchanges throughout the year	✓

All Signature Events (except the Fundraising Gala) can be sponsored by Community Supporters.

Our Corporate Memberships

For Businesses Learning French with us

A corporate membership allows your employees to become members and students of the Alliance, with French courses designed to match your business needs.

What We Offer

Private or Group Classes

For small teams or entire departments

Online or In-Person Sessions

At your office, at our Seattle campus, or virtual

Custom Curriculum Design

Aligned with your industry and skill level

Workshops and Intensives

Focused on business communication, presentations, or cross-cultural skills

Trusted by

The Gates Foundation • Linksbridge • University of Washington • French-American School of Puget Sound

Corporate Membership Packages

Corporate Memberships	Tier 1	Tier 2	Tier 3
Value (\$37.50/membership = 50% discount!)	\$375	\$750	\$1,125
Number of students included in the package	10	20	30
Access to private or group corporate classes	✓	✓	✓
Your students receive full membership benefits at AFSeattle	✓	✓	✓
Recognition in annual report	✓	✓	✓

Corporate Membership is included in your Sponsorship starting at the Ambassadeur Level (\$2,500).



Get in touch

Contact: Diane Le Lay
communications@afseattle.org
206-632-5433

**Support Francophone arts,
culture & community in the
Greater Seattle area**

4649 Sunnyside Ave N, Suite 205
Seattle, WA 98103
(206) 632-5433
www.afseattle.org
communications@afseattle.org

