

# Afro Cannes

*In the business of diversity  
& inclusivity in films*

# AfroCannes

*In the business of diversity  
& inclusivity in films*

**AfroCannes 25  
Afrofuturism:  
A diamond in  
the rough**

The ultimate  
Diversity &  
Inclusion event  
during Cannes  
Film Festival  
since 2021

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**YANIBES  
FOUNDATION**



## AfroCannes 25 | Afrofuturism: A diamond in the rough

Launched in May 2022 and organized during the Cannes Film Festival, AfroCannes is the leading platform dedicated inclusion, diversity and to promote the universality of film.



**Duration:** 3 days



**Date:** Tentatively 15, 16, 17 and 19 May 2025



**Venue:** Villa des Ministres, Cannes



**Strategic focus:** general film trade / promotion / advocacy / content sourcing / financing / filming location promotion / distribution / partnership / education



**Audience:** Entire film industry ecosystem



**Associated Event:** AfroCannes Film Music Day



**Geographic Focus:** Global



**Location:** Cannes France



**Day Activities:** Presentations, panel discussions, screenings, site visits



**Evening Entertainment Activities:** Cocktail receptions, parties



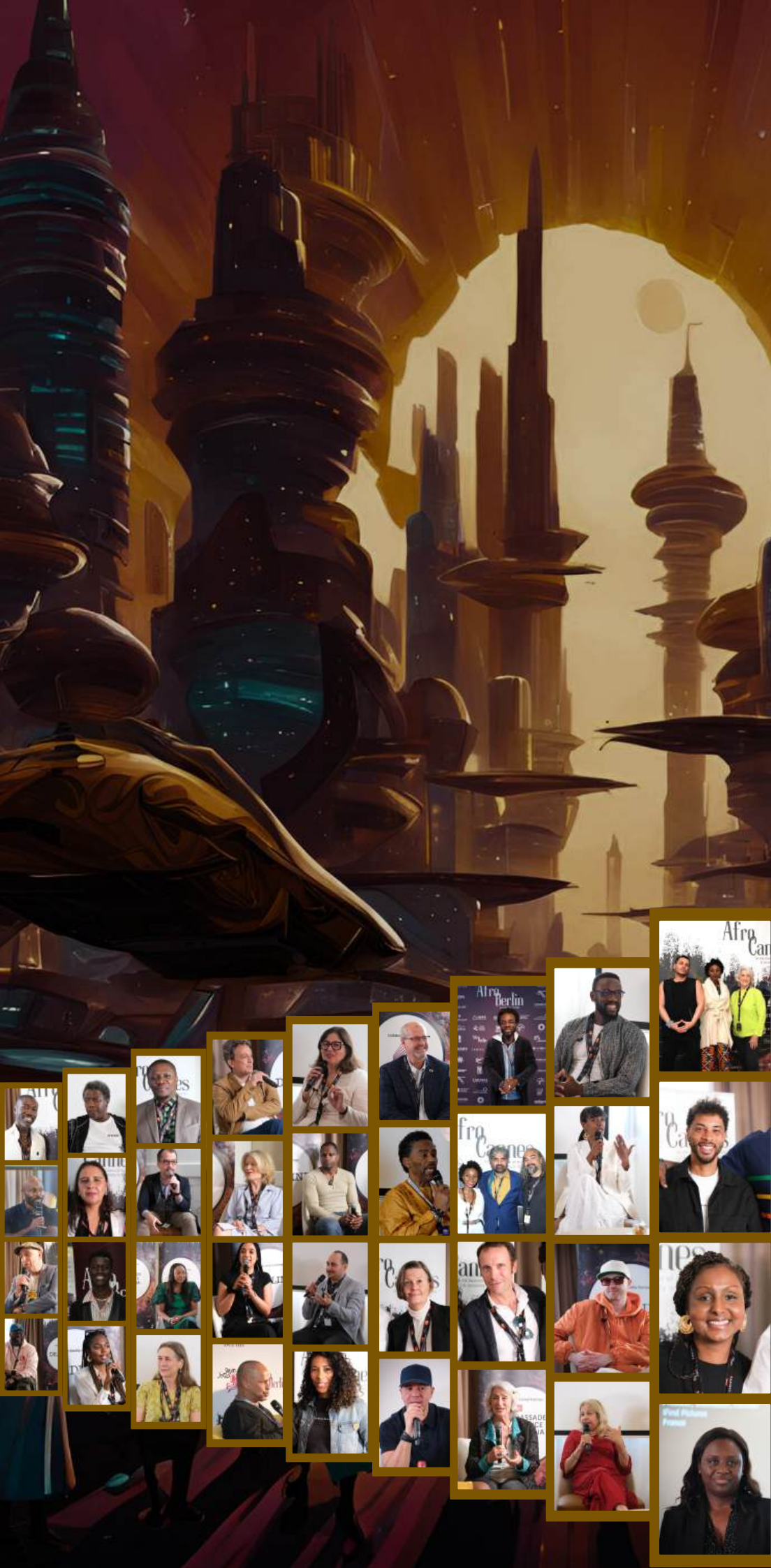
**Networking Activities:** Meet & Greet, Cocktail



**Promotional Activities:** Product Showcase, Technology Showcase



**Access:** Free but requires registration on [www.afrocannes.com](http://www.afrocannes.com)



# AfroCannes, A catalyst of Growth

As the 4th edition approaches, the anticipation is palpable. AfroCannes 2025 is poised to be another landmark event.

With a focus on sports, music and fashion, AfroCannes will demonstrate that the future of filmmaking is not just diverse, but undeniably brilliant.

AfroCannes is a space for innovation, collaboration, and a celebration of storytelling that truly reflects the richness and complexity of our world.

This is where the future of film is being written, one frame at a time.

**YANIBES**  
FOUNDATION

Official Media Partner

**DEADLINE**

Film Destination Partner



Collaborative Partners



# AfroCannes 2025

AfroCannes 2025 is set to be a groundbreaking event that transcends the traditional boundaries of film focused events. This upcoming 4th edition promises to be a vibrant and dynamic exploration of filmmaking at the crossroads of culture, technology, and commerce, with a particular focus on elevating diverse voices.

AfroCannes 2025 is diving headfirst into the zeitgeist, tackling some of the most exciting and relevant topics impacting the world of film today. From the pulse-pounding energy of sports and hip hop's influence on storytelling, the role of fashion in films, to the immersive power of experiential narrative and cutting-edge monetization strategies, this edition is charting a bold new course for the future of filmmaking.

## A Lineup That Resonates: Thematic Highlights

AfroCannes's thematic focus is refreshingly diverse, reflecting the multifaceted nature of contemporary storytelling. Here's a glimpse at what attendees can anticipate:

- **Filmmaking and Sports:** Exploring the compelling narratives that lie within the world of athletics, AfroCannes 2025 will delve into how filmmakers are using the thrill of competition, the human drama of athletes, and the power of sports to craft impactful cinematic experiences. From documentaries to fictionalized accounts, this theme promises to be a dynamic exploration of motion and emotion.
- **Filmmaking and Hip Hop:** The undeniable influence of hip hop culture on film, from soundtrack to aesthetic to narrative style, will be under the spotlight for the second time. Expect conversations on how hip hop's rebellious spirit and lyrical storytelling are shaping a new generation of filmmakers and adding unprecedented depth to cinematic landscapes.
- **The Threads of Storytelling: How Fashion Shapes the Narrative on Screen:** Beyond the glitz and glamour of red carpet premieres, fashion in film is a powerful tool, a silent language that speaks volumes about character, setting, and the very soul of a story. It's not just about looking good; it's about weaving threads of meaning into the cinematic tapestry. The collaborative art of filmmaking isn't complete without costume design, a discipline that goes far beyond mere wardrobe choices and delves deep into the psychology of each character.
- **The Power of Sound and Music in Film:** Beyond just background noise, AfroCannes will highlight the critical role sound and music play in crafting the emotional heart of a film. Masterclasses, workshops, and discussions will unpack the intricacies of sound design, score composition, and how these elements can elevate a film from good to unforgettable.
- **Reality TV and its Impact on Filmmaking:** Examining the blurring lines between reality and fiction, AfroCannes 2025 will investigate the techniques, storytelling approaches, and ethical considerations of reality television and its influence on narrative filmmaking. It's a conversation that's as relevant as it is timely, questioning how real-life stories are being reshaped for mass consumption.
- **Experiential Narrative in Filmmaking:** How do filmmakers move beyond the traditional two-dimensional screen and create truly immersive experiences? From interactive narratives to VR/AR integration, this theme will explore the cutting edge of storytelling, pushing the boundaries of audience engagement and creating participatory viewing experiences.
- **Monetization Opportunities in the Afroverse and Beyond:** In a rapidly evolving media landscape, AfroCannes will provide practical insights into new avenues for film financing, distribution, and monetization. With a focus on the Afroverse and the wider spectrum of filmmakers, it aims to empower creators with the knowledge and tools to navigate the complexities of the modern film industry.

## More Than Just a Film-focused Event: A Movement

AfroCannes 2025 is more than just a collection of panels and roundtables; it's a movement that seeks to amplify underrepresented voices, foster collaborations, and drive innovation within the global filmmaking community.

It's a place where established professionals, emerging talents, and passionate fans converge to celebrate the art of storytelling and explore the future of cinema. By focusing on these crucial themes, AfroCannes 2025 is not just staging a film event; it's cultivating a dynamic hub for cultural exchange, technological exploration, and creative empowerment. It's an invitation to engage, learn, and be part of a vibrant cinematic revolution.

Whether you're a filmmaker, a musician, a tech innovator, or simply a lover of film, AfroCannes 2025 promises an unforgettable experience. Keep an eye out for more information as the event draws closer – this is one cinematic journey you won't want to miss.

# Milestones

Stats	2021	2022	2023	2024	AfroBerlin 2024	AfroBerlin 2025
DATE	21 May 2021 named The Wandering Diasporan	18 May 2022 Changed name to AfroCannes	18-19 May 2023 AfroCannes 2nd Edition	16-17 May 2024 AfroCannes 3rd Edition	17 February 2024	16, 17 & 18 February 2025
VENUE	Espace Mimot, Cannes	Hotel Gray d'Albion Salon Esterel 1 + Salon Esterel 2	Hotel Gray d'Albion Salon Croisette	Hotel Gray D'Albion Salon Esterel 1 + Salon Esterel 2	EFM Conference Lounge EFM Gropius Dome	Berliner Freiheit (Program) Embassy of Angola (Afterparty)
DURATION	Half day	Half Day	2 Days	2 Days	1 Day	3 Days
FEATURES	Screening of 2 Namibian movies presented to the Oscars	Screenings Panel Discussion Interviews Cocktail	Screenings Presentations Interviews Panel discussion Cocktails Yacht closing party	Panel Discussions Roundtables Interviews	Panel Discussions Afterparty	Panel Discussions Afro Film Music Days Afterparty
TRIBUTES	N/A	Tribute to Sidney Poitier	Tributes to Harry Belafonte, Peace Anyiam-Osigwe, Shona Ferguson	N/A	N/A	N/A
NUMBER OF SPEAKERS	10	45	56	69	35	90
NUMBER OF SESSIONS	6	11	24	28	12	29
NUMBER OF SPONSORS / PARTNERS	10	22	35	35	15	30
NUMBER OF ATTENDEES	100	300+	600+	900	800	1,000
KEY HIGHLIGHTS	Namibia + USA + Racing pilots	Nigeria + Tanzania + Sweden + Sudan + Haiti + Croatia + Ghana + Afro Female Racing Pilots + Disabilities in the business of film	Nigeria + Saudi Arabia + Algeria + South Sudan + Angola + South Africa + Benin + Canada + USA + UK + France	Brazil, Somalia, Sweden, Norway, Denmark, Jamaica, South Africa, Tunisia, Morocco, Senegal, Eritrea, Mali, Mexico, USA, Canada, Nigeria..	Nigeria + Brazil + Germany + Senegal + Ethiopia + Burundi + South Africa + Saudi Arabia + Morocco + Somalia + Kenya	Sudan, Brazil, Nigeria, USA, Cote d'Ivoire, Congo DR, Guinea, The Gambia, South Africa, Cameroon, Saudi Arabia, Lebanon, Ghana, Kenya, The Bahamas
SCREENINGS	2	4	2	None	None	None
SATISFACTION INDEX	6/10	8/10	8.9/10	8/10	9/10	9/10

## Participation of (people & organizations) *non exhaustive*

- Afreximbank
- Ambassade de France in Nigeria
- BET France
- Black German Filmmakers Association
- Constantin Music & Film
- Deezer
- European Casting Society
- European Film Academy
- European Film Market
- FilmHedge
- Film AIUla
- OIF La Francophonie
- Konrad Wolf Film University Babelsberg
- Goteborg Film Festival
- Greta & Starks
- IMDb
- Jamaica Film Commission
- Mediawan
- Namibia Film Commission
- National Film School of Denmark
- National Video & Film Foundation of South Africa
- NEOM
- Netflix's Heart of A Hunter talent & production team
- Nigerian Film & Video Censors Board
- Norsk Film Institute - Norway
- Red Sea Foundation & International Film Festival
- SP Cine Brazil
- Tanzania Film Board
- The African Union
- The Bahamas Ministry of Tourism
- The Federal Ministry of Cooperation of Germany
- Tribeca Film Festival
- Urbanworld Film Festival
- Women in Film & Television International
- Bonko Khoza
- Cassandra Han
- Chioma Ude
- CJ Obasi
- Coréon Dú
- Deborah Riley Draper
- Diziz
- DJ Cut Killer
- Donisha Prendergast
- Editii Effiong
- Gary Dourdan
- Helene Grandqvist
- Jan Mardenborough
- Jeremy Zimmermann
- Jimmy Akingbola
- Jimmy Jean-Louis
- Jon Gosier
- Karen McMullen
- Keith Simanton
- Lene Borglum
- Lyara Oliveira
- Mandla Dube
- Mariette Rissenbeck
- Richard Lawson
- Simon Frederick
- Steven Adams
- Thibaut de Longeville
- Thierry Bugaud
- Tyron Ricketts
- Zaid Shaker
- Welket Bungué
- Effie T. Brown
- Lamin Leroy Gibbs
- Ibrahim "Snoopy" Ahmad
- Chris Perez
- Dana Sims
- Christoph Becker
- Richard Lorber
- Fally Ipupa
- Hamed Mobasser
- Zubi Mohammed
- Jennifer Okafro-Ichukwu
- Marc du Moulins
- Clarence Rolle
- Mounia Aram

# Marketing & Media

## General Benefits

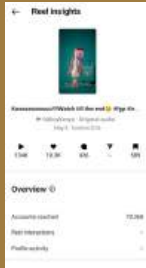
Yanibes Foundation's events offer a wealth of benefits to participants, partners, and sponsors alike including:

- Heightening corporate and personal brand awareness
- Creating opportunities to speak to, be exposed to, and engage with a dedicated audience
- Providing extensive media and marketing campaign and exposure
- Leading generational growth with accrued networking opportunities
- Accelerating brand awareness
- Facilitating community engagement and outreach with new and broadening audience
- Screening, process, product or service demonstrations

TOOL	Details	Benefits
SPEAKING ENGAGEMENT	Session moderator Session speaker Host of an event	<ul style="list-style-type: none"> <li>• Personal and/or corporate brand awareness</li> <li>• Exposure to a dedicated audience</li> </ul>
INTERVIEWS	Interview on stage during the event Interview with media	<ul style="list-style-type: none"> <li>• Accelerated brand awareness</li> </ul>
SCREENING	Screening of a short movie or trailer before or after a session	<ul style="list-style-type: none"> <li>• Film promotion</li> </ul>
VIDEOS	All events are recorded by a professional video production team	<ul style="list-style-type: none"> <li>• Video snippets of any session for promotion</li> <li>• Access to the recording all sessions or individual sessions</li> </ul>
WEBSITES	www.afrocannes.com www.yanibes.com www.yanibes.com/afroberlin	<ul style="list-style-type: none"> <li>• Link logo + 50 words</li> <li>• Partner announcement</li> <li>• Speaker announcement</li> <li>• Speakers pic + bio</li> <li>• Listing of the event on partners' website</li> </ul>
SOCIAL MEDIA	Afrocannes on Instagram / Facebook / Youtube + Partners social media pages + Speakers social media pages	<ul style="list-style-type: none"> <li>• Individual Post for partners</li> <li>• Individual Post for speakers</li> <li>• Partners posts</li> <li>• Video Animation</li> <li>• Event Invitation</li> </ul>
NEWSLETTER	15 newsletters ahead of any of the event's start date. Sent to up to 20,000 contacts (global)	<ul style="list-style-type: none"> <li>• Link logo</li> <li>• Profile Picture for speakers</li> <li>• Short intro</li> </ul>
SIGNAGE	85cm x 200cm roll-ups 2m x 3m step and repeat 3m x 4m media wall 4m x 4m media wall 70cm x 50cm poster 8cm diameter stickers	<ul style="list-style-type: none"> <li>• Logo on signage</li> </ul>
BRANDING	5mm x 8mm badges 2mm x 20 cm wristbands 2mm x 80 cm lanyards	<ul style="list-style-type: none"> <li>• Logo on event branding</li> </ul>
BROCHURE	A4 event program Event Presentation	<ul style="list-style-type: none"> <li>• Logo on brochure</li> <li>• Logo on presentation</li> </ul>
OUTDOOR SIGNAGE	4m x 10m billboards in Cannes	<ul style="list-style-type: none"> <li>• Logo on outdoor video</li> </ul>
VIDEO ANIMATION	30 seconds event video presentation posted on the event's social media and partners' social media	
POST EVENT REPORT	Logo on event report Picture on event report	
PRESS RELEASES	Mention in any press release	
MERCHANDISING	Logo on any merchandising produced for any event	

# Sample of Marketing Tools

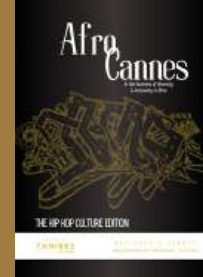
Social Media Post



Individual Social Media Poster



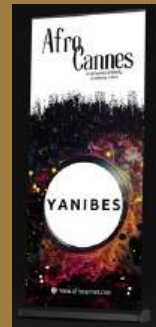
Brochure



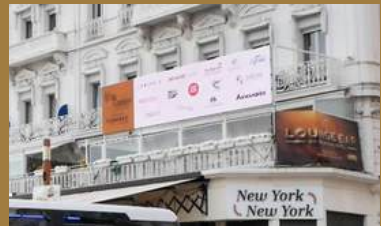
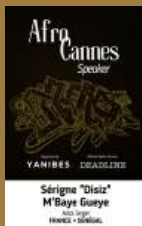
Media Wall



Roll-Ups



Badge



Digital Billboards in Cannes

Media

Tela Viva News



Forum Brésil





# Participation Options

## Features

### CONFERENCE ACTIVITIES / INDUSTRY SESSIONS

- **Interview on stage:** 10 -15 min interview with a host
- **Panel Discussion:** 30 -50 min debates with a moderator and up to 5 panelists
- **Insights:** 30 min conversation with moderator and up to 2 speakers
- **MTC (Meet The Cast / The Crew):** 30 -45 min conversation with a moderator and up to 3 guests
- **DIF (Destination in Focus):** 40 min discussion on a specific filming destination
- **KYC (Know Your Craft):** 40 min discussion with experts (mini masterclass/workshop)
- **KYT (Know Your Tech):** 40 min discussion with experts (mini masterclass/workshop)

### NETWORKING ACTIVITIES

- **Business Speed-Dating:** 45 -60 min intensive and rotative meet-up with light catering
- **Meet & Greet:** 60 - 120 min relaxed meet-ups for project/product/special guests presentation
- **Cocktail Party:** 60 to 120 min casual networking with light catering
- **Luncheon:** 60 to 120 min afternoon networking with traditional catering
- **Dinner:** 120 minutes evening networking with traditional catering
- **Afterparty:** 3 hours + networking event with music/DJ, catering - on yacht, villa, hotel venue
- **Site Visit:** Visit organized with a partner to a specific business location
- **Award Ceremony:** Own event or partner award event

### PROMOTIONAL ACTIVITIES

- **Screenings:** Special screening at dedicated venue for max 2 short movies

### Participation (Individuals)

- Host of the **"In Aparté with"** or **"In conversation with"** (series of 10 to 15 minutes interviews with speakers/guests)
- Co-MC of the whole Conference, for half a day or a day
- Moderator of any type of session (panel, insight, MTC, DIF, KYC, KYT)
- Speaker in a panel, roundtable, insights, fireside chat, interview)
- Guest of The Industry Podcast
- MC for any networking activities

### Participation (Organizations)

Sponsor of any conference features, networking activities, promotional activities - (see Sponsorship Options page) or request a tailored offer (*Request the event's presentation or partnership+sponsorship catalogue for more info*).



# Sponsorship Options

INDIVIDUAL ITEMS	
Logo on website	2,500 EUR
Logo on event printed brochure	3,500 EUR
Logo on speakers badges + lanyards	2,500 EUR
Logos on wristband for attendees	2,500 EUR
Logos on social media post	1,500 EUR
Logo on newsletter	3,500 EUR
Logo on media wall	3,000 EUR
Logo on individual roll-up	1,500 EUR
Sponsor of a speaking engagement	6,500 EUR
Sponsor of an external screening	3,500 EUR
Sponsor of a guest with flight, accommodation, market badge	15,000 EUR
Sponsor of an Industry Podcast Session	5,000 EUR
Sponsor of a networking event (cocktail reception, luncheon, meet & greet...)	12,000 EUR
Sponsor of an afterparty	30,000 EUR
Sponsor of the Mentorship Program	8,000 EUR

# Sponsorship Packages



## Step In

### Title: Collaborative Partner

**Branding** Link logo on website + newsletter + brochure + video  
**Special** 10 footprint stickers  
**Exclusivity** NO  
**Activities** Co-host or panelist in a 30 to 50 min panel discussion  
**Social Media** Individual Poster  
**PR** No

**Value** 8,000 EUR Excl VAT



## Explore

### Title: Career Development Partner

**Branding** Link logo on website + newsletter + brochure + video + badges + media wall + 1 individual roll-up  
**Special** Stand alone page on website + invitations  
**Exclusivity** NO  
**Activities** Co-host or panelist in a 30 to 50 min panel discussion  
Host of a masterclass or workshop session of up to 60 min  
**Social Media** Individual Poster + Individual Reel (30 seconds)  
**PR** No  
**Value** 15,000 EUR Excl VAT



## Viralize

### Title: Showcase Partner

**Branding** Link logo on website + newsletter + brochure + video + badges + media wall + logo on lanyard  
**Special** Stand alone page on website + invitations  
**Exclusivity** NO  
**Activities** Co-host or panelist in a 30 to 50 min panel discussion  
Host of a product, project showcase of up to 60 min  
**Social Media** Individual Poster + 3 Individual Reels (30 seconds) + Stories  
**PR** Mention in any PR releases of the event  
**Value** 30,000 EUR Excl VAT



## Engage

### Title: Premium Partner

**Branding** Link logo on website + newsletter + brochure + video + badges + media wall  
**Special** **Half a page infomercial in brochure**  
**Exclusivity** NO  
**Activities** Co-host or panelist in a 30 to 50 min panel discussion  
Host of a cocktail of up to 90 min or afterparty  
**Social Media** Individual Poster  
**PR** No  
**Value** 11,000 EUR Excl VAT for 100 PAX  
*+ 4,500 EUR for every 50 PAX added*



## Emote

### Title: Screening Partner

**Branding** Link logo on website + newsletter + brochure + video + badges + media wall + 1 individual roll-up  
**Special** **Half a page infomercial in brochure + stand alone page on website + invitation**  
**Exclusivity** NO  
**Activities** Co-host or panelist in a 30 to 50 min panel discussion  
Host of a screening session of up to 60 min  
**Social Media** Individual Poster + Individual Reel (30 seconds)  
**PR** No  
**Value** 20,000 EUR Excl VAT



## Nurture

### Title: Strategic Partner

**Branding** Link logo on website + newsletter + brochure + video + badges + media wall + logo on lanyard & wristband  
**Special** **Half a page infomercial in brochure + stand alone page on website + invitation**  
**Exclusivity** NO  
**Activities** Co-host or panelist in a 30 to 50 min panel discussion  
Sponsor of 1 or more special guests including economy plus flight, accommodation, per diem (guest fee and rider is excluded and paid separately by the partner)  
Meet & Greet session with the guest(s)  
**Social Media** Individual Poster + 5 Individual Reels (30 seconds)  
**PR** Dedicated press release  
**Value** 50,000 EUR Excl VAT  
*(final price to be adjusted to the cost of the flight + accommodation + per diem)*

# Special Packages



## Afterparty

### Title: AfroCannes Afterparty Premier Sponsor (exclusive)

- After-Party Sponsor recognition
- 2 Preferred VIP Tables
- VIP Seating section at After-Party
- Prominent brand recognition on After-Party bar(s) and food stations
- Program book full-page ad
- Logo inclusion on event webpage, event promotional material, event invitation, logo inclusion on media wall, and digital presentation at dinner
- Brand inclusion in all printed and digital materials as the premier after-party sponsor
- National media outreach inclusion
- Company recognition on one stand-alone post on social media platforms, plus recurring recognition in other digital promotions
- Option: branded social photo booth
- Option: Branded Cell Phone Charging Station

Value: 30,000 EUR



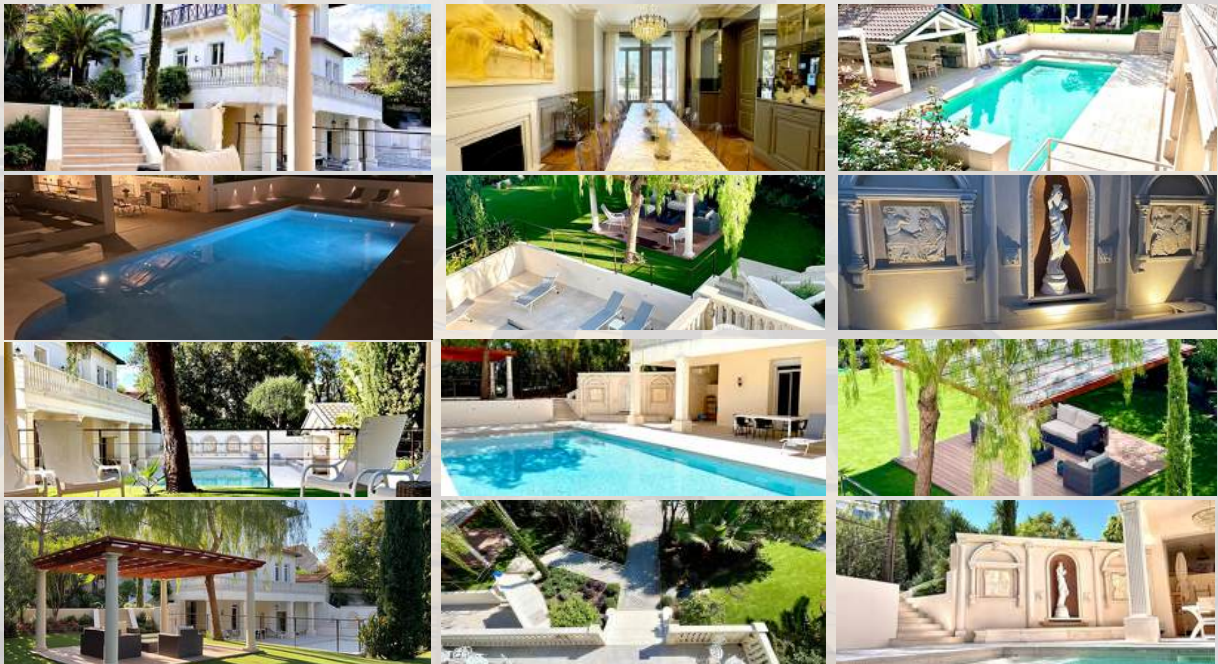
## Pre-event

### Title: Pre-event Cocktail for Speakers & VIP Guests

- Verbal recognition from podium
- Logo on sponsor webpage with link to the company website
- Logo on sponsor loop throughout the two days
- Logo placement on special sponsor signage and tent cards
- Push notifications to delegates
- Lobby signage: Thank You to sponsors
- Signage in the cocktail area bearing your logo
- Cocktail napkins for the Pre-event cocktail bearing your logo
- Public acknowledgement in our press releases and newsletters
- Logo played on AfroCannes animation video throughout the cocktail

Value: 10,000 EUR

## Venue for the Afterparty & Pre-event Cocktail





# Past Partners



## Industry Festivals & Events



Nigeria



Canada



USA



USA

## Government Agencies



Saudi Arabia



France



Nigeria



Germany



Tanzania



Brazil

## Film Financing



USA

## Industry Associations



Women In Film & Television International



## Talent Agencies



USA



USA / Germany

## Banks



## Production Companies



USA



UK



Ireland



UAE



France



Germany



Ghana



Nigeria



Cameroon



Benin



South Africa



Sweden



Sint Maarten

## Media



USA



## Technology



Germany

## Animation



Kenya



Germany

## Graphic Design



UAE



Qatar



Germany

## Regional Institutions



Brazil



Canada



France



France



France



Monaco / Mauritius

## Beverage



Germany

France

## Fine Arts



France



Senegal



Canada



Switzerland



France



Germany



UK



Sudan



India



USA



Senegal

UK

# Yanibes Foundation

Yanibes Foundation is a not for profit organization registered in France, focused on promoting diversity, inclusion and sustainability and enriching cultural exchanges in the realm of arts, media and audiovisual.

We also run a free international mentorship program (Yanibes Mentorship Program). One of our partners, the Sudanese Filmmakers Association won the BAFTA Movers & Shakers awards in 2023 for their role in supporting and nurturing filmmakers during COVID and the war. An initiative that was also part of our mandate at Yanibes Foundation. AfroBerlin and AfroCannes are free initiatives designed to amplify the voices of emerging filmmakers from diverse backgrounds (including filmmakers with disabilities) at major festivals.  
[www.yanibes.com](http://www.yanibes.com)

## Founder



**Prudence Kolong**  
Organizer + Onsite Operations  
Languages: French + English  
France / Sweden



**Florence Gavila**  
Project Assistant  
Languages: English  
+ French  
France



**Foued Bendahmane**  
Videographer  
Languages: French  
+ English  
France / Tunisia



**Dnaiel Beltran**  
Photographer  
Languages:  
English + Spanish  
+ German  
Germany / Mexico



**Elena Dobrova**  
Project Coordinator  
+ Onsite Operations  
Languages: English  
+ Bulgarian  
Bulgaria / Sweden



**Jeffrey Ononiwu**  
Project Assistant  
Languages:  
English + Igbo  
Nigeria / UK



**Kyle Figueroa**  
Associate Producer  
Languages:  
English + German  
USA / UK

## Collaborative Partners



**Ron Hansford**  
Founder  
Ron Hansford  
Design  
USA



**NuNu Deng**  
Filmmaker, Director  
of Client Relations  
Ron Hansford  
Design  
USA / South Sudan



**Karl Hillbrick**  
Producer, Founder  
Infilmpact  
Europe / Australia /  
UK



**Essimi Mévégué**  
Film Critic,  
Co-Founder  
Ciné Club Afro  
France / Cameroon



**Malik Adunni**  
Co-Founder  
Gold Credentials  
USA



**Sydney Levine**  
Founder  
Sydney's Buzz  
USA



**Tithely Schulz**  
Founder  
VitaminBlack  
Haiti + Germany

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