

Afro 2027 Berlin



AFROBERLIN 2027 SPONSORSHIP

AfroBerlin is a premier industry platform held during the Berlinale, bringing together filmmakers, producers, distributors, broadcasters, investors, film commissions, brands, cultural institutions, NGOs and creatives from Africa, Europe and the global diaspora. With an international network of 60,000+ film and creative professionals, AfroBerlin offers sponsors exceptional visibility, targeted networking opportunities and meaningful engagement with one of the fastest-growing global creative ecosystems.

AfroBerlin offers a wealth of advantages to participants, partners, and sponsors, including:

1. **Enhanced Brand Visibility:** Amplify corporate or personal brand awareness across global creative and cultural sectors.
2. **Targeted Audience Engagement:** Speak to and interact with a passionate, diverse, and purpose-driven audience.
3. **Extensive Media & Marketing Exposure:** Leverage AfroBerlin's global press coverage, digital presence, and partner networks.
4. **Networking for Generational Growth:** Build strategic relationships with industry leaders, creatives, and emerging talent.
5. **Accelerated Market Positioning:** Position your brand at the forefront of innovation, culture, and film.
6. **Community Engagement & Outreach:** Connect meaningfully with new and growing audiences through inclusive programming.
7. **Showcase Opportunities:** Present your screenings, processes, products, or services to a highly engaged, international audience.

Past Partners & Sponsors include:





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BRANDING & VISIBILITY

Type	Available Options	Price	Details
Website Partner	x10	€3,250	Your logo, company profile and direct website link featured throughout the AfroBerlin campaign before, during and after the event
Newsletter Sponsor (60,000 contacts)	x8	€4,550	Promote your company directly to more than 60,000 international professionals through the official Yanibes newsletter.
Social Media Campaign Sponsor	x10	€3,250	Receive dedicated branded posts, reels and campaign recognition across AfroBerlin's international social media channels. (6 posts before, during and after the event)
Official Printed & Digital Programme	x10	€4,550	Feature your logo in the official printed and digital programme distributed to delegates, partners and media.
Media Wall Sponsor	X8	€4,550	Gain premium branding visibility across with a media wall placed strategically during all interviews, networking sessions, press photographs and official videos. (2 media walls: 3m x4m and 3mx2m)



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INDUSTRY SPONSOR

Type	Available Options	Price	Details
Panel Sponsor	x8	€7,250	Associate your organisation with an industry conversation featuring internationally recognised filmmakers, executives and thought leaders. (up to 50 minutes panels,)
Workshop & Masterclass Sponsor	x4	€5,550	Support professional development while positioning your brand alongside internationally renowned experts. (up to 90 minutes masterclass)
Industry Podcast Partner	x4	€6,250	Sponsor a filmed conversation distributed through AfroBerlin's digital ecosystem before and after the event.
Short Film Screening	x5	€1200	Align your brand with outstanding African and international cinema through dedicated screening sponsorship. • up to 30 minutes film • + dedicated invitations • + social media posts
Feature Film Screening	X5	€2,100	Gain premium branding visibility across all interviews, networking sessions, press photographs and official videos. • from 30 minutes to 120 minutes • + 1 roll-up • + dedicated invitations • + inclusion in a panel discussion • + social media posts
International Guest Sponsor	X10	starting at €16,100	Sponsor a guest to AfroBerlin (sponsorship excludes flight & accommodation for the guest)

NETWORKING HOSPITALITY SPONSOR

Type	Available Options	Price	Details
Networking Cocktail Reception	x4	starting at €8,500	Become the presenting partner of one of AfroBerlin's signature networking events, connecting decision-makers from across the international audiovisual industry. (up to 120 minutes for 100 pax)
VIP Luncheon	x4	€10,500	Become the presenting partner of one of AfroBerlin's signature networking events, connecting decision-makers from across the international audiovisual industry. (up to 120 minutes for 100 pax)
Meet & Greet Industry Breakfast	x3	€6,500	Become the presenting partner of one of AfroBerlin's signature networking events, connecting decision-makers from across the international audiovisual industry. (up to 120 minutes for 50 pax)
Afterparty	X2	€25,000	Headline a AfroBerlin's flagship social event with premium branding and exclusive engagement opportunities. (for up to 300 pax)



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COMMUNICATION

Type	Available Options	Price	Details
Speakers' Video Sponsor	x8	€2,500	Associate your organisation with an industry conversation featuring internationally recognised filmmakers, executives and thought leaders. (up to 50 minutes panels,)
Partner Video Sponsor	x8	€2,500	Support professional development while positioning your brand alongside internationally renowned experts. (up to 90 minutes masterclass)
Post Event Report Sponsor	x8	€2,500	Sponsor a filmed conversation distributed through AfroBerlin's digital ecosystem before and after the event.

PACKAGES

Bronze Partner | €10,000

Ideal for organisations seeking international visibility during the Berlinale.

Includes:

- Website Partner
- Newsletter Sponsor
- Social Media Campaign
- Programme Guide
- Media Wall
- Post-event report

Silver Partner | €20,000

Designed for organisations wishing to engage directly with filmmakers and industry professionals. Includes Bronze benefits plus:

- Sponsored Industry Panel or Masterclass
- Roll-Up Display
- Press Release inclusion
- Featured networking opportunities

Gold Partner | €35,000

High-impact visibility and direct engagement with international decision-makers. Includes Silver benefits plus:

- Networking Reception sponsorship
- Merchandise branding
- Industry Podcast
- Premium outdoor branding
- Executive interview

Platinum Partner | From €60,000

Exclusive strategic partnership offering maximum visibility across AfroBerlin and the Berlinale period. Benefits include:

- Title Partner recognition
- Premium branding across all event assets
- Opening remarks opportunity
- Exclusive networking activation
- Dedicated media campaign
- VIP hospitality
- Tailor-made activation package
- Year-round collaboration opportunities

Corporate Membership

AfroBerlin Corporate Industry Membership | €5,500 per year

Designed for production companies, broadcasters, studios, distributors, brands, law firms, film commissions, cultural institutions and service providers seeking year-round access to AfroBerlin's international ecosystem.

Benefits include:

- Company profile featured on the Yanibes Foundation website.
- Access to a network of 60,000+ film and creative professionals across Africa, Europe, North America, Latin America, Asia and the Caribbean.
- Five curated business introductions annually to producers, distributors, investors, broadcasters, festivals or strategic partners tailored to your business objectives.
- Priority invitations to all Yanibes networking events.
- Preferential rates for sponsorships, exhibition space and event participation.
- Opportunities to publish company news through Yanibes newsletters and social media.
- Access to curated funding, co-production and industry opportunities.
- Invitations to exclusive webinars, networking sessions and private industry roundtables.
- Discounted consulting services from Yanibes Consulting & Production.
- Eligibility to participate (costs excluded) in trade delegations and international business missions organised by Yanibes Foundation.
- Corporate Members become part of a growing international ecosystem dedicated to fostering co-productions, investment, market access and long-term collaboration across the global creative industries.

AfroBerlin 2027

Connecting films and people

ABOUT 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 organize a host of free initiatives including AfroCannes (at the Cannes Film Festival), AfroBerlin, Afro Film Music Days, The Industry Podcast to name a few. We also run a free international mentorship program (Yanibes Mentorship Program).

Read more on www.yanibes.com | **Address:** 66 Avenue des Champs Elysées, Paris, France | **Charity Registration Number:** 929 670 156

Afro
Cannes

Afro
Berlin

AFRO
FILM
MUSIC
DAYS

THE
INDUSTRY
PODCAST

YANIBES
Mentorship Program

YANIBES
FOUNDATION
MEMBERSHIP
CLUB

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