

AfroCannes

*In the business of diversity
& inclusion in films*

M A Y 2 0 2 4 | C A N N E S

3rd Edition

In collaborative partnership with

Organized by



ALTA GLOBAL MEDIA

FilmHedge



AMBASSADE
DE FRANCE
AU NIGÉRIA

Liberté
Égalité
Fraternité

HollyShorts
FILM FESTIVAL



AFRIFF
AFRICA INTERNATIONAL FILM FESTIVAL

SOCIAL

CHANGE



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www.yanibes.com



Media Partner



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MEDIA

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AKWANDIES

www.afrocannes.com | [@afrocannes](https://twitter.com/afrocannes)

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A B O U T

Launched in 2022, AfroCannes is an event organized by Yanibes during the Cannes Film Festival in May in Cannes, France.

AfroCannes is a two-day event featuring panel discussions, country highlights (from film commissions), presentations, special spotlights (for undiscovered filmmakers) screenings (up to 5), cocktails and tributes.

AfroCannes aims at promoting diversity, enhancing minorities and bolstering inclusion in film across the industry. AfroCannes connects creatives, businesses and stakeholders from the entire film ecosystem at the world premiere film gathering; The Cannes Film Festival.

In 2023, AfroCannes further expand on inclusion and diversity benefitting African/Afro-descended filmmakers and other minorities, including filmmakers with disabilities in the African, European and North American film space.

In 2024, the event will further enhance the visibility of African filmmakers and other creatives and business of films practitioners, who will be given the opportunity to screen their content, speak at AfroCannes panels, connect with the global film industry and experience the glitz and glamour of the most prestigious film festival in the world.

Duration: 2 days

Date: to be confirmed

Theme: Beyond inclusive and diverse narratives

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

Audience: Entire film industry ecosystem

Geographic Focus: Global

Location: Cannes

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

Evening Entertainment Activities: Cocktail reception, parties

Networking Activities: Meet & Greet, Cocktail

Promotional Activities: Product Showcase, Technology Showcase

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AFROCANNES ADVISORY BOARD MEMBERS (PART OF)



Steven Adams
Agent, Producer
Oscars Voter
Co-Founder
Alta Global Media
USA



Chioma Ude
Founder,
African International
Film Festival
Nigeria



Ines Ben Zoubir
Director, Producer
Tunisia



Alby James OBE
Screenwriter,
Director, Producer
UK



Enyinna Nwigwe
Nollywood Actor,
Founder
First Plot Studios
Nigeria



Theo Dumont
Founder,
HollyShorts Film Festival
Co-Founder
Alta Global Media
Haiti / USA



Adam Morse
Writer, Director,
Producer
UK



Fetteroff Colen
Producer, Founder
Press On Philly
USA

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PAST SPEAKERS



Lauren Ekué, Author, & Stylist,
France



Simone McIntyre, Actress,
Producer, UK + Jamaica



Issraa Elkogali Haggstrom,
Producer, Sweden



Jim Shamoan, Producer,
Kenya



Mario Zvan, Producer, Kenya +
Croatia



Chioma Ude, Founder, Africa
International Film Festival,
Nigeria



Ronya Man, Producer, Actress,
Coach, Nigeria



Jimmy Akingbola, Actor, UK



Antonio Padovani, Producer,
Germany



Caprice Crawford, Talent Agent, USA



Jeremy Zimmermann, Casting
Director, UK



Keni Desai
Founder, Urbnworx, UK



Helene Granqvist, President
WIFTI



Ines Ben Zoubir, Documentary
Filmmaker, Tunisia



Jana Wolff, Head of Marketing,
EFM/Berlinale, Germany



Haneen Al Saleh, Producer, Kingdom
of Saudi Arabia



Richard Lawson, Actor,
Producer USA



Cajetan Boy, Writer-Director, Kenya



Jill Samuels, Founder,
Films Without Borders &
Producer, UK



Chibie Louis-Okoye, Producer,
Nigeria - Canada



Maurice Fadida, Producer, USA



Theo Dumont, Co-Founder,
HollyShorts Festival, USA



Adam Morse, Actor, Director, Writer,
UK



Wayne Borg, Managing Director,
Media Industries, Entertainment &
Culture, NEOM



Jann Mardenborough,
Racecar Driver, UK



Akram Zaghba, Director, Producer,
Algeria



Tonya Williams
Executive Director, Reelworld Screen
Institute, Canada



Enyinna Nwigwe, Actor, Producer,
Nigeria



Francisca Ndinda, Youth Activist,
Journalist, Kenya



Nkurunziza Mufuth, Art Director
Rwanda



Zac Ntim, International Film
Reporter, Deadline



Alhaji Adedayo Thomas, CEO,
National Film & Video Censors
Board, Nigeria



Diana Lodderhose
International Features Editor
Deadline



Moses Babatope, CEO, FilmOne,
Nigeria



Maja Costa, Writer, Director,
Italy



Steven Adams, Talent Manager,
USA



Aleta Chappelle
Director, Producer, Casting Director,
USA



Coréon Du, Director, Producer,
Angola



Baz Bamigboye,
International Editor At Large
Deadline

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PAST SPEAKERS



Kenny Gravillis, Graphic Designer, Founder, Gravillis Inc., UK + USA



Jon Gosier, Director, Producer, Financier, CEO of FilmHedge, USA



NuNu Deng, Producer, South Sudan



Rachel Kylian, Actress, Producer Comoros



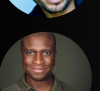
Gabriel Agbahonou, Actor, Writer, Producer, Benin



Ayo Aloaba, Actor, Nigeria + Austria



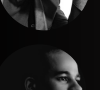
Gary Dourdan, Actor, Musician, USA



Adetokumboh M'Cormack, Actor, Director, Producer Sierra Leone / USA



Jimmy Jean-Louis, Actor, Producer Haiti



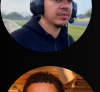
Alexander Amartei, Producer, Tech Entrepreneur, Ireland / Ghana



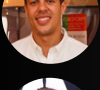
Filson Ali, Producer, Director, Founder, Camera X Somalia/Sweden



Ludovic Pezé, CEO, Motors Formula Team, France / Mauritius



Sheridan Demyers, Director, Founder, Running Films, UK



Cecilia Gärding, Director Sweden



Bernard Bronner, CEO, Upscale Magazine, USA



Ibrahim Llateif, Producer, Director, Tunisia



Titi Ogufere, Media Proprietor Nigeria



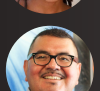
Vinca Jarrett, Entertainment Lawyer, USA



Nathan Adabadze, Senior Investment Manager, Media Finance Capital, UK



Stefany Fruzzetti, Actress, Nigeria + Austria



Ben Lopez, Founder, Ben Lopez Consulting, Former Executive Director, NALIP, USA



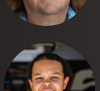
Dr. Kiagho Kilonzo, Executive Director Tanzania Film Board, Tanzania



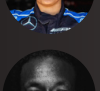
Dan Sheldon, VP Development Alta Global Media USA



Arun Kumar, Director, Producer, Founder, SomaFilms India / UK



Yasmeen Koloc, Pilot Buggyra, Sudan / Vanuatu / Czech Republic



Ibrahim "Snoopy" Ahmad, Director, Producer Sudan



Clare Brigg, Head of Finance & Casting, Ida Rose, UK



Alexandre Rideau, Co-CEO, Mediawan Africa



Khedija Lemkecher, Producer, Tunisia



Grace Maharaj, VP, WIFT Sweden Nigeria



Michel Zgarka, CEO, Hitlab, Canada



Kagisho Bapele, Senior Deal Maker, IDC, South Africa



Angela Gordon, Director, Producer, USA



Shantelle Rochester, Writer, Producer, Entrepreneur, Founder, IDA Rose, UK



Fatma Naib, Producer Eritrea / Sweden



Chioma Onyenwe, Founder, Raconteur Productions Creative Indaba Fellow, Nigeria



Aliyyah Koloc, Pilot Buggyra, Sudan / Vanuatu / Czech Republic



Luka Peros, Actor, Producer Croatia



Papayaw 'PY' Addo-Boateng, Founder, Mi-Prime Entertainment Ghana



Martin Koloc, Founder Buggyra Racing Vanuatu / Czech Republic

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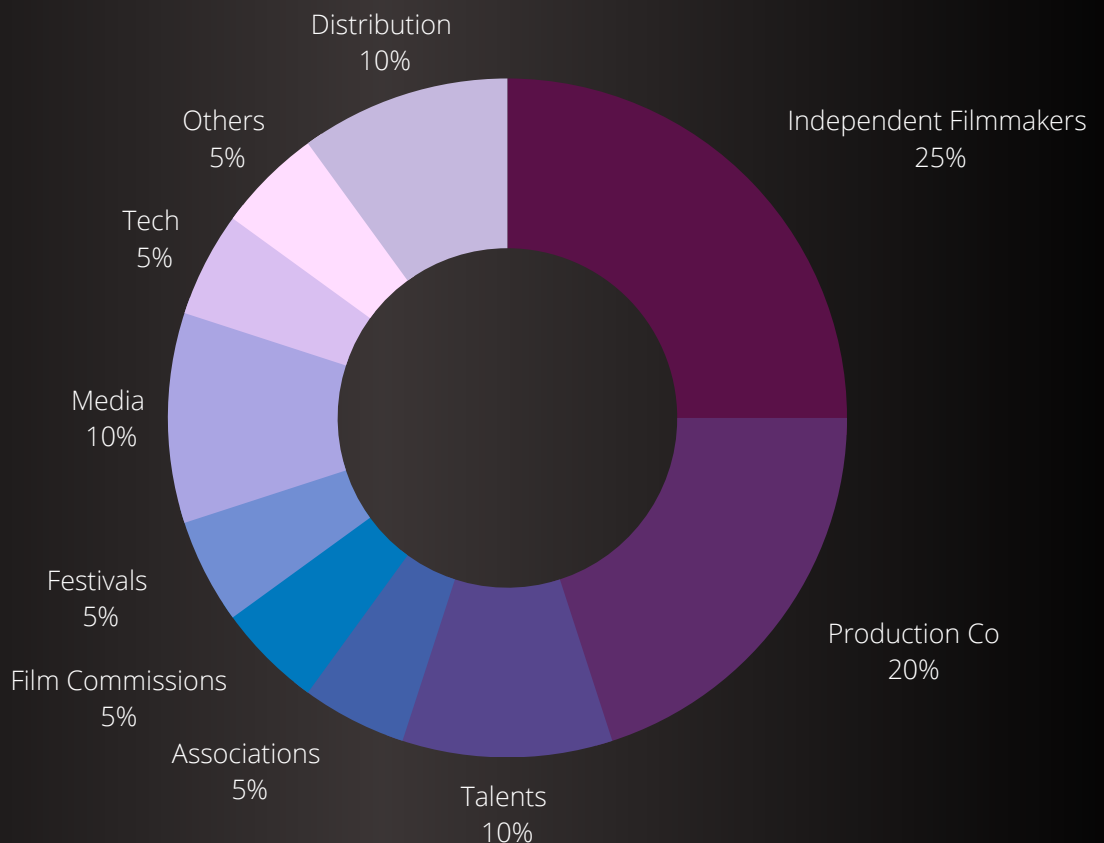
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A U D I E N C E

Profiles:

- Independent filmmakers
- Talents (actors, directors, producers)
- Small, medium and large production companies
- Festival organizers
- Broadcasting network and platforms
- Industry associations
- Talent agencies
- Distribution companies
- Tech companies
- Journalists and media



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CONCISE REPORT

Stats	2021	2022	2023
Date	21 May 2021 named The Wandering Diasporan	18 May 2022 Changed name to AfroCannes	18-19 May 2023
Venue	Espace Mimot, Cannes	Hotel Gray d'Albion Salon Esterel 1 + Salon Esterel 2	Hotel Gray d'Albion Salon Croisette
Duration	Half day	Half Day	2 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
Tributes	N/A	Tribute to Sidney Poitier	Tributes to Harry Belafonte, Peace Anyiam-Osigwe, Shona Ferguson
Number of speakers	10	45	56
Number of sessions	6	11	24
Number of sponsors / partners	10	22	35
Number of attendees	100	300+	600+
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
Screenings	2	4	2
Satisfaction index	6/10	8/10	8.9/10

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2022 PICTURES



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2023 IN PICTURES



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MAY 2024 | CANNES

PARTICIPATION OPTIONS

Available options for prospective sponsors and partners include:

1. Featured Country Partner
2. Cocktail Party Host (Option for the 1st Day Cocktail, 2nd Day Cocktail or Yacht Party)
3. Session Partner
4. Merchandising Partner
5. Tailored Offers

AfroCannes offers a wealth of opportunities to companies to promote their brands to the festival-goers. Initiating a partnership with AfroCannes during the Cannes Film Festival could allow you to:

- Promote extensively your organization to AfroCannes audience
- Enhance your brand's visibility
- Expand your network
- Benefit from the extensive media coverage of the event
- Enjoy a strong regional, national and global impact
- Take this opportunity to promote projects, products or know-how
- Be associated with a strategic event at one of the most prestigious event in the world

Sample of roll-up banner



AfroCannes billboard in front of the Grand Hotel, on the Croisette, during Cannes Film Festival 2023



Website

Logo on the home and partners pages

The day after signing the partnership agreement/booking form

Social Media

Posts and videos + announcements

At least 2 weeks before the event

Press Conference

Mention or presence if possible

At least 2 weeks before the event

Articles, interviews

Print, digital ad broadcasting media + Blogs

At least 2 weeks before the event

Signage Digital & Onsite

Banners, posts, posters, roll-ups Digital billboard in Cannes

Before and during the event

Newsletter

Logo & mention in the weekly newsletter

Merchandising

Gift bags & customised items

Before and during the event

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AFROCANNES MARKETING & PROMOTION

Depending on their budget, individuals and corporations can participate in AfroCannes by becoming:

Title	Key Benefits	Value
Gold	<p>Title exclusivity: Yes (name to be determined with the partner)</p> <p>Branding: logo on all promo materials</p> <p>Activities: main host of AfroCannes after-party</p> <p>Speaking: 45 min session</p> <p>Merchandising: distribution of customized goodies</p> <p>Networking Event: Main host of AfroCannes after-party with 5 min intro speech</p> <p>Hospitality: host of one VIP guest (from Europe / America)</p> <p>Screening: 1 x up to 30' short film or teaser</p> <p>PR: Interview and mention in all releases</p> <p>Social Media: dedicated post</p> <p>Video: logo on AfroCannes video animation + post event video</p> <p>Post event report: special mention + 50 words</p>	negotiable
Silver	<p>Title exclusivity: Yes</p> <p>Branding: Logo on all promo materials</p> <p>Activities: Host of a cocktail or lunch</p> <p>Speaking: 30min session or panel discussion</p> <p>Merchandising: Distribution of customized goodies</p> <p>Networking Event: host of a cocktail or lunch</p> <p>Hospitality: Host of a guest</p> <p>Screening: N/A</p> <p>PR: Interview and mention in all releases</p> <p>Social Media: Dedicated post</p> <p>Video: Logo on AfroCannes video animation + post event video</p> <p>Post event report: Special mention + 50 words</p>	negotiable
Bronze	<p>Title exclusivity: Yes</p> <p>Branding: Logo on all promo materials</p> <p>Activities: Host of AfroCannes Yacht Party</p> <p>Speaking: 20 min session or panel discussion</p> <p>Merchandising: N/A</p> <p>Networking Event: host of AfroCannes Yacht party</p> <p>Hospitality: N/A</p> <p>Screening: N/A</p> <p>PR: Interview and mention in all releases</p> <p>Social Media: Dedicated post</p> <p>Video: Logo on AfroCannes video animation + post event video</p> <p>Post event report: Special mention + 50 words</p>	negotiable
Branding	<p>Branding: Logo on all promo materials</p> <p>Speaking: Inclusion in one panel discussion</p> <p>Social Media: Dedicated post on social media</p>	1,500.00 EUR (Excluding tax)

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AFROCANNES MARKETING & PROMOTION

Website

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Pages
www.afrocannes.com/home
www.afrocannes.com/program
www.afrocannes.com/partners
www.afrocannes.com/mediacenter
www.afrocannes.com/speakers

Pages
www.yanibes.com/home
www.yanibes.com/events

+ partners' website

Signage

85cm x 200cm roll-ups
2m x 3m and/or 3m x 3m
4x4 m pop-up or photocalls

Digital Billboard

1mx5m in Cannes

Social Media + Blogs

Post, video, etc...

Mailing

Yanibes Newsletter

Sponsorable Items (non-exhaustive list)

A1 Cardboard
A4 Flyers holders
A5 Flyers
Badges
Bottle of water
Business card holders
Canva Bags
Caps
Chargers
Coaster
Cubes
Event Brochure
Event Program
Flags for table
Flip flop
Hoodies

Lanyard
Lip balm
Magnets
Mint box
Mugs
Nametags
Notepads
Pens
Pop Ups
Postcards
Powerpoint Slides
Presentation pod
Registration lists
Roll-up
Screensaver
Stickers

T-Shirts
USB Keys
Wristband
Yoga Mat

FilmHedge is a leader in Film/TV finance. We've financed more than 20 feature films to date. We primarily focus on productions in the \$5 million to \$35 million range but will accept submissions with total budgets of at least \$1 million. We accept submissions globally which is why we are proud sponsors of AfroCannes and the Cannes Film Festival.

<http://filmhedge.com>

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PAST PARTNERS

Industry Festivals



Nigeria



Canada



USA



Government Agencies



Saudi Arabia



France



Nigeria



Film Financing



USA

Industry Associations



Talent Agencies



USA



USA / Germany

Production Companies



USA



Nigeria



UK



Ireland



France



Ghana



Benin

Graphic Design



United Arab Emirates

Music Production & Distribution



Brazil

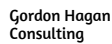


Canada

Consulting



Senegal



UK

Motorsports



Monaco / Mauritius

Media



USA



NGOs



UK



Sudan



India



USA

Events



Senegal

Photo & Video Studio



France



Fine Art & Expos



France

Beverage



Germany

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VENUE & CONTACTS

Venue: Cannes, France

Contacts



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Founder of **Yanibes SAS**
Organizer of **AfroCannes**
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Carthage - Tunisie



Harrison Ndubuisi-Isu

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Coordinator Rwanda
Kigali - Rwanda

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