



At a glance

France-Atlanta : Together Towards Innovation is an annual series of high-quality events, centered on **innovation** and designed to foster **transatlantic cooperation and exchange** in the fields of science, business, culture, and humanitarian affairs.

It is co-presented by the Consulate General of France in Atlanta and the Georgia Institute of Technology, under the high auspices of **the Ambassador of France** to the United States, the **Governor of Georgia** and the **Mayor of Atlanta**.

Each fall, France-Atlanta offers over **two weeks** of high caliber French-American events across Metro Atlanta.

Our story

Created in 2010, France-Atlanta: Together Towards Innovation was designed to breathe new life into the French-American relationship in the U.S. Southeast. Some 3,500 participants, including delegations from Paris and Metz, attended the twenty events organized around innovation in the fields of science, business, culture, and humanitarian affairs. The initiative was so successful—leading to many solid, lasting results—that it was not long before France-Atlanta was made into an annual, multidisciplinary festival of all things French!

Since then, more than **23,000 people have participated in France-Atlanta**, ranging from business leaders and scientists to the general public. Each year, the format remains the same with a series of business workshops, scientific symposia, cultural programming, and humanitarian conferences that span over a few weeks.

Providing a unique opportunity for French and American experts in various domains to exchange ideas and explore possible areas of cooperation, past **distinguished guests** include: Former Ambassador of France to the United States, François Delattre, Atlanta Mayor Kasim Reed, Former Mayor of Toulouse Pierre Cohen, Albert Fert, PhD, 2007 Nobel Prize Laureate for Physics, Abderrahmane Sissako, Filmmaker and laureate of the 2014 César Award for Best Film (Timbuktu), or Mark Bartolini, Director of the USAID's Office of U.S. Foreign Disaster Assistance.

France-Atlanta has received **extensive media coverage** from outlets including CBS, ABC, Fox, Channel 26, WABE, CNN, Atlanta Journal-Constitution, Atlanta Business Chronicle, Creative Loafing, WABE 90.1 FM, and France-Amérique.

None of this would be possible without the support of the French and French-American associations in Atlanta and our more than **40 local and international partners**, including the City of Atlanta Mayor's Office of Cultural Affairs, the High Museum of Art, SCAD, Emory University, the Metro Atlanta Chamber of Commerce, the World Chamber of Commerce, Invest in Atlanta, Invest in Toulouse, Georgia State University's Rialto Center for the Arts, and the BronzeLens Film Festival.

Highlighting innovation in an interconnected world, the 8th Annual France-Atlanta will take place from October 12- November 12, 2017.



Our mission

To foster long-term cooperation and exchange centered on innovation between France and the U.S. Southeast.

Noteworthy successes

France-Atlanta has a proven record of programming events that lead to concrete results. In addition to establishing lasting partnerships with local institutions, some of the more noteworthy successes that have come out of this initiative over the last seven years include:

- A Memorandum of Understanding signed between Paris airports and region and the City of Atlanta to develop the two airport zones.
- The creation of a startup exchange program between the Cities of Atlanta and Toulouse that has since helped participating startup companies find funding.
- The structured scientific cooperation between Georgia Tech and CNRS on graphene.
- The creation of an International Associated Laboratory (IAL) between Emory's Winship Cancer Institute and INSERM.
- Artistic residency of photographer Pierre Gonnord and his exhibition "Portraying the South".
- A big data collaboration project between Orange Labs and the CDC.
- Exposure of humanitarian issues and how the French language can be a useful professional tool to more than 3,500 Atlanta students.

Program highlights

France-Atlanta strives to present quality events geared to targeted audiences. Some notable past events :

- Sustainable Airport Areas International Seminar
- Graphene: Taking Electronics Beyond Silicon
- Future of Manufacturing Seminar
- Time for Us by Fabien Prioville | The American Premiere
- Cartooning for Peace: The Art of democracy
- How to better coordinate humanitarian response
- Global emergencies and mental health



The 2017 Program (Tentative)

The 8th Annual France-Atlanta will take place from October 12- November 12, 2017. While the 2017 program is still being finalized, we can already highlight the following events:

- Symposium: Global Challenges in the Sciences
- Bridging the Sciences: Advances in HIV, Viral Hepatitis and Emerging Viruses
- The FACC Crystal Peach Awards
- Innovations in the Paper Industry Seminar
- Dance premiere of *Human Landscape* by Germana Civera, Didier Aschouer and Core Performance
- Photography Exhibition: *On-site Portraits* by Omar Victor Diop
- NOUVELLES RICHESSES Exhibition: New Architectural Work in France
- tête-à-tête, A Contemporary Music Premiere with Philippe Hurel
- French- African film screenings & director talkbacks
- Forum: Sexual and reproductive healthcare in global emergencies
- Education series: Humanitarian work in French-speaking countries
- IBEYI, A Concert with French-Cuban Twin Duo
- And more!





2017 Sponsorship

Why you should support France-Atlanta...

- Because you believe that innovation is the key to the future.
- Because you support transatlantic cooperation, particularly between France and the US Southeast.
- Because this is a dynamic, multidisciplinary initiative that reaches various targeted audiences in Metro Atlanta.

What your support will bring to your company...

- High degree of public visibility;
- Opportunities for new international contacts/partnerships;
- Access to outstanding research developments;
- Awareness of current scientific and business development in various domains;
- Invitations to high quality cultural events for VIPs.

Sponsorship opportunities...

- We offer different levels of sponsorship to meet your objectives and interests. You may choose to be:
 - A sponsor of the overall France-Atlanta initiative.
 - A sponsor of a specific event.

We would love to talk more with you about how you can get involved.



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2017 Sponsorship opportunities

		\$25,000 GRAND MAITRE	\$10,000 GRAND-CROIX	\$7,500 COMMANDEUR	\$5,000 OFFICIER	\$2,500 CHEVALIER
PROMOTIONAL RECOGNITION	Corporate logo in the official brochure*					
	Logo and link on France-Atlanta website for 12+ months					X
	Logo recognition in our France-Atlanta 2017 recap video				X	
	Logo/name recognition in all France-Atlanta 2017 event flyers and posters		X	X		
	Press release coverage	X				
	Logo recognition on the welcome ceremony invitation					
	Name recognition during social media campaigns (Facebook, Twitter)					
	Name recognition at the French National Holiday Gala on July 14, 2017 *					
EVENT RECOGNITION	Invitations to the France-Atlanta welcome ceremony and VIP reception	10	6	4	4	2
	Name and logo recognition during the France-Atlanta welcome ceremony					X
	Corporate logo on sponsor thank you signage and slides				X	
	Verbal recognition during public presentations by French Consul General and during all France-Atlanta 2017 events	X	X	X		
	Distribution of company's promotional items at welcome ceremony or select events					
	Possibility to have a promotional table at certain events					
	Possibility to speak during the France-Atlanta welcome ceremony					
EXTRA THANKS	Invitations to all private receptions and networking cocktails	10	6	4	4	2
	Complimentary tickets to ticketed cultural events and after parties	10	6	4	2	
	Invitations to VIP Georgia Tech football suite for a 2017 game	6	4	2		

* If sponsoring and logo is provided by June 23, 2017.



Moving forward

If you are interested in partnering with us as a sponsor of France-Atlanta 2017, please contact Heather Kircher Clavé, Press Attaché at the Consulate General of France in Atlanta at presse@consulfrance-atlanta.org or at 404-495-1682.

Information that we will need from you:

- Point of contact for your corporation and contact information.
- Desired sponsorship level.
- Preferred method of payment.
- High resolution corporate logo (300 dpi), along with any logo usage policy.
- Corporate website that should be used in our communication.
- Specific sponsor needs/requests.

Stay connected



www.france-atlanta.org



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