

PARTNERSHIP OFFERING



ASVOFF A SHADED VIEW ON FASHION FILM

# DIANE PERNET & DOVER STREET MARKET PRESENT ASVOFF 17th EDITION PARIS 2025

ASVOFF, the internationally acclaimed film festival, celebrates the role of fashion in the most salient cultural issues of our time.



LOTKA  
& Co.



We extend an invitation for you to join us as the lead partner and sponsor for our 17th Edition. This three-day event in November 2025 will gather some of the most influential thinkers and filmmakers of our time, offering your brand significant exposure to a high quality audience and the opportunity to engage with key cultural issues.

#### BRAND PARTNERSHIP / SPONSORSHIP TIERS & PRICING

**GLOBAL HEADLINE  
PARTNER**

**100K EUROS**

**COMPETING  
CATEGORIES AWARD  
PARTNER**

**75K EUROS**

**THEMED  
CURATION AWARD  
PARTNER**

**50K EUROS**

**FESTIVAL PARTNER**

**25K EUROS**

#### IN-KIND SPONSORSHIP TIERS & BENEFITS

**PLATINUM  
IN-KIND PARTNER**

**50K EUROS +  
Value Contribution**

**GOLD  
IN-KIND PARTNER**

**25K EUROS  
Value Contribution**

**SILVER  
IN-KIND PARTNER**

**15K EUROS  
Value Contribution**

**BRONZE  
IN-KIND PARTNER**

**5K EUROS  
Value Contribution**

**100K EUROS**

# **GLOBAL HEADLINE PARTNER**

- Primary Benefit: Naming Rights “ASVOFF Presented by [Brand]”
- Exclusive VIP Event Sponsorship (Jury Dinner, Award Night)
- 20 VIP Passes + Jury Seat + Speaking Opportunity
- Prime Logo & Media Presence (Festival Trailer, PR, Social, Signage)
- Exclusive Engagement Opportunity with Founder Diane Pernet

**75K EUROS**

# **COMPETING CATEGORIES AWARD PARTNER**

- Branded Award Category (e.g., "Emerging Talent Award by [Brand]")
- VIP Award Presentation & Networking Access
- Extensive Social & PR Campaign Featuring Brand Collaboration
- 7+ Dedicated Social Media Posts
- Select Access to Festival VIP Events

**50K EUROS**

# THEMED CURATION AWARD PARTNER

ASVOFF will unveil a series of themed curations and panel discussions exploring topics from “Cultural and Environmental Regeneration” to “AI in film”. Brought to life by esteemed designers and collaborators, the series will stretch the imagination and guide our audience through the undeniable impact film and fashion have had on culture.

**CINEMATIC VANGUARD**

**BLACK SPECTRUM**

**FASHION INTELLIGENCE**

**CHINESE FASHION FILMS**

**AI GENERATED FILMS**

**THE QUEER ARCHIVE**

**KIDS AND TEENS CLIMATE  
WARRIORS**

**CULTURAL AND  
ENVIRONMENTAL  
REGENERATION**

**MENTAL HEALTH IN FASHION**

**THE FUTURE OF VINTAGE  
FASHION**

- Customizable Activation (Branded Panel, Workshop, Immersive Experience)
- Expanded Media Content & Interviews
- Themed Programming Integration
- 6+ Dedicated Social Media Posts
- Brand Presence in Festival Materials

**25K EUROS**

# **FESTIVAL PARTNER**

- Mid-Level Branding Opportunities (Social, Website, Digital Materials)
- Brand Presence in Select Festival Programming
- 3+ Dedicated Social Media Posts
- Access to Opening Night and Select Events



# IN-KIND PARTNERSHIP OPPORTUNITIES

- Four Tiers with Equivalent Value Ranges:
  - Platinum In-Kind Partner (50K Euros + Contribution)**
  - Gold In-Kind Partner (25K Euros)**
  - Silver In-Kind Partner (15K Euros)**
  - Bronze In-Kind Partner (5K Euros)**

**25K - 50K+  
EUROS**

# PLATINUM & GOLD IN-KIND PARTNERS

## **PLATINUM (50K+ Euros):**

- "Official [Category] Partner of ASVOFF"  
+ 10+ Social Media Mentions
- Types of Contributions Appropriate  
for Each Tier
- Event Access and Branding Benefits

## **GOLD (25K Euros):**

- Branded Vip Suite or Activation  
+ 7+ Social Media Mentions
- Types of Contributions Appropriate  
for Each Tier
- Event Access and Branding Benefits



**5K - 15K  
EUROS**

# **SILVER & BRONZE IN-KIND PARTNERS**

## **SILVER (15K Euros):**

- 3+ Social Media Mentions & Industry Integration
- Types of Contributions Appropriate for Each Tier
- Basic Event Access Benefits

## **BRONZE (5K Euros):**

- Logo Presence & Recognition
- Types of Contributions Appropriate for Each Tier
- Basic Event Access Benefits