

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

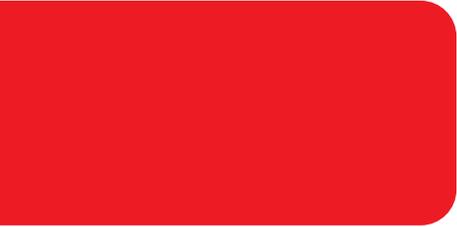
**THE FUTURE OF VINTAGE
FASHION**

- 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