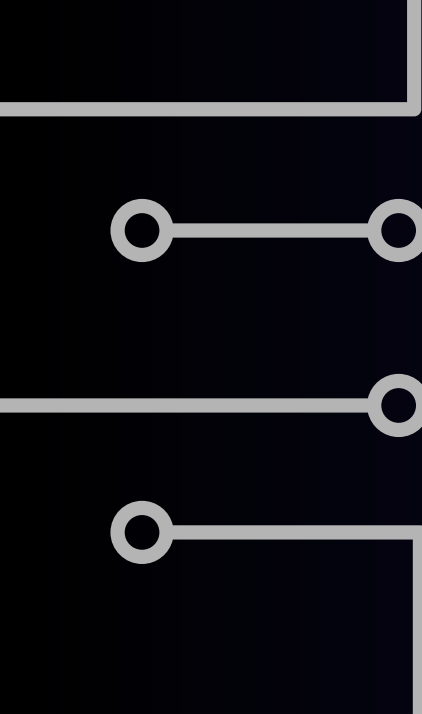




YANIBES

FOUNDATION

Presentation for Sponsors and Partners





Yanibes Foundation is a not-for-profit organization registered in France, under the number 929 670 156.

Yanibes Foundation is committed to **diversity, inclusion, and sustainability**, enriching cultural exchanges through **arts, media, and audiovisual platforms**. Since its creation, the Foundation has established impactful programs and international events that elevate African and diaspora creativity on the global stage.

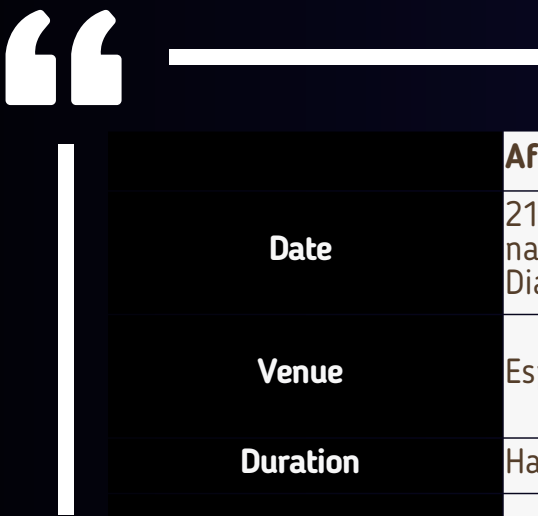
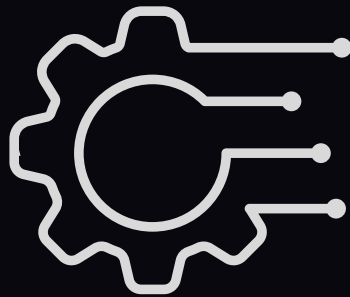
Through free, accessible programs, Yanibes Foundation empowers young creatives, cultural practitioners, and communities by providing platforms for visibility, mentorship, and international collaboration.

Yanibes' raison d'être is to provide people and organizations who look our way with the best of our collective expertise in project management, PR, communication, marketing and business management and production.

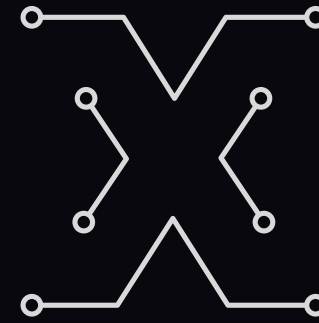
Yanibes believes in quality delivery, smart execution, intelligent project management, constructive assessment, excellence in action, intensive collaboration and active listening.

Yanibes values:

- Honesty
- Resilience
- Innovation
- Resourcefulness



	AfroCannes 2021	AfroCannes 2022	AfroCannes 2023	AfroCannes 2024	AfroBerlin 2024	AfroBerlin 2025	AfroCannes 2025
Date	21 May 2021 named The Wandering Diasporan	18 May 2022 Changed name to AfroCannes	18-19 May 2023 AfroCannes 2nd Edition	16-17 May 2024 AfroCannes 3rd Edition	17 February 2024	16, 17 & 18 February 2025	15, 16, 17 and 19 May 2025
Venue	Espace Mimot, Cannes	Hotel Gray d’Albion Salon Esterel 1 + Salon Esterel 2	Hotel Gray d’Albion Salon Croisette	Hotel Gray D’Albion Salon Esterel 1 + Salon Esterel 2	EFM Conference Lounge EFM Gropius Dome	Berliner Freiheit (Program) Embassy of Angola (Afterparty)	Villa des Ministres, Cannes
Duration	Half day	Half Day	2 Days	2 Days	1 Day	3 Days	4 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	Panel Discussions Roundtables Interviews	Panel Discussions Afterparty	Panel Discussions Afro Film Music Days Afterparty	Panel Discussions 4 Cocktail Receptions 11 Screenings
Tributes	N/A	Tribute to Sidney Poitier	Tributes to Harry Belafonte, Peace Anyiam-Osigwe, Shona Ferguson	N/A	N/A	N/A	N/A
Number of speakers	10	45	56	69	35	90	130
Number of sessions	6	11	24	28	12	29	46
Number of sponsors / partners	10	22	35	35	15	30	35
Number of attendees	100	300+	600+	900	800	1,000	1000
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	Brazil, Somalia, Sweden, Norway, Denmark, Jamaica, South Africa, Tunisia, Morocco, Senegal, Eritrea, Mali, Mexico, USA, Canada, Nigeria..	Nigeria + Brazil + Germany + Senegal + Ethiopia + Burundi + South Africa + Saudi Arabia + Morocco + Somalia + Kenya	Sudan, Brazil, Nigeria, USA, Cote d’Ivoire, Congo DR, Guinea, The Gambia, South Africa, Cameroon, Saudi Arabia, Lebanon, Ghana, Kenya, The Bahamas	Brazil, Nigeria, Cote d’Ivoire, Morocco, Namibia, Kenya, South Africa, Saudi Arabia, Lebanon, Egypt, Dominican Republic, Bahamas, Jamaica...
Screenings	2	4	2	None	None	None	11
Satisfaction index	6/10	8/10	8.9/10	8/10	9/10	9/10	9/10



7
Continents

98
Countries

12
Languages

142
Articles



5700
Physical Attendees



132
Sessions



545
Speakers



170
Sponsors &
Partners

SPONSOR

2,800,000
Social Media
Accounts Reached



56,000
Contacts Reached



19
Screenings



20
Cocktails & Parties



355
Mentees



70
Mentors



2400
Mentorship Hours



2
Flagship events





I. Events

The Yanibes Foundation curates flagship events such as AfroCannes and AfroBerlin, celebrating creativity, diversity and fostering global cultural exchange. Through mentorship, networking, and high-level industry engagement, these platforms empower youth, women, and emerging leaders. They provide sponsors with prestigious visibility, international media reach, and direct access to the creative economy ecosystem.

**Afro
Cannes**
In the business of diversity
& inclusivity in films

The ultimate Diversity & Inclusion event during Cannes Film Festival since 2021

**Afro
Berlin**
Connecting films and people
EFM

Where cultures, films, businesses, and people connect at the Berlinale since 2024

**AFRO
FILM
MUSIC
DAYS**

Exploring the Creator Economy:
Film and Music
with Sydneysbuzz
Since 2025

**Afro
Rabat**

Cinematic culture as a Capital in one of the most emblematic African cities
Since 2025



Platform: Hosted annually at the Cannes Film Festival

Impact:

400+ African and diaspora filmmakers showcased from 2021-2025

Partnerships created: Co-production agreements with European and African studios.

Visibility: Featured across international press, positioning African cinema at Cannes.

Capacity building: Panels and networking sessions for emerging talent.

✦ *AfroCannes transformed Cannes into a platform for African voices in global cinema.*

Details

- Hosted annually during the Cannes Film Festival.
- Showcased African and diaspora filmmakers, producers, and industry professionals.
- Acted as a cultural bridge, connecting African talent with global cinema networks.
- Over 400 speakers, 5000 attendees, 150 sponsors and supporters
- Deadline Magazine as a Official Media Partners



Platform: A European stage for African creatives

Impact (2024 + 2025 launch edition):

1500 participants from Africa, Europe, and the diaspora.

Themes explored: Creativity in Europe's cultural economy; innovation and diaspora networks.

Outcomes: Initiated cross-cultural projects and attracted cultural investors.

✦ *AfroBerlin created bridges between African and European creative industries.*

Details

- Platform for African and diaspora creatives in Europe and the official African and African diasporic program of the European Film Market.
- Organized during the Berlinale
- Focus: diversity in the European creative economy and cross-cultural partnerships.
- First edition gathered 800+ participants from Africa, Europe, Asia, Middle East, South America and the diaspora.



AFRO FILM MUSIC DAYS

Platform: A new initiative celebrating the intersection of film and music

Impact (launched in 2025):

- First program at AfroBerlin dedicated to sound in African and Afro-diasporic cinema.
 - Focus areas: Film scoring, sound design, cross-industry collaborations.
 - Expected outreach: 500+ participants, including composers, filmmakers, and music producers.
- ✚ *Afro Film Music Days highlights music as a driving force in African storytelling.*

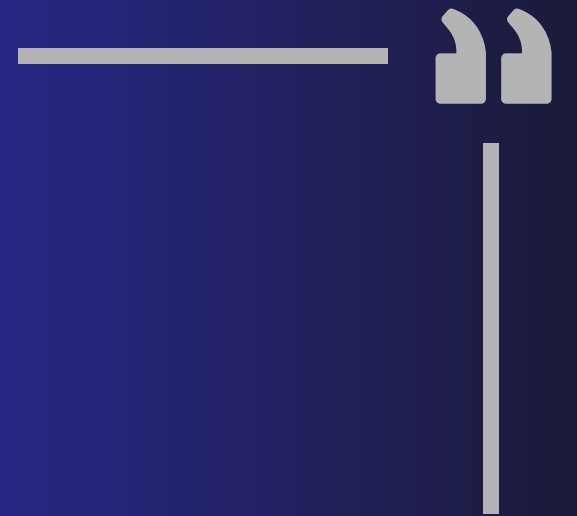
Afro Film Music Days (2025)

- A new initiative highlighting the synergy between film and music industries in Africa.
- Celebrated composers, sound designers, and musicians working in cinema.
- Promoted interdisciplinary collaboration across creative sectors.

Afro Rabat

AfroCasa

AfroCasa is a new initiative to be launched byin Q1 2026 with the goal of continuing the emphasis on promoting African and African diasporic film industry in one of the most iconic African city.





Events Sponsorship Benefits

Prestige & Global Visibility

- AfroCannes (during Cannes Film Festival) and AfroBerlin (during Berlinale) place sponsors at the center of the world's most influential cultural stages.
- Association with internationally recognized, high-impact African creative platforms.

Targeted Industry Reach

- Direct access to filmmakers, producers, investors, policy makers, and creative entrepreneurs.
- Exposure to a curated network of 50K+ contacts across film, fashion, finance, and tech.

Media & Communication Impact

- Featured presence in global media (e.g., *Deadline* partnership, international press coverage).
- Extended reach through newsletters, social media, and the Yanibes ecosystem.

CSR & ESG Alignment

- Support mentorship, youth empowerment, women in leadership, and African creative industries.
- Position as a champion of diversity, inclusion, and sustainable cultural development.

High-Value Networking & Brand Integration

- Opportunities for sponsor-led panels, branded activations, and exclusive networking sessions.
- Direct engagement with decision-makers and influencers at events.

Year-Round Engagement

- Sponsorship extends beyond events via AfroCannes Connect, AfroBerlin Connect, podcasts, and membership programs – ensuring ongoing visibility and impact.



Events Sponsorship Benefits Matrix *(Tailored offers for each individual event are available)*

Standard Benefits	Bronze	Silver	Gold	Platinum
Events Covered	3 events / year	3 events / year	3 events / year	3 events / year
Brand Visibility	Logo on website & event newsletters	Bronze + logo on event backdrops & step-and-repeat	Silver + branding in key panels, workshops + digital signages, and lounges	Gold + recognition as lead sponsor across all events & press coverage
Digital & Media Exposure	Social media mentions	Bronze + 2 newsletter features	Silver + 1 sponsored newsletter per event & media partnership mentions	Gold + multiple articles, podcast mentions, Deadline partnership highlights
Speaking Opportunity	Panelist in a panel (30 to 50 min)	Panelist or moderator in a panel (30-50 min)	Dedicated session (30 to 50 min)	Masterclass Host & Dedicated session
Event Access	2 passes per event	4 passes per event + VIP lounge access	6 passes per event + private networking sessions	10 passes per event + VIP hospitality
Promotional Opportunities	Name/brand in digital programs	Bronze + promotional material placement	Silver + sponsor-branded workshop or panel	Gold + dedicated activation space (lounge/exhibition)
Networking & Engagement	Opportunity to meet select delegates	Silver + invitations to networking receptions	Gold + curated meetings with high-level delegates	Platinum + full access to VIP guests, delegates & industry leaders
Year-Round Recognition	-	Logo featured on post-event reports	Mention in membership newsletters & digital campaigns	Co-branding in all year-round Yanibes initiatives (membership, podcasts, Connect platforms)
Impact & CSR Alignment	Association with African creative ecosystem	Bronze + mention in mentorship initiatives	Silver + opportunity to sponsor mentorship programs	Full alignment with Yanibes Foundation mission, mentoring, youth, and cultural development
	50,000 EUR excl VAT	100,000 EUR excl VAT	150,000 EUR excl VAT	200,000 EUR excl VAT



II. Event Membership

Yanibes Foundation has developed membership options for participants of its flagship events, AfroCannes and AfroBerlin, that provides sponsors with a direct gateway to an engaged community of industry professionals, creatives, and entrepreneurs, strengthening brand presence within the African and diaspora ecosystem



Afro
CONNECT Cannes

AfroCannes Connect is the official post-event networking platform, allowing meaningful connections to continue beyond the event.



Afro
CONNECT Berlin

AfroBerlin Connect is the event platform that ignites the conversation ahead of the event and after.



Events Membership Benefits for Members

Events Centric Access

- Priority invitations and VIP experiences at AfroCannes and AfroBerlin events, screenings, and showcases.
- Special access to red carpet, panels, masterclasses, and industry receptions.

Networking with Industry Leaders

- Curated opportunities to connect with filmmakers, producers, investors, and global creatives during festival activations.
- Members-only networking sessions, private roundtables, and cocktail events.

Mentorship & Project Exposure

- Access to mentorship sessions and pitch opportunities during the events
- Opportunities to showcase films, projects, or creative work to industry stakeholders.

Global Visibility & Recognition

- Features in event communications, newsletters, and digital campaigns during the event cycle.
- Enhanced exposure to international press and media covering the events.

Real-Time Industry Insights

- First-hand exposure to trends, deals, and innovations in the global film, fashion, and creative industries during the events.



Events Membership Benefits for Sponsors

Direct Access to a Premium Community

- Sponsors gain visibility within a curated membership network of filmmakers, entrepreneurs, investors, creatives, and diaspora professionals. This positions brands directly at the heart of Africa's growing creative economy and its international partners.

AfroCannes Connect & AfroBerlin Connect

- These membership-driven networking platforms extend the prestige of AfroCannes and AfroBerlin year-round. Sponsors benefit from sustained brand exposure beyond the flagship events, with touchpoints that include digital communities, exclusive workshops, private roundtables, and members-only networking sessions.

Brand Alignment with Influence

- Membership networks attract high-level decision-makers: producers, distributors, financiers, fashion leaders, policymakers, and tech innovators. Sponsors are recognized as enablers of industry growth, cultural exchange, and international collaboration.

Visibility & Engagement Opportunities

Branded presence in members-only newsletters, portals, and events. Sponsor-led sessions or “powered by” networking activations. Access to the 50K+ Yanibes database for targeted campaigns to members.

Strategic Positioning

AfroCannes Connect and AfroBerlin Connect provide an exclusive channel for sponsors to strengthen B2B relationships, test new products or services in creative communities, and showcase thought leadership through panels and fireside chats.

Long-Term Value

Unlike single-event sponsorships, membership platforms ensure ongoing brand visibility throughout the year, building deeper engagement and trust with a committed, influential audience.

9,000 EUR exc. VAT
for AfroBerlin or
AfroCannes Connect

15,000 EUR exc. VAT
for both AfroBerlin
& AfroCannes Connect



III. Yanibes Foundation Membership for Members

Yanibes Membership Club offers strategic a host of benefits for members who want to access Yanibes Foundation resources

Exclusive Access to Events & Platforms

- Priority invitations and discounted access to Yanibes Foundation events worldwide.
- Special entry to AfroCannes Connect and AfroBerlin Connect networking sessions.

Networking & Community

- Join a curated network of filmmakers, entrepreneurs, creatives, and investors.
- Year-round opportunities to connect with peers, mentors, and industry leaders.

Mentorship & Professional Growth

- Access to the Yanibes Mentorship Program, pairing members with global experts.
- Career development resources, masterclasses, and leadership workshops.

Knowledge & Insights

- Exclusive industry reports, trend briefings, and behind-the-scenes updates from the film and creative industries.
- Access to the Yanibes Foundation Podcast featuring top cultural and business voices.

Global Reach with African Roots

- Be part of a platform that bridges Africa and the diaspora, opening doors to partnerships and collaborations in Europe, the Americas, Asia, Pacific, and beyond.

YANIBES
FOUNDATION

MEMBERSHIP
CLUB

Yanibes Membership Club offers strategic a host of benefits for members who want to access Yanibes Foundation resources

Pros
199 EUR

Students
79 EUR



Yanibes Foundation Membership Benefits Matrix for Sponsors

1. Silver Sponsor (Entry Level)

- Logo visibility on membership platform, newsletters, and website.
- Recognition as a supporter of mentorship and community programs.
- Access to member insights (quarterly reports on demographics & engagement).
- 1 spotlight mention per year in the Yanibes newsletter (50K+ database).

5,000 EUR exc. VAT

2. Gold Sponsor (Strategic Partner)

All Silver benefits plus:

- Featured branding in membership communication (podcasts, digital campaigns).
- Opportunity to host one sponsor-branded workshop or webinar for members.
- Priority invitations to members-only networking sessions.
- 2 spotlight mentions per year in newsletter and social campaigns.

10,000 EUR exc. VAT

3. Platinum Sponsor (Visionary Partner)

All Gold benefits plus:

- Recognition as a lead sponsor of Yanibes Membership.
- Opportunity to co-curate exclusive programs (e.g., leadership roundtables, mentorship initiatives).
- Year-round thought leadership exposure (sponsor guests featured in podcast, interviews, or reports).
- Full access to member insights + custom research opportunities.
- 4 spotlight features annually (newsletter, social media, podcast integration)

15,000 EUR exc. VAT



III. Podcast

The Yanibes Foundation Industry Podcast is a professional storytelling platform that engages filmmakers, creatives, entrepreneurs, investors, and cultural leaders across Africa and the diaspora. It is created by industry experts, for industry stakeholders, highlighting insights, trends, and opportunities in the creative economy.

Purpose & Focus

- Share first-hand experiences, best practices, and case studies from established and emerging creatives.
- Discuss industry trends, funding opportunities, and global collaborations relevant to film, fashion, music, and other creative sectors.
- Spotlight African and diverse success stories, cultural diplomacy initiatives, and innovative projects shaping the continent's creative ecosystem.

Key Features

Interviews with Industry Leaders – Producers, directors, investors, policy makers, and creatives share insights and lessons.

Key Features

- Trend Analysis & Insights – Deep dives into emerging markets, financing models, technology in creative industries, and cross-border collaborations.
- Mentorship & Education – Episodes designed to guide young professionals and entrepreneurs navigating the industry.
- Global Reach – Available on all major podcast platforms (Spotify, Apple Podcasts, YouTube), amplified through Yanibes social channels and newsletter (50K+ audience).

Benefits for Stakeholders

- For Members: Access to insider knowledge, mentorship tips, and inspiration for career and business growth.
- For Sponsors: Brand integration opportunities in episodes, association with thought leadership, and direct access to a highly targeted creative industry audience.
- For the Industry: A platform for sharing knowledge, networking, and building partnerships across African and global creative markets.



A Podcast
for the industry,
by the industry with
a nuanced perspective
in 2026



Podcast Benefits for Sponsors

Thought Leadership & Brand Association

- Sponsors can be positioned as forward-thinking partners in Africa's creative and cultural economy, with brand mentions and integrations across every episode. This aligns them with innovation, empowerment, and cultural diplomacy.

Targeted Audience Reach

- The podcast attracts filmmakers, investors, entrepreneurs, policy makers, and diaspora creatives, giving sponsors access to a highly influential and niche audience that directly matches their CSR and business development goals.

Global & Digital Visibility

- Episodes are distributed across major platforms (Spotify, Apple Podcasts, YouTube, etc.) and amplified via Yanibes Foundation's 50K+ database and social media campaigns, ensuring international reach and sustained audience engagement.

Content Longevity

- Unlike event sponsorships that have a limited timeframe, podcast episodes remain accessible indefinitely, giving sponsors recurring visibility and long-term brand exposure.



A Podcast
for the industry,
by the industry with
a nuanced perspective
in 2026



Podcast Benefits Matrix for Sponsors

Tier	Bronze	Silver	Gold	Platinum
Episodes Covered	3-4 episodes / year	6 episodes / year	10 episodes / year	Full season / all episodes
Brand Visibility	Logo mention at the start/end of episode	Bronze + logo on podcast cover & social promotion	Silver + mention in episode description, newsletter & social media	Gold + co-branded episodes, host mentions, logo in all digital campaigns
Thought Leadership Integration	-	Opportunity to provide a guest expert or contributor for 1 episode	Sponsor can feature a guest speaker in 2-3 episodes	Full integration: branded content, interviews, and sponsored series
Audience Reach	Podcast listeners + social promotion	Bronze + newsletter highlight (50K+ database)	Silver + feature on Yanibes social platforms (Instagram, LinkedIn, Twitter)	Gold + multi-platform amplification including Deadline partnership & media coverage
Engagement Opportunities	Call-to-action mention	Bronze + social media Q&A / poll integration	Silver + sponsor-driven listener engagement (contest, campaign, discussion)	Full engagement: exclusive sponsor-led webinars, contests, and cross-promotions
Content Longevity	Episodes remain available online	Bronze + digital access via newsletter	Silver + highlighted in archive & promoted to new listeners	Platinum: full season accessible indefinitely with ongoing visibility
CSR & Impact Alignment	Brand associated with African creative & cultural ecosystem	Bronze + mention in mentorship/industry empowerment initiatives	Silver + association with youth and talent development	Platinum: full alignment with Yanibes mission, mentorship, empowerment, and cultural development programs
	3,500 EUR excl VAT	8,000 EUR excl VAT	13,500 EUR excl VAT	21,000 EUR excl VAT



IV. Yanibes Mentorship Program

Yanibes Mentorship Program since 2020

Platform: Free international mentorship program.

Impact (as of 2024):

- 300+ mentees across Africa and the diaspora.
- 60+ international mentors (entrepreneurs, creatives, academics, executives).
- Success rate: 65% of mentees launched or scaled a project within 12 months.
- Recognition: Partnership with Sudanese Film Association contributed to their BAFTA Movers & Shakers Award (2023–2024) for mentorship.

📌 Yanibes Mentorship is transforming individual careers while strengthening local ecosystems.

Outline of the Program

- Free international mentorship initiative.
- Duration: 3–6 months, 1 hour per week via video conferencing.
- Areas: strategy, entrepreneurship, leadership, and creative industries.
- Impact: Hundreds of young talents trained and supported since launch.
- Awards: via the Sudanese Filmmakers Association: BAFTA Movers & Shakers
- Countless of success stories
- Payment of contribution to educational and empowerment charities based in Kenya, Congo, Nigeria, Sudan, Cameroon

YANIBES
Mentorship Program

A free mentorship program designed to inspire youth, young professionals and emerging filmmakers since 2020



Yanibes Mentorship Program Sponsorship Benefits

Brand Association with Impact

- Align your brand with youth empowerment, women's leadership, and African talent development.
- Demonstrates commitment to CSR, ESG, and social impact initiatives.
- Opportunity to feature your brand as a champion of skills, entrepreneurship, and creative industry growth.

Direct Engagement with Emerging Talent

- Access to a curated pool of young creatives, entrepreneurs, and industry professionals.
- Opportunity to identify future collaborators, partners, or talent for recruitment.
- Sponsor-branded mentorship sessions allow direct engagement with mentees.

Visibility & Thought Leadership

- Recognition in program materials, newsletters, social media campaigns, and press coverage.
- Integration of sponsors into mentorship content, webinars, and workshops.
- Opportunity for guest speakers or representatives to participate in mentorship panels.

Media & Digital Amplification

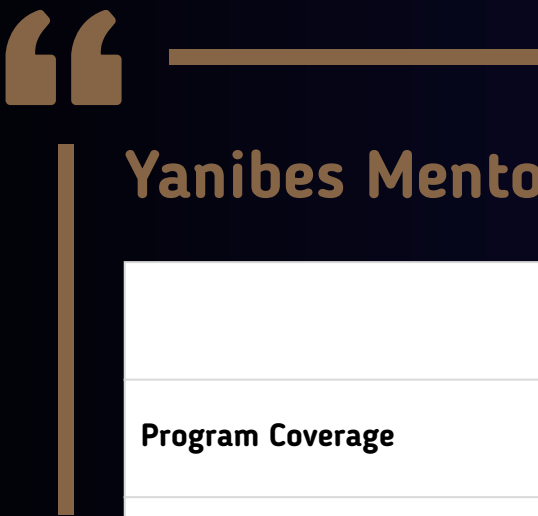
- Promotion via the Yanibes Foundation 50K+ database and social media channels.
- Inclusion in features across Yanibes podcasts, digital campaigns, and event reports.
- Coverage in media partnerships (e.g., Deadline) for broader visibility.

Long-Term Relationship Building

- Support the development of the next generation of African industry leaders and creatives.
- Strengthen relationships with partners, mentees, and industry networks over multiple program cycles.
- Year-round engagement potential through follow-up programs, alumni networks, and workshops.

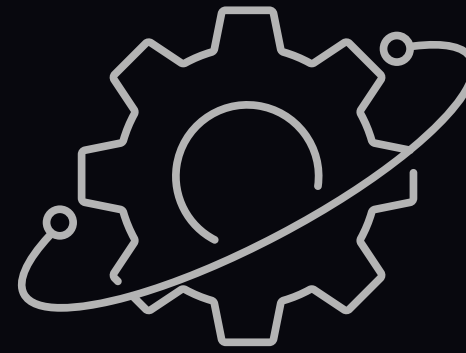
6. Metrics & Impact

- Sponsors can receive reports on mentee demographics, program outcomes, and engagement levels.
- Quantifiable visibility metrics: newsletter impressions, social media reach, event participation.
- Trackable social impact: number of mentees trained, projects supported, and career advancement stories.



Yanibes Mentorship Program Sponsorship Benefits Matrix

	Bronze	Silver	Gold	Platinum
Program Coverage	Support 10 mentees per cycle	Support 25 mentees per cycle	Support 50 mentees per cycle	Support 100+ mentees per cycle
Brand Visibility	Logo on mentorship materials and website	Bronze + mention in newsletters & social posts	Silver + logo in workshops, webinars, and digital campaigns	Gold + lead sponsor branding across all mentorship content, media, and program reports
Engagement Opportunities	Recognition in program communications	Bronze + ability to provide guest speaker for one session	Silver + host a mentorship session or panel	Platinum + co-curate content, lead mentorship sessions, and speak in program webinars
Media & Communication	Name mention in program announcements	Bronze + social media highlight & newsletter feature	Silver + podcast feature or interview	Platinum + multi-platform amplification: podcast, newsletter, Deadline partnership, press coverage
CSR & Impact Alignment	Brand associated with African youth & creative empowerment	Bronze + featured in mentorship impact stories	Silver + recognition in alumni success stories	Platinum + full integration into program legacy & measurable social impact reports
Networking & Relationships	Access to mentee profiles	Bronze + invitation to networking sessions with mentees	Silver + curated networking with high-potential mentees and industry leaders	Platinum + full access to program alumni, mentors, and industry stakeholders for partnerships
Metrics & Reporting	Overview of mentee engagement	Bronze + quarterly impact report	Silver + detailed engagement and outcome metrics	Platinum + comprehensive annual report, metrics on reach, impact, and social ROI
	3,000 EUR excl VAT	7,000 EUR excl VAT	12,000 EUR excl VAT	20,000 EUR excl VAT



Partnerships

Since its inception, the Yanibes Foundation has built strong partnerships to support its flagship platforms, AfroCannes and AfroBerlin, positioning them as leading initiatives that celebrate African creativity and foster global cultural exchange.

Media & Communication Partnerships

- Deadline (Media Partner): Amplifying African creative voices during major festivals with international press coverage.
- Collaborations with global and regional outlets (film industry press, lifestyle magazines, cultural publications) to ensure visibility.

Institutional & Development Partners

- Engagement with development banks, cultural institutions, embassies, and trade missions that align with Yanibes' mission to promote intra-African trade and cultural diplomacy.
- Partnerships with festival organizers and cultural bodies in Cannes, Berlin, and beyond to integrate African programming into global spaces.

Corporate & Brand Partnerships

- Partnerships with luxury brands, fashion houses, and lifestyle companies that see value in associating with African excellence on prestigious international stages.
- Collaborations with tech and telecom companies providing digital platforms for content distribution, livestreaming, and audience engagement.

Creative Industry Collaborations

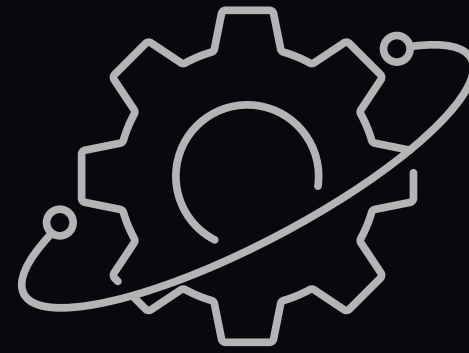
- Partnerships with film producers, distributors, and creative agencies to curate showcases and screenings.
- Collaborations with African and diaspora designers, artists, and entrepreneurs to integrate fashion, music, and visual arts into the events.

Community & Grassroots Partners

- Engagement with diaspora networks and African community associations in Europe and beyond to foster inclusion.
- Support from mentorship organizations and youth networks, ensuring AfroCannes and AfroBerlin have strong developmental impact.

DEADLINE





Impact

- AfroCannes has positioned African creativity on one of the world's most prestigious cultural stages, bringing visibility to films, fashion, and entrepreneurs.
- AfroBerlin has created a hub for diaspora and African innovators, investors, and creatives to connect, collaborate, and thrive.
- Together, these partnerships have generated global visibility, high-level networking opportunities, and measurable impact for Africa's creative industries.
- Yanibes took two Namibian movies to the Oscars shortlist in 2021, The White Line (by Desiree Meiffreit-Kahikopo) and Invisible Kaunapawa (by Joel Haikali)
- Rumba Royale by Hamed Mobasser with international singer Fally Ipupa was featured in Deadline and gained distribution partners
- and more impact

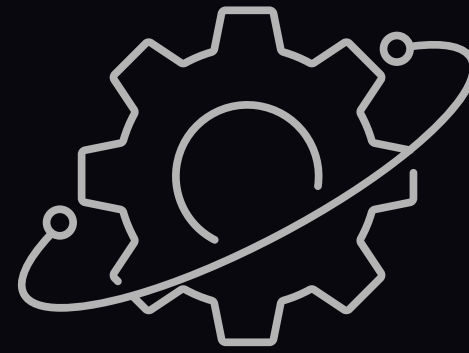
The Sudanese Filmmaking Association and Yanibes Mentorship program in Sudan During Covid 19 lockdown initiative is nominated for Makers and Shakers Award of BAFTA for Initiative to grow film Industry.



Ibrahim "Snoopy" Ahmad
Director, Producer, Founder
of Deep Visions Productions
Sudan
Former member of the
Yanibes Mentorship Program
Winner of the Berlinale
Peace Award in 2025



YANIBES FOUNDATION



PARTNERSHIPS

LIST



Industry Festivals & Events



Government Agencies & Film Commissions



Industry Associations



Financing



Banks



Talent Agencies



Regional Institutions



Media



Music Production & Distribution



Education



Printing



Production Companies



Technology



Graphic Design



Distribution



Motorsports



Beverage



Fine Arts



Promotion



Fashion



Dubbing



Catering



Animation



NGOs

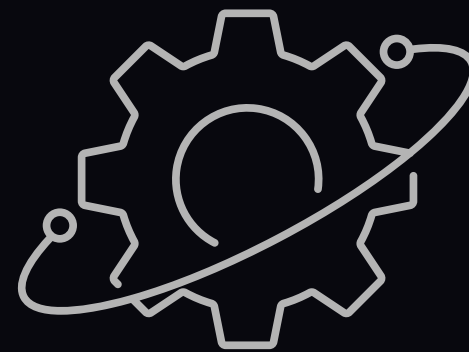


Consulting



Sustainability





“

Yanibes Foundation partnered with a host of registered charities focused on education and empowerment for Yanibes Mentorship Program.

Charities Profile

Yanibes Mentorship Program Charities are duly registered charities in their country and have been vetted by our network. Mentors are welcome to recommend prospective charities for **Yanibes** to partner with. Our objective is to support on the ground organizations that have challenges raising operational funds.

Donations and Contributions

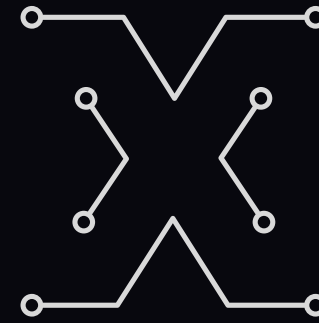
The mentorship program is free for all, however, we ask mentees, who are not volunteers with the charities to pay a registration fee of 20 euros (or equivalent in their local currency) as a donation to the partner charities we are associated with in their country.



Yanibes never receives money, Yanibes issues the invoice that Mentees present to the partner charity to make their donation. We also ensure that all transactions are traceable.

What Charities are entitled to:

- by-monthly VIP sessions with high profile Mentors
- Free mentorship program for 3 or 6 months for their volunteers



Digital & Online Tools

- Official Website & Event Pages – Central hub for event info, registrations, and updates.
 - www.afrocannes.com
 - www.theafroberlin.com
 - www.yanibes.com
- Newsletters (50K+ Database) – Regular email campaigns to a global creative industry audience.

Social Media Platforms

- Active engagement across Instagram, LinkedIn, Twitter (X), Facebook, YouTube.
 - @afrocannesxafroberlin
 - @yanibesconsulting

Podcast Integration

- Episodes of the Industry Podcast promote initiatives, speakers, and sponsors.

Livestreaming & Webinars

- Extending reach of panels, workshops, and mentorship sessions online.

Media & Press Visibility

- Deadline Media Partnership – Coverage in one of the most influential global film industry outlets. **print and online outlets.**

Media & Press Visibility

- Press Releases & Media Kits – Distributed to international press covering culture, film, and business.
- Media Interviews & Features – Profiles of speakers, mentors, and sponsors across print and online outlets.

On-Site & Event Marketing

- Event Branding – Badges, Lanyards, Banners, backdrops, digital screens, and branded spaces at AfroCannes & AfroBerlin.
- Billboards & City Visibility – Outdoor marketing during festival weeks in Cannes, Berlin, and other locations.
- Printed Programs & Brochures – Distributed during events for visibility of partners and sponsors.
- Merchandise & Giveaways – Branded bags, notebooks, or digital materials that carry partner logos.

Networking & Community Engagement

- AfroCannes Connect & AfroBerlin Connect – Exclusive membership platforms offering year-round visibility.

Networking & Community Engagement

- Mentorship Program Branding – Sponsor-branded sessions, toolkits, and impact reports.
- Alumni & Partner Showcases – Highlighting past mentees, winners, and collaborators as success stories.

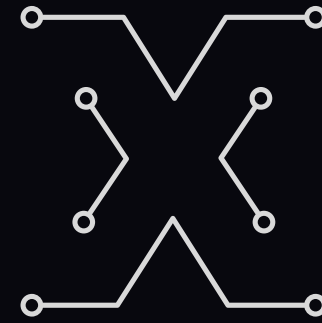
Partnerships & Collaborations

- Institutional Partners – Cultural institutions, embassies, and trade bodies amplify Yanibes initiatives.
- Corporate Partnerships – Cross-promotions with brands aligned with film, culture, fashion, and lifestyle.
- Creative Industry Collaborations – Content-sharing with filmmakers, distributors, and festival networks.

Content & Storytelling

- Video Highlights & Recaps – Professional videos capturing event moments for post-event campaigns.
- Photography & Visual Storytelling – High-quality assets for social and media use.
- Impact Stories – Featuring mentees, participants, and alumni success linked to Yanibes programs.

YANIBES FOUNDATION



MARKETING FEATURES

“

Social Media Posters



Media Walls



Roll- Ups



Badges



Networking Event Invitation



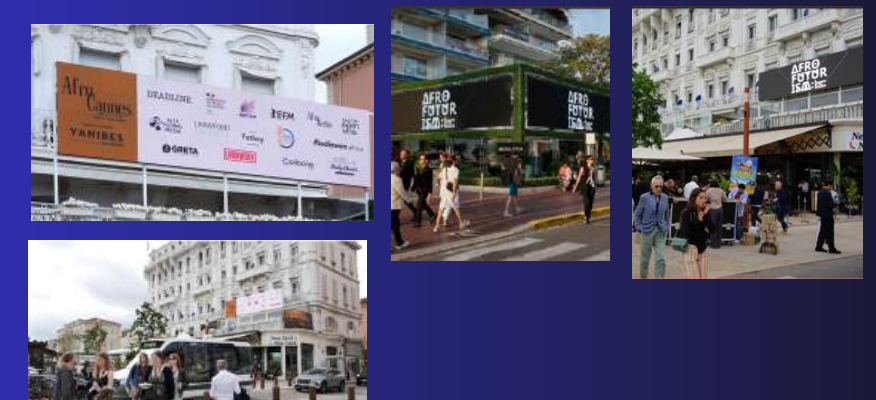
Car Decals

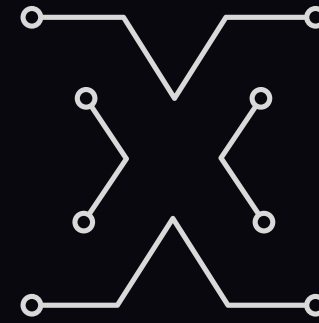


Merchandising

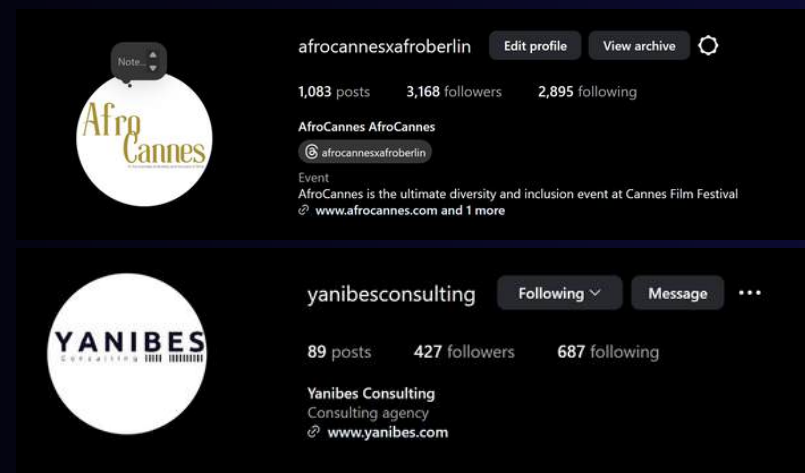


Digital Boards in Cannes





Instagram



Facebook



Youtube



Websites



Reach and awareness metrics (impressions, unique viewers)



3,580 followers
70,00 views per month
11,5 % followers | 89,5% non-followers
Highest views number: 618,870 views
Highest outreach: 3,870,000 accounts



5,292 followers
4,000 views per month
82,5 % followers | 17,5% non-followers
Highest views number: 68,100 views
Highest outreach: 140,000 accounts



104 subscribers
950 views per month
82,5 % subscribers | 17,5% non-subscribers
Highest views number: 834 views
Highest outreach N/A



Average 2,000 visitors/month per website
Newsletters open %: 15,000 subscribers
Active contacts: 45,900
Average monthly inquiries: 60 emails

Engagement metrics (likes, comments, shares)

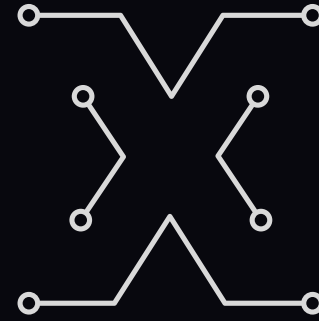


Highest likes number: 26,391
Highest comments number: 686
Highest shares number: 400
Type of asset: reel



Average monthly shares: 70
average monthly comments: 15
Average shares number: 5

YANIBES FOUNDATION



MARKETING SOCIAL MEDIA

“ Content performance (top posts, newsletters, click-through rates)



Audience insights (Demographics, growth)

Age
18-24 = 5% | 25-24 = 30%
| 35 -44 = 34% | 45 - 54 = 20 %
| 55 - 64 = 7% | 65 + = 6%

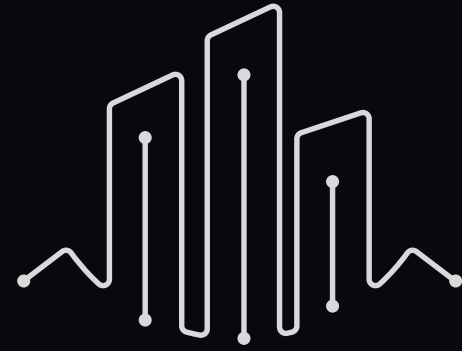
Top Locations
United States | France | Germany | Nigeria |
United Kingdom

Top Cities
Berlin | Lagos | Paris | London | Nairobi

Gender
Men: 46.5%
Women: 53.5%

Most Active Days: Tuesdays to Sundays

YANIBES FOUNDATION



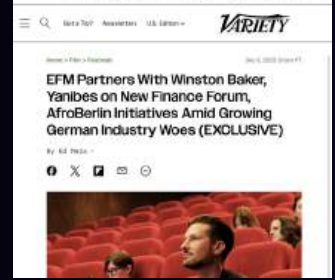
MEDIA ARTICLES

“

Deadline



Variety



Variety



Deadline



Variety



IMDb



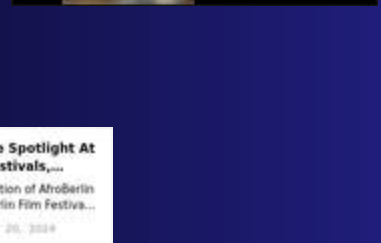
Berlinale / EFM

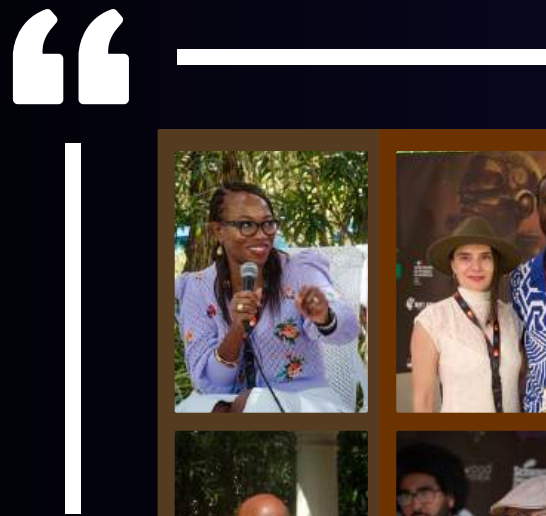


Variety



Deutsche Welle Amharic





YANIBES FOUNDATION



TEAM



Prudence Kolong
Organizer + Onsite Operations
Languages: French + English
France / Sweden



Yvette Kayogire
Head of
Partnerships
Languages:
English + French +
Swahili
Rwanda



Elena Dobрева
Social Media +
Onsite Operations
Languages: English
+ Bulgarian
Bulgaria / Sweden



**Esther Afi Edi
Sessenou**
Project Assistant
Languages: English
+ French
Togo



NuNu Deng
Head of Industry
Relations
Languages: English
USA / South Sudan



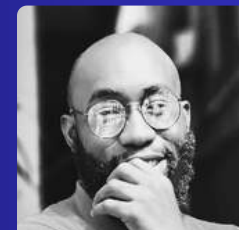
Aicha Abbouzied
Producer, Founder
Gigante Films
Language: Arabic+
French + German +
English
France + Morocco



Anouar Moatassim
Director, Screenwriter
and Producer, Founder,
Casablanca Pictures
Language: Arabic +
French
Belgium + Morocco



**Foued
Bendahmane**
Videographer
Languages: French
+ English
France + Tunisia



Jeffery Ononiwu
Branding &
Marketing
Languages:
English
UK + Nigeria



Kelly Woolfolk
Lawyer
Languages:
English + Spanish
+ French
USA



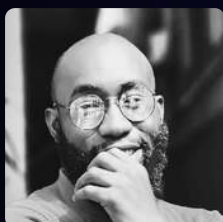
Alan Floyd
Treasury
Languages:
English
USA



Sydney Levine
Advisor
Languages:
English
USA



Karl Hillbrick
Advisor
Languages:
English
Germany +
Australia



Jeffery Ononiwu
Branding &
Marketing
Languages:
English
UK + Nigeria



Florence Gavila
Civic Service
Collaborator
Languages: French
+ English
France + Cameroon

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coordination@yanibes.com
www.yanibes.com