

YANIBES

# AfroBerlin AfroCannes Afro Film Music Days The Industry Podcast



## **Events**



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



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



Exploring the Creator Economy: Film and Music by Sydneybuzz in 2025



A Podcast for the industry, by the industry with a nuanced perspective in 2025

## Content

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## **Milestones**

Stats	2021	2022	2023	2024	AfroBerlin 2024
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
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
DURATION	Half day	Half Day	2 Days	2 Days	1 Day
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 Afterparty
TRIBUTES	N/A	Tribute to Sidney Poitier	Tributes to Harry Belafonte, Peace Anyiam-Osigwe, Shona Ferguson		N/A
NUMBER OF SPEAKERS	10	45	56	69	35
NUMBER OF SESSIONS	6	11	24	28	12
NUMBER OF SPONSORS / PARTNERS	10	22	35	35	15
NUMBER OF ATTENDEES	100	300+	600+	900	800
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	Denmark, Jamaica, South Africa, Tunisia, Morocco, Senegal,	Nigeria + Brazil + Germany + Senegal + Ethiopia + Burundi + South Africa + Saudi Arabia + Morocco + Somalia + Kenya
SCREENINGS	2	4	2	None	None
SATISFACTION INDEX	6/10	8/10	8.9/10	8/10	9/10

Participation of (people & organizations) non exhaustive

- Afreximbank
- Ambassade de France in Nigeria •
- **BET France**
- Black German Filmmakers Association
- European Casting Society
- European Film Academy
- •
- European Film Market FilmHedge Goteborg Film Festival Greta & Starks
- •
- IMDb •
- Jamaica Film Commission
- Mediawan
- Namibia Film Commission
- National Film School of Denmark •
- National Video & Film Foundation of South Africa •
- NEOM •
- Netflix's Heart of A Hunter talent & production team •
- Nigerian Film & Video Censors Board
- Norsk Film Institute Norway
- Red Sea Foundation & International Film Festival
- SP Cine Brazil
- Tanzania Film Board
- The African Union
- The Federal Ministry of Cooperation of Germany
- Tribeca Film Festival •
- Urbanworld Film Festival
- Women in Film & Television International

- Bonko Khoza
- Cassandra Han
- Chioma Ude
- CJ Obasi
- Coréon Dû
- Deborah Riley Draper
- Diziz
- DJ Cut Killer Donisha Prendergast
- Editi Effiong
- Gary Dourdan
- Helene Grandqvist Jan Mardenborough
- Jeremy Zimmermann Jimmy Akingbola Jimmy Jean-Louis Jon Gosier Karen McMullen

- Keith Simanton Lene Borglum
- Lyara Oliveira
- Mandla Dube
- Mariette Rissenbeck Richard Lawson
- Simon Frederick
- Steven Adams
- Thibaut de Longeville Thierry Bugaud Tyron Ricketts Wayne Borg Welket Bungué

# **AfroBerlin Outline**



	ABOUT	AfroBerlin is an event organized by Yanibes Foundation in collaboration with the EFM (European Film Market) during the Berlinale. AfroBerlin is entirely recorded by a professional film crew.	
	FORMAT	AfroBerlin is a one or two days event featuring panel discussions, country highlights (from film commissions), presentations, special spotlights (for undiscovered filmmakers), cocktails and tributes.	
	OBJECTIVES	AfroBerlin connects creatives, businesses, and stakeholders to the entire film ecosystem at the busiest and most efficient film market in the world, the European Film Market at the Berlinale.	
	EDITION	2nd Edition in 2025	
	STRATEGIC PARTNER	EFM (European Film Market)	
	DURATION	1 to 2 days	
-	DATE	Tentatively 16-17 February 2025 - during the Berlinale	Z
	ACCESS	Free but registration required on www.yanibes.com/afroberlin	
	THEME	TBD	
	LOCATION	Berlin, Germany	
	VENUE	TBD - usually within the EFM/Berlinale locations	
	DAYTIME ACTIVITIES	Roundtables, panel discussions, individual interviews	
	PROMO ACTIVITIES	Short screenings, product or tech showcases	
-	NETWORKING ACTIVITIES	Cocktails, luncheons, afterparties, Meet & Greet	
	CO-LOCATED EVENTS	Afro Film Music Days + others	
	MEDIA PARTNER	Deadline	
	AUDIENCE	Entire film industry spectrum - up to 900 per day	1
	PARTNERS PROFILE	Film Commissions, funds, all size production companies, tech, financing entities, consumer goods, travel, tourism boards, hospitality and more	
	SPEAKERS PROFILE	Producers, Actors, Distributors, Animators, Film commissioners, Ministers, Festival Organizers, film marketers, Al & tech, Accessibility. Agents, Lawyers, Casting Directors and more	
1	GEOGRAPHIC FOCUS	Global	
11	EVENT FINANCING	Via sponsorship	Y
-	WEBSITE	www.yanibes.com/afroberlin	
	PROGRAM	Curation by Yanibes and partners, from June to event dates	

# **AfroCannes Outline**



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ABOUT	Launched in May 2022 and organized during the Cannes Film Festival, AfroCannes is the leading platform dedicated inclusion, diversity and to promote the universality of film.	
FORMAT	AfroCannes is a two-day event featuring panel discussions, country highlights (from film commissions), presentations, special spotlights (for undiscovered filmmakers), cocktails and tributes.	
OBJECTIVES	AfroCannes aims to create cultural, business, and professional bridges across the film industry. AfroCannes amplifies the voices of creatives and industry professionals from Africa, of African descent, and marginalized communities, including filmmakers with disabilities.	
EDITION	4th Edition in 2025	
DURATION	2 to 3 days	
DATE	2nd week of May or the first week of the Cannes Film Festival	
ACCESS	Registration required on www.afrocannes.com	2
THEME	TBD	
LOCATION	Cannes, France	
VENUE	Hotel Gray d'Ablion, Cannes	
DAYTIME ACTIVITIES	Roundtables, panel discussions, individual interviews, business lunches, cocktails, Meet-Ups, masterclasses	
PROMO ACTIVITIES	Short screenings, product or tech showcases	1
NETWORKING ACTIVITIES	Cocktails on yacht, luncheons, afterparties, Meet & Greet	
CO-LOCATED EVENTS	TBD	
MEDIA PARTNER	Deadline	
AUDIENCE	Entire film industry spectrum	
PARTNERS PROFILE	Film Commissions, funds, all size production companies, tech, financing entities, consumer goods, travel, tourism boards, hospitality and more	
SPEAKERS PROFILE	Producers, Actors, Distributors, Animators, Film commissioners, Ministers, Festival organizers, film marketers, Al & tech, Accessibility. Agents, Lawyers and more	/
GEOGRAPHIC FOCUS	Global	
SPECIAL FOCUS	Hip Hop & Film Sports & Film	
PROGRAM	Curation by Yanibes and partners	

# Afro Film Music Days Outline



	ABOUT	Afro Film Music Days is an event organized by SydneyBuzz in collaboration Yanibes Foundation and focused on highlighting the business of music in the film industry from across the African diaspora.
1	FORMAT	Afro Film Music Days is a one or two-day event featuring panel discussions, special spotlights, masterclasses, cocktails and tributes
	OBJECTIVES	Afro Film Music Days connects music composers, publishers, music producers and stakeholders from the entire film ecosystem at the busiest and most efficient film market in the world, the European Film Market at the Berlinale.
	EDITION	1st Edition in 2025
	DURATION	1 to 2 days
	DATE	TBD
I	ACCESS	TBD
	ТНЕМЕ	The Creator Economy: Film & Music
	LOCATION	Berlin, Germany
	VENUE	TBD - usually within the EFM/Berlinale locations
	DAYTIME ACTIVITIES	Roundtables, panel discussions, individual interviews, business lunches, cocktails, Meet-Ups, masterclasses
	PROMO ACTIVITIES	TBD
	NETWORKING ACTIVITIES	Cocktails, luncheons, afterparties, Meet & Greet
	CO-LOCATED EVENTS	Nordic Music Days AfroBerlin and others
	MEDIA PARTNER	TBD
	AUDIENCE	Entire film industry spectrum
	PARTNERS PROFILE	Publishers, Studios, Entire
	SPEAKERS PROFILE	Music producers, composers, lawyers and more
	GEOGRAPHIC FOCUS	Global

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ABOUT	The Industry Podcast is a podcast for the industry, by the industry and is a very unique platform that offers an interesting twist in perspective.
FORMAT	The Industry Podcast is hosted by a major talent agency (actor, director, writer, producer) from the Global South with a huge social media following for a 15 to 25-minute during which he/she/they interview with a key international film industry player and introduce him/her/them to their local film industry.
OBJECTIVES	<ul> <li>The Industry Podcast aims at facilitating connections within the film industry and beyond. In addition, the Industry Podcast:</li> <li>Creates a bridge between high-profile and charismatic talents from the Global South and the international film industry landscape</li> <li>Is a fantastic promotional tool to promote AfroBerlin and AfroCannes, two events created by Yanibes</li> <li>Allows organizations who seek high visibility on social media, to use The Industry Podcast as a strategic and smart advertising tool directed at the host's large audience on social media</li> </ul>
EDITION	1st Edition in 2025
DURATION	15 to 25 minutes interviews - 1 or 2 per month or more leading to AfroBerlin or AfroCannes
DATE	TDB
ACCESS	Online via invitation
LOCATION	Online
AUDIENCE	Social Media audience
PARTNERS PROFILE	Film Commissions, funds, all sizes production companies, tech, financing entities, consumer goods, travel, tourism boards, hospitality and more
HOST PROFILE	All type of talents including actors, directors, music producers, writers and more, with over 400,000 social media followers
GUEST PROFILE	High profile industry professional
GEOGRAPHIC FOCUS	Global

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## **Marketing & Media**

General Benefits
Yanibes Foundation's events offer a wealth of benefits to participants, partners, and sponsors alike including:

Heightening corporate and personal brand awareness
Creating opportunities to speak to, be exposed to, and engage with a dedicated audience
Providing extensive media and marketing campaign and exposure
Leading generational growth with accrued networking opportunities
Accelerating brand awareness
Facilitating community engagement and outreach with new and broadening audience
Screening, process, product or service demonstrations

TOOL	Details	Benefits
SPEAKING ENGAGEMENT	Session moderator Session speaker Host of an event	<ul> <li>Personal and/or corporate brand awareness</li> <li>Exposure to a dedicated audience</li> </ul>
INTERVIEWS	Interview on stage during the event Interview with media	Accelerated brand awareness
SCREENING	Screening of a short movie or trailer before or after a session	Film promotion
VIDEOS	All events are recorded by a professional video production team	<ul> <li>Video snippets of any session for promotion</li> <li>Access to the recording all sessions or individual sessions</li> </ul>
WEBSITES	www.afrocannes.com www.yanibes.com www.yanibes.com/afroberlin	<ul> <li>Link logo + 50 words</li> <li>Partner announcement</li> <li>Speaker announcement</li> <li>Speakers pic + bio</li> <li>Listing of the event on partners' website</li> </ul>
Social media	Afrocannes on Instagram / Facebook / Youtube + Partners social media pages + Speakers social media pages	<ul> <li>Individual Post for partners</li> <li>Individual Post for speakers</li> <li>Partners posts</li> <li>Video Animation</li> <li>Event Invitation</li> </ul>
NEWSLETTER	15 newsletters ahead of any of the event's start date. Sent to up to 20,000 contacts (global)	<ul> <li>Link logo</li> <li>Profile Picture for speakers</li> <li>Short intro</li> </ul>
SIGNAGE	85cm x 200cm roll-ups 2m x 3m step and repeat 3m x 4m media wall 4m x 4m media wall 70cm x 50cm poster 8cm diameter stickers	• Logo on signage
BRANDING	5mm x 8mm badges 2mm x 20 cm wristbands 2mm x 80 cm lanyards	• Logo on event branding
BROCHURE	A4 event program Event Presentation	<ul> <li>Logo on brochure</li> <li>Logo on presentation</li> </ul>
OUTDOOR SIGNAGE	4m x 10m billboards in Cannes	• Logo on outdoor video
VIDEO ANIMATION	30 seconds event video presentation posted on the event's social media and partners' social media	
POST EVENT REPORT	Logo on event report Picture on event report	
PRESS RELEASES	Mention in any press release	
MERCHANDISING	Logo on any merchandising produced for any event	

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## Sample of Marketing Tools

# Afre Connecting films and people En associaton avec



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DEADLINE

Afra Berlin





#### Brochur

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Deutsche Welle Amharic



Variety





#### Social Media Post







Media Wall







#### Brochure

Media













#### Digital Billboards in Cannes



BES Δ N 

Afre Cames Sérigne 'Disk M'Baye Gurpe



#### Forum Brésil



### **Participation Options**

#### Features

**CONFERENCE ACTIVITIES / INDUSTRY SESSIONS** 

- Interview on stage: 10 -15 min interview with a host
- Panel Discussion: 30 -50 min debates with a moderator and up to 5 panelists
- Insights: 30 min conversation with moderator and up to 2 speakers
- MTC (Meet The Cast / The Crew): 30 -45 min conversation with a moderator and up to 3 guests
- DIF (Destination in Focus): 40 min discussion on a specific filming destination
- KYC (Know Your Craft): 40 min discussion with experts (mini masterclass/workshop)
- KYT (Know Your Tech): 40 min discussion with experts (mini masterclass/workshop)

#### **NETWORKING ACTIVITIES**

- Business Speed-Dating: 45 -60 min intensive and rotative meet-up with light catering
- Meet & Greet: 60 120 min relaxed meet-ups for project/product/special guests presentation
- · Cocktail Party" 60 to 120 min casual networking with light catering
- Luncheon: 60 to 120 min afternoon networking with traditional catering
- Dinner: 120 minutes evening networking with traditional catering
- Afterparty: 3 hours + networking event with music/DJ, catering on yacht, villa, hotel venue
- Site Visit: Visit organized with a partner to a specific business location
- Award Ceremony: Own event or partner award event

#### PROMOTIONAL ACTIVITIES

• Screenings: Special screening at dedicated venue for max 2 short movies

#### Participation (Individuals)

- Host of the "In Aparté with" or "In conversation with" (series of 10 to 15 minutes interviews with speakers/guests)
- Co-MC of the whole Conference, for half a day or a day
- Moderator of any type of session (panel, insight, MTC, DIF, KYC, KYT)
- · Speaker in a panel, roundtable, insights, fireside chat, interview)
- Guest of The Industry Podcast
- MC for any networking activities

#### Participation (Organizations)

Sponsor of any conference features, networking activities, promotional activities - (see Sponsorship Options page) or request a tailored offer (Request the event's presentation or partnership+sponsorship catalogue for more info).



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# Sponsorship Options

INDIVIDUAL ITEMS	VALUE (EXCLUDING VAT)
Logo on website	1,500 EUR
Logo on event printed brochure (500 printed)	3,500 EUR
Logo on speakers badges + lanyards	1,500 EUR
Logos on wristband for attendees	1,500 EUR
Logos on social media post	1,000 EUR
Logo on newsletter	2,500 EUR
Logo on media wall	3,500 EUR
Logo on individual roll-up	1,200 EUR
Sponsor of a speaking engagement	TBD
Sponsor of an external screening	3,000 EUR
Sponsor of a guest with flight, accommodation, market badge	TDB
Sponsor of an Industry Podcast Session	TBD
Sponsor of a networking event (cocktail reception, luncheon, meet & greet)	TBD
Sponsor of an afterparty	TBD
Sponsor of the Mentorship Program	TBD
PACKAGES	
Premium Sponsor (logo on website + brochure + social media post)	3,000 EUR
Silver Sponsor (speaking engagement + basic branding)	TBD
Gold Sponsor (speaking engagement + branding + networking function)	TBD

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Yanibes Mentorship Program
Outline



### Membership

#### Yanibes Foundation Club Membership is a membership that allows members to:

- Gain admittance to exclusive social and networking events and get-togethers during AfroCannes, AfroBerlin or any other partner events
- · Access exclusive content created during the events, i.e. interviews, panels and more
- Become one of the mentors of Yanibes Mentorship Program
- Expand networking opportunities and form new contacts
- Create a feeling of connection and belonging among people who share similar values and perspectives
- · Preferential rates for sponsorship and other services

#### Yanibes Foundation Membership Club Privilege: 150 EUR per year

- Access to all networking functions organized during AfroCannes & AfroBerlin or other partners events
- · Access to video content (sessions, and any content generated during the events)
- Opportunity to become a mentor of Yanibes Mentorship Program
- Preferential rates for sponsorship

#### Yanibes Foundation Membership Club Avantage: 75 EUR per year

 Access to all networking functions organized during AfroCannes & AfroBerlin or other partners events

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· Access to video content (sessions, and any content generated during the events)

#### Yanibes Foundation Membership Club Students: 30 EUR per year

- Access to all networking functions organized during AfroCannes & AfroBerlin or other partners events
- · Access to video content (sessions, and any content generated during the events)
- Opportunity to become a mentee of Yanibes Mentorship Program

# Yanibes Mentorship Club Membership: (Minimum 10 euros which will be donated directly to any charities associated with the Mentorship Program)

- Access to all networking functions organized by Yanibes Foundation
- · Access to any video content created by Yanibes Foundation
- Recommendations and support for career development

# **Past Partners**

	& Events			Governmen	t Agencies			
		Holly Shorta	SOCIAL **** CHANGE	NEOM Saudi Arabia	AMBASSADE DE FRANCE AU NIGÉRIA Idente Igation France France	Nigratia		AGOS
EFM NE	CINE			<b>8</b>	France spcine Brazil	Nigeria		
Film Financing FilmHedge	Industry Assoc WIFTI Women Film 5.T Internati		Schwarze Filmschalfende Community		G	Agencies ALTA LOBAL MEDIA USA / Ge	FORD AFRE	
Production Compa			THINK-FILM	URBNWO	RX ORLEY PRODU	B CTIDHE ASHE	ZZ	UAE
	nafrica 🥮 🖽	sucrerie iFina	<b>A</b> kwandii	ES FOR PROG When we ch Germany	F % CREATIVE A RESS IN AFRICA ange Attica. We change the world	ARYS GOOD KARMA FICTION	FRAM	ME <sub>BY</sub> FRAME
Ghana Nigeria		Cameroon	NG HOUSE Benin	WRAPPED South Africa	BECAUSE FILM	MS CAMER Sweden	20 <b>.</b>	Maarten
Media	DEADLINE		Benin Animation Fatboy	WRAPPED South Africa	BECAUSE FILM Graphic Desig	Sweden	20 <b>.</b>	Maarten
Media UpscaleMonochanan UpscaleMonochanan UpscaleMonochanan	DEADLINE	Cameroon Technologyy GRETA Germany Production & Distri	Benin Animation Fatboy Kenya (	WRAPPED South Africa	Graphic Desig Dece UAE Idio	Sweden	Sint M	Maarten E <sup>°</sup> ISTER
Media UDSCCCCCCC USA Regional Institutio African	DEADLINE ONS Music F	Cameroon Technologyy Commany Germany Production & Distri Commany Comma	Benin Animation Kenya ( ibution Phot France France	WRAPPED South Africa	Graphic Desig Dece UAE Idio	Sweden Sweden Cochineal Ma Qatar Gerr Motorsports	Sint M DNDASCE I many Beverag FREIME KOLLEKT Germany	Maarten E Se ISTER IV France
Media USA Regional Institution African (Soc) Fine Arts Event	DEADLINE ONS Music F	Cameroon Technologyy Correct Germany Production & Distri Teconda Canada Fashion Du	Benin Animation Fatboy Kenya () ibution Phot	WRAPPED South Africa	Graphic Desig Dece UAE Idio	Sweden Sweden Successory Qatar Gerr Motorsports Moroces FORMULA TEAM Monaco / Mauritius	Sint M DNDASCE I many Beverag FREIME KOLLEKT	Maarten E Se ISTER IV France

### **About Yanibes**

Yanibes is a corporation created to connect ideas, businesses, people and communities. We work with people and entities across sectors and all over the globe.

We find points of convergence and we go from there. We aim to create new and inclusive narratives that are culturally sensitive, current and universal.

Yanibes includes:

- A production component based in Paris (Yanibes Productions since 2021),
- A consulting component based in Stockholm (Yanibes Consulting since 2019) and
- A not-for-profit organization based in Paris (Yanibes Foundation since 2024).

#### Founder



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

#### Present and past volunteers and collaborators

Partner

Harrison Isu

Remote

Coordination

Languages: English + Igbo

UK / Nigeria

Suraiya Farook

Social Media

Languages: English + Sinhala

Sri Lanka / UAE



Elena Dobreva Project Coordinator + Onsite Operations Languages: English + Bulgarian Bulgaria / Sweden

Michael Promeneur

**Urie** Onsite Coordinator

Languages: French

+ English

France

Daniela Espitia Photographer

Languages: English + Spanish + German Colombia / German



Simone McIntyre Principal Hostess Moderator **Onsite Coordination** Languages: French Languages: English + Ārabic + French + Spanish Jamaica / UK France / Tunisia

Foued Bendahmane Videographer

Marc Picalausa Videographer Languages: French Languages: French + English France / Tunisia + English France / Tunisia

18.261

Abubaker Yousif

Graphic Design

Languages: English + Arabic Qatar / Sudan

Dnaiel Beltran Photographer Languages: English + Spanish + German Germany / Mexico YANIBI

ES



Elmohanad Karoum Languages: English + Arabic Qatar / Sudan







PY Addo Annan Boateng Host, Moderator Languages: English + Twi Ghana

Address Yanibes Foundation 66 Avenue des Champs Elysées 75008, Paris, France

Contacts prudence.kolong@yanibes.com assistant@yanibes.com www.yanibes.com

Amin Elamin DJ + AV Support Languages: English + German + Arabic Germany / Sudan



Salama Abdalla Social Media

Languages:

English + Swahili + Korean + Arabic

UAE / Kenya

**Mia Tairou** Project Assistant Languages: English + French + Spanish Benin / Senegal

**Jeffrey Ononiwu** Project Assistant Kyle Figueroa Associate Producer Languages: Languages: English + Igbo Nigeria / UK English + German USA / UK

