

BBVA BANCO FRANCES SA
Form 6-K
February 26, 2014
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FORM 6-K
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Report of Foreign Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934
For the month of February 2014
Commission File Number: 001-12568

BBVA French Bank S.A.
(Translation of registrant's name into English)

Reconquista 199, 1006
Buenos Aires, Argentina
(Address of principal executive offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes No

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes No

Indicate by check mark whether by furnishing the information contained in this Form, the Registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): N/A

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BBVA Banco Francés S.A.

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Item

1. Renewal of the Sponsorship Agreement with Club Atlético Boca Juniors

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Buenos Aires, February 26, 2014

Securities and Exchange Commissions

Material Event Renewal of the Sponsorship Agreement with Club Atlético Boca Juniors .

In our consideration:

We inform you that the Board of BBVA Banco Francés S. A. has renewed until June 30, 2016, the Sponsorship Agreement with Club Atlético Boca Juniors.

Sincerely,

Head of Market Relations

Ignacio Sanz y Arcelus

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

BBVA Banco Francés S.A.

Date: February 26, 2014

By: /s/ Ignacio Sanz y Arcelus
Name: Ignacio Sanz y Arcelus
Title: Chief Financial Officer