

The **FRANCO-
AMERICAN**
CULTURAL *presents*
FUND

DGA/MPA/SACEM/WGAW

APRIL 23–30, 2018



A WEEK OF FILM AND SERIES PREMIERES IN HOLLYWOOD

We are proud to introduce the 22nd COLCOA FESTIVAL SPONSORSHIP PROGRAM

COLCOA (City Of Light, City Of Angels) is the most comprehensive Festival dedicated to French films and series worldwide. This cultural event, presented by SACEM, the DGA, the WGA West, and the MPA, will celebrate its 22nd edition at the Directors Guild of America's theaters in Hollywood at the end of April 2018.

With five selections (Cinema, Television, Shorts, Web Series, and Virtual Reality), 82 films, including 77 premieres, and with 25,000 people in attendance in 2017, the festival has become a mainstay cultural event in the U.S.

COLCOA is a destination for brands to achieve consumer marketing objectives that only a Los Angeles based entertainment platform can offer. In 2018, COLCOA will continue to find new ways to engage with audiences within Los Angeles, nationwide, and around the globe. We look forward to engaging with our partners, new and returning, for COLCOA 2018.

Please visit our website at www.colcoa.org, and contact us for more details.

Very sincerely,

Francois Truffart

Festival Director

francois.truffart@colcoa.org

Anouchka van Riel

Festival Deputy Director

anouchka.vanriel@colcoa.org

TABLE

1/
Presentation

3/
2017 Key Figures

4/
A Steady Growth

6/
Talent at COLCOA

9/
A Unique Educational Program

10/
Recent Media Coverage and Advertisement

11/
Recent Partners

12/
2018 Sponsorship Opportunities Program

14/
2018 Digital Sponsorship Opportunities

15/
2018 Sponsorship Benefits Program



COLCOA FRENCH FILM FESTIVAL

A WEEK OF FILM AND SERIES PREMIERES IN HOLLYWOOD

COLCOA FRENCH FILM FESTIVAL was founded in 1997 by The Franco-American Cultural Fund, a unique collaborative effort of the Directors Guild of America, the Motion Picture Association, the Writers Guild of America West, and France's Society of Authors Composers and Publishers of Music (SACEM). COLCOA is also supported by l'Association des Auteurs-Réalisateurs-Producteurs (ARP), the Film and TV Office of the French Embassy in Los Angeles (French Consulate), the CNC, TVFI, and UNIFRANCE.

COLCOA is the acronym of "City of Light, City of Angels," the original name of an event celebrating relationships between filmmakers from two capital cities of cinema. Since 2015, the festival's name has officially become COLCOA FRENCH FILM FESTIVAL.

The festival takes place in April in the prestigious theaters of the Directors Guild of America on Sunset Boulevard in Hollywood (3 theaters [600, 160, and 37 seats], a 210 capacity lounge and a 1,500 capacity lobby).

COLCOA FRENCH FILM FESTIVAL is committed to promoting new French films and series in the U.S. and to showcasing in Hollywood the vitality and the diversity of French cinema, television, shorts, web series, and Virtual Reality (VR) programs.

The festival has continually evolved to become a showcase of 80 films, with a capacity of more than 27,000 in 2017, an average of 3,000 attendees per day, and an occupancy rate of 91.3%. COLCOA is ranked among the top 5 Film Festivals in Los Angeles, the most comprehensive annual French cultural event in the U.S., and the largest festival dedicated to French cinema and television in the world.

Since 2004, the selection is entirely made of premieres. Several high-profile features presented at COLCOA are World Premieres, International Premieres, North American or U.S. Premieres. The showcase is also known for presenting films several months before their commercial release in the U.S., raising the event's profile among U.S. distributors who use the event as a platform to launch and promote their film in Hollywood.

Its exclusive program has made COLCOA an anticipated date on the industry calendar. Scheduled a few weeks after the Academy Awards® and before the Cannes Film Festival, COLCOA FRENCH FILM FESTIVAL has become a prestigious event in Los Angeles.

The COLCOA audience is mainly made of film industry professionals (74%), including Academy of Motion Picture Arts and Sciences members: directors, writers, distributors, producers, agents, exhibitors, critics and journalists. COLCOA FRENCH FILM FESTIVAL has developed partnerships with organizations like IFTA, The Cannes Film Festival, the Sundance Institute, Film Independent, Women in Film, The American Cinematheque, SAG, and since 2008, the Hollywood Foreign Press Association (Golden Globes) and the Los Angeles Film Critics Association.

In 2008, the festival launched an educational program promoting foreign films among young American audiences in partnership with E.L.M.A (European Languages & Movies in America). More than 100 high schools from various districts of Los Angeles County and beyond (Orange, Riverside, San Bernardino, Ventura, and Santa Barbara) have participated in the program. In 2018, the festival will welcome its 23,000th student.

Since 2015, the COLCOA SHORT FILM selection is broadcasted after the festival on the Cinema on Demand service of TV5 Monde in the United States.

COLCOA regularly welcomes representatives from many distinguished news outlets. Recent festivals attracted media elite and yielded enthusiastic coverage in the New York Times, Variety, TF1, France 2, Public Radio, The Hollywood Reporter, Huffingtonpost.com, Indiewire.com, Dailymail.com, LA Weekly, l'Express, le Parisien, AFP, ScreenDaily. In addition to partnerships with Variety, LA Times, LA Weekly, KPCC-89.3 FM, DailyMotion, TV5 Monde/Spectrum, France Télévisions, and Indiewire. The festival has continuously developed relationships with journalists and critics. Thanks to our accreditation program, which includes press screenings and press sessions with filmmakers and actors, journalists have priority access to screenings and various social events throughout the week. In 2017, 70 journalists, professional bloggers, and critics were accredited. A press book of the festival is available on www.colcoa.org.

Our team will work with you to craft a custom-designed package to:

- Support your company's business objectives and resources.
- Integrate your brand, image, products and services with our influential and highly receptive community of attendees and VIP guests.
- Align your brand with a key element of the Festival.
- Personalize your experience at the Festival.

An example of a very creative sponsorship is the partnership with Alliance Française de Los Angeles which holds a reception at COLCOA every year where an award is presented to a personality who attended l'Alliance in the past and is a "Friend of the French Language and Culture". This award event is held in the VIP lounge of the festival, thus growing the community of Alliance Française de Los Angeles. Past recipients of this award include actress Jacqueline Bisset, former Ambassador of the United States in France Charles H. Rivkin, as well as author Douglas Kennedy.

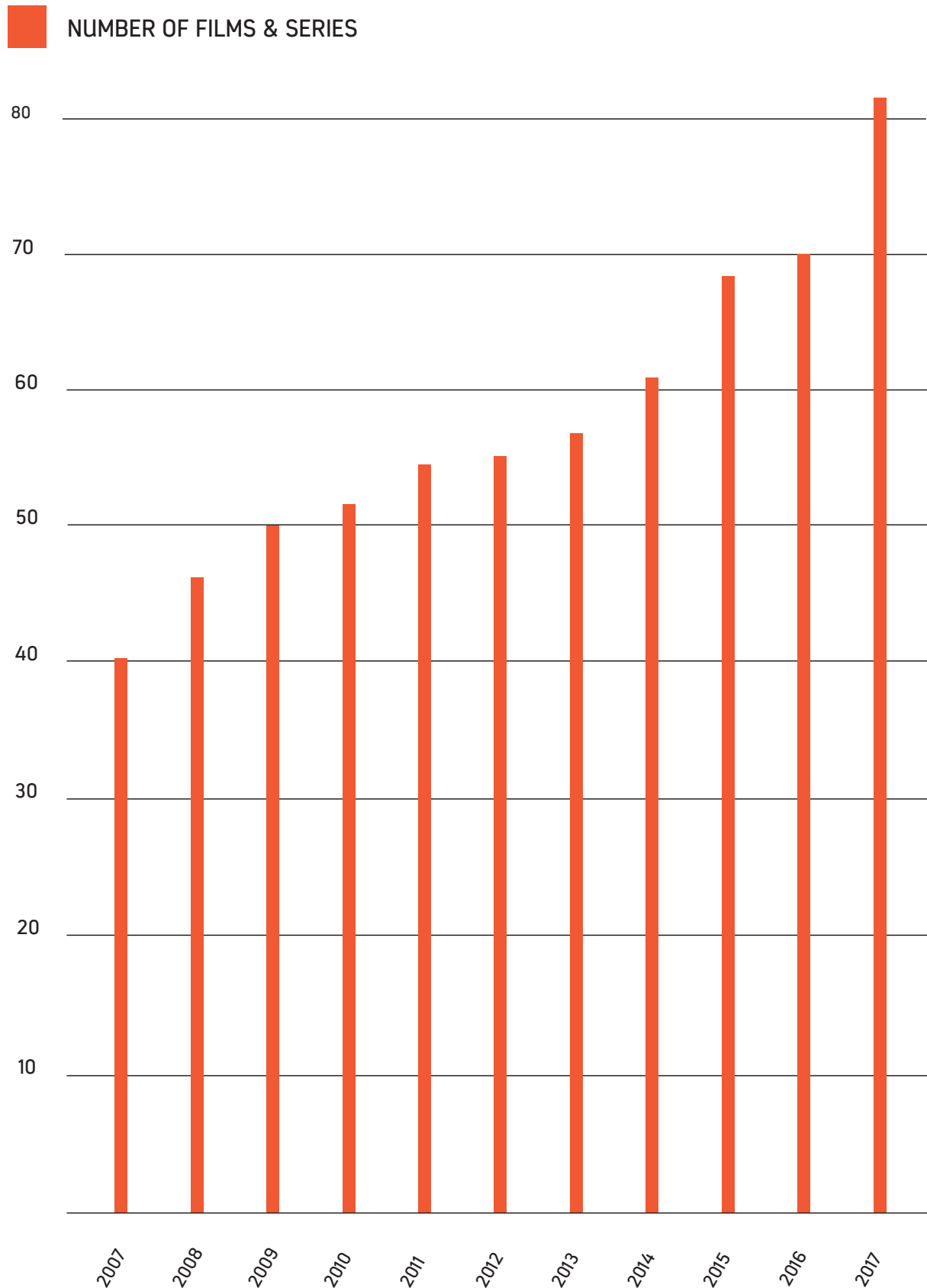
By marketing at COLCOA, your brand can:

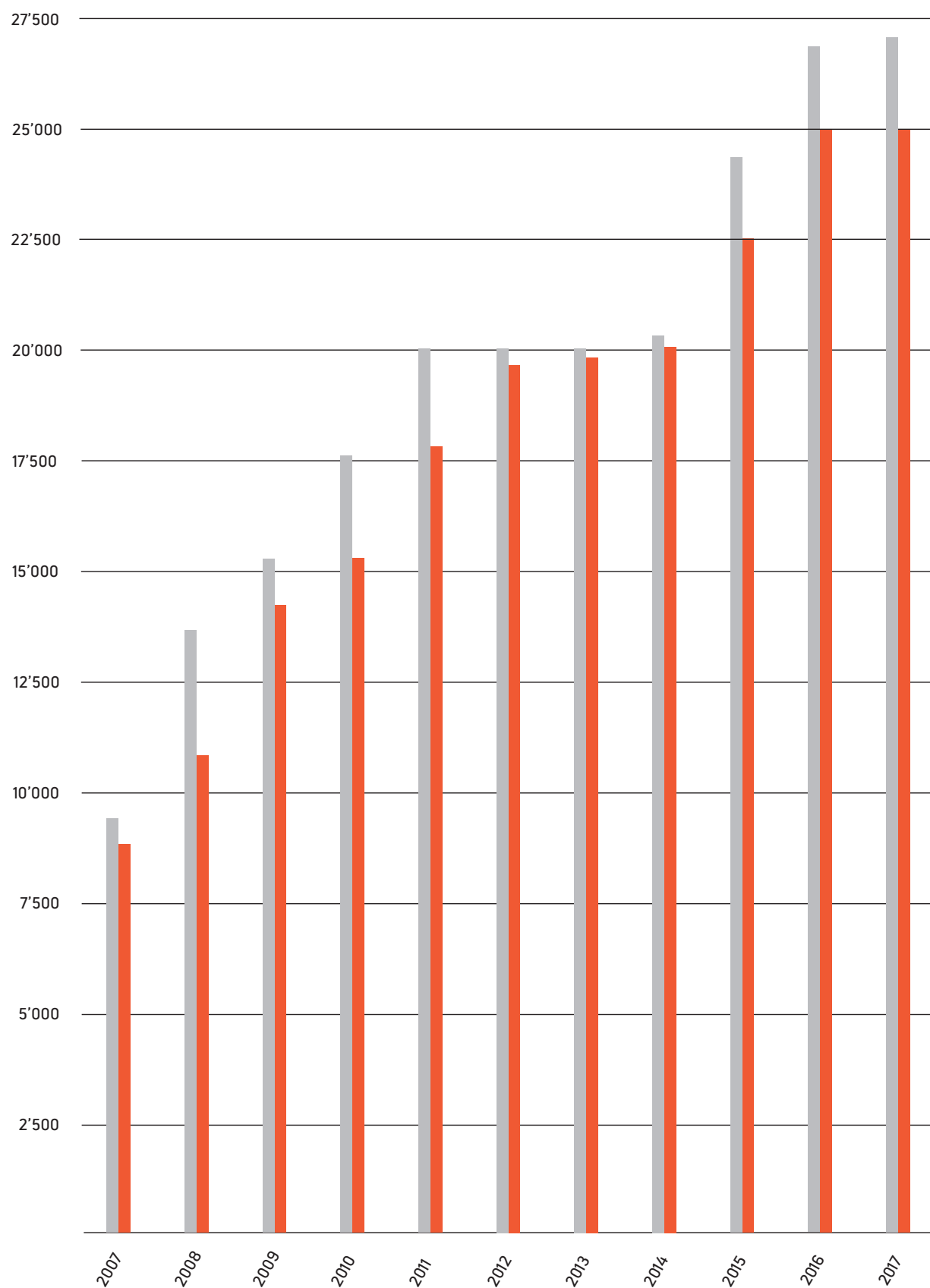
- Target a specific demographic.
- Showcase a new product or service.
- Reach thousands of industry influencers, media outlets, and consumers while making strong industry connections.
- Activate within an official event.
- Entertain groups of clients, employees, prospects and new recruits at one of the Festival's premiere venues. Enjoy premium reserved seating for you and your guests.
- Increase engagement.

2017 KEY FIGURES

- **3 theatres** (600, 150 & 50 seats) at the Directors Guild of America with state-of-the-art digital projection systems. A 210 capacity lounge and a 1,500 capacity lobby.
- **20 cocktails & receptions** on site.
- **5 programs (Cinema, Television, Shorts, Web Series and Virtual Reality)** of 82 films and series selected, including 45 World, International, North American, and U.S. Premieres.
- **120 screenings and panels.**
- **27,200 seat capacity.**
- **237,000 admissions** since the first COLCOA, including **25,000 attendees** in 2017.
- **3,000 attendees per day.**
- **3,000 high school students.**
- **850 attendees** for Opening Night.
- **74%** of the audience works in the U.S. film industry.
- Over **600,000 visitors** and **8.2 million hits** on www.colcoa.org between July 2016 and June 2017.
- **1,400,000 references** on Google in July 2017.
- **26,000 fans** on COLCOA's Social Media in August 2017.
Daily posts viewed **1,300,000 times** between July 2016 and June 2017.

COLCOA: A STEADY GROWTH





TALENT AT COLCOA

**MORE THAN 200 FRENCH WRITERS, DIRECTORS, PRODUCERS,
AND COMPOSERS HAVE PRESENTED THEIR FILMS AT COLCOA.
AMONG THEM:**

Patrick Alessandrin • Eric Altmayer • Jean-Philippe Amar • Shirel Amitay • Jean-Pierre Améris • Thomas Anargyros • Yves Angelo • Cédric Anger • Olivier Assayas • Alain Attal • Lisa Azuelos • Josiane Balasko • Maurice Barthélémy • Nicolas Bedos • Laurent Bécue-Renard • Frédéric Beigbeder • Véra Belmont • Lucas Belvaux • Bibi Bergeron • Alain Berliner • Richard Berry • Dominique Besnehard • Rémi Bezancon • Academy Award® winner Bertrand Blier • Pascal Bonitzer • Dany Boon • Laurent Bouhnik • Michel Boujenah • Nicolas Boukhrief • Jean Bréhat • Zabou Breitman • Stéphane Brizé • Guillaume Canet • Laurent Cantet • Christian Carion • Philippe Carcassonne • Patrice Chéreau • Hélier Cisterne • Etienne Comar • Fabio Conversi • Alain Corneau • Clovis Cornillac • Academy Award® winner Costa-Gavras • Antoine de Caunes • Olivier Dahan • Alix Delaporte • Maxime Delauney • Bénédicte Delmas • Academy Award® nominee Julie Delpy • Mathieu Demy • Claire Denis • Dante Desarthes • Academy Award® winner Alexandre Desplat • Arnaud Desplechin • Ziad Doueiri • Bruno Dumont • Albert Dupontel • Pascal Elbe • Léa Fehner • Marc Fiszman • Anne Fontaine • Nicole Garcia • Hugo Gélin • Michael Gentile • Jean-Benoît Gillig • Thomas Gilou • Alain Goldman • Yann Gozlan • Rémy Grumbach • Robert Guédiguian • Boulem Guerdjou • Eric Guirado • Philippe Haïm • Mohamed Hamidi • Academy Award® winner Michel Hazanavicius • Jeanne Herry • Eva Husson • Mathieu Kassovitz • Cédric Klapisch • Diane Kurys • Christophe La Pinta • Philippe Lachaux • Eric Lavaine • Philippe Le Guay • Anne Le Ny • Pierre-Ange Le Pogam • Academy Award® winner Claude Lelouch • Bruno Levy • Lorraine Levy • Jean-Albert Lièvre • Philippe Lioret • Alfred Lot • Julien Madon • Maïwenn • Tony Marshall • Philippe Martin • Marie-Castille Mention-Schaar • Simon Michael • Claude Miller • Radu Mihaileanu • Emmanuel Mouret • Olivier Nakache • Elodie Namer • Eric Neveu • Jacques Nolot • Anna Novion • Valérie Perrin • Jean-Claude Petit • Gérard Pirès • Pitof • Gilles Penso • Alexandre Poncet • Miléna Poylo • Katell Quillévéré • Academy Award® nominee Jean-Paul Rappeneau • Jean-François Richet • Brigitte Roüan • Régis Roinsard • Romain Rousseau • Gilles Sacuto • Yannick Sallet • Jean-Paul Salomé • Pierre Salvadori • Charlotte Sanson • Academy Award® winner Pierre Schoendoerffer • Coline Serreau • Florent Siri • Gilles Taurand • Academy Award® nominee Bertrand Tavernier • Pascal Tessaud • Academy Award® nominee Danièle Thompson • Laurent Tirard • Eric Tolédano • Anne-Dominique Toussaint • Sabrina Van Tassel • Francis Veber • Jean Veber • Grégoire Vigneron • Christian Vincent • Laurent Zeitoun • Roschdy Zem • Yann Zenou • Erick Zonca.



Alexandra Lamy



Helen Mirren



Bérénice Bejo



Sharon Stone



Claude Lelouch, Elsa Zylberstein, Quentin Tarantino



Omar Sy



Pierre Niney



Patrick Bruel, Johnny Hallyday



Dany Boon



Laura Dern



Marion Cotillard



Lambert Wilson



Michel Hazanavicius, Annette Bening

MANY OTHER FRENCH AND AMERICAN CELEBRITIES HAVE ATTENDED COLCOA, INCLUDING:

George Aguilar • Sveva Alviti • Carole Amiel • Jon Amiel • Nora Arnezeder • Rosanna Arquette • Academy Award® winner Roger Avary • Jamie Babitt • Nathalie Baye • Edouard Baer • Academy Award® nominee Béatrice Bejo • Victoire Bélézy • Academy Award® nominee Annette Bening • Andrea Berloff • Academy Award® winner Halle Berry • Jacqueline Bisset • Rachid Bouchareb • Didier Bourdon • Anne Brochet • Aline Brosh McKenna • Patrick Bruel • Isabelle Candelier • Gilbert Cates • Academy Award® winner George Chakiris • Jeremiah Chechik • Academy Award® winner Marion Cotillard • Clotilde Coureau • Wes Craven • Audrey Dana • Joe Dante • Alice David • Jean-Pierre Darroussin • Academy Award® nominee Laura Dern • Lou de Laâge • Jeremy Doner • Quentin Dupieux • Romain Duris • Eric Elmosnino • Gad Elmaleh • Nadia Farès • Academy Award® nominee Robert Forster • John Frankenheimer • Ana Girardot • Judith Godrèche • Academy Award® winner Taylor Hackford • Johnny Hallyday • Laetitia Hallyday • Zita Hanrot • Florian Henckel von Donnersmarck • Academy Award® winner Herbie Hancock • Arthur Hiller • Stephen Hopkins • Jimmy Jean-Louis • Lawrence Kasdan • Irvin Kershner • Nastassja Kinski • Randal Kleiser • Diane Kruger • Alexandra Lamy • John Landis • Michele Laroque • Academy Award® winner Michel Legrand • Academy Award® nominee Michael Mann • Olivier Martinez • Jeanne Mas • Kad Merad • Academy Award® nominee Nancy Meyer • Academy Award® winner Helen Mirren • Demi Moore • Ornella Muti • Pierre Niney • Academy Award® nominee Josh Olson • Academy Award® winner Alexander Payne • Vincent Perez • M. Pokora • Alice Pol • Howard A. Rodman • Jérémie Renier • Academy Award® nominee Gena Rowlands • Helene Ségara • Academy Award® nominee Robert Shaye • Academy Award® winner Steven Soderbergh • Soko • Academy Award® winner Mira Sorvino • Academy Award® nominee Sharon Stone • Academy Award® nominee Robin Swicord • Omar Sy • Academy Award® winner Quentin Tarantino • Betty Thomas • Academy Award® winner Charlize Theron • Doria Tillier • Academy Award® nominee Michael Tolkin • Serge Toubiana • Laura Truffaut • Jack Valenti • Sylvie Vartan • Matthew Weiner • Academy Award® winner Harvey Weinstein • Lambert Wilson • Academy Award® winner Chuck Workman • Michael York • Jerry Zucker • Academy Award® winner Edward Zwick • Elsa Zylberstein.

A UNIQUE EDUCATIONAL PROGRAM

**“The most important film program offered to
Los Angeles schools by a festival.”**

(Source: LAUSD)

COLCOA proudly supports a new generation of foreign films viewers by offering two educational programs in association with ELMA (European Languages and Movies in America): COLCOA HIGH SCHOOL SCREENINGS and COLCOA MASTER CLASS PROGRAM.

To date, over 100 high schools in Southern California have attended the festival and the screenings and we will welcome our 23,000th student in 2018. Most of them have never seen a foreign film before and the feedback from teachers and students is unanimously positive. There are 5 high school screenings during the festival offering 3,000 seats. Teachers and students come from areas as far as Victorville and Santa Barbara, and run the gamut of education: public, private, and magnets, from Buckley School to Compton High.

The Master Class program is dedicated to students from colleges, film schools, and universities with the participation of French filmmakers attending the festival. Every year, two to three master classes are scheduled at COLCOA and on campuses during the festival.



RECENT MEDIA COVERAGE AND ADVERTISEMENT

MEDIA NAME	MEDIA TYPE	AUDIENCE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
AFP	Press Agency	General	Several million	International	Editorial
ALLOCINE.FR	Website	General	7 million	France	Editorial
CANAL PLUS	TV Station	General	5,000,000 (subscr.)	France, Europe	Editorial
DEADLINE	Website	General	700,000	USA	Editorial
E!TV	TV Station	General	Several million	Europe	Editorial
L'EXPRESS.FR	Website	General	7 million	International	Editorial
LE FILM FRANCAIS	Trade publication	Movie Industry	-	France, Europe	Editorial
FRANCE-AMERIQUE	Bi-monthly newspaper	General	60,000	USA	Editorial
FRANCE 2	TV Station	General	Several million	Europe	Editorial
FRANCE TÉLÉVISIONS	TV Station/Website	General	Several million	International	Ads
FRANCE INTER	National Radio	General	Several million	France/Europe	Editorial
THE HOLLYWOOD REPORTER	Trade publication	Movie Industry	38,000	International	Editorial
HUFFINGTON POST	Website	General	4 Million	USA	Editorial
INDIEWIRE.COM	Website	Movie Industry	Several million	International	Editorial, Ads
JDD	Daily Newspaper	General	300,000	France	Editorial
KPFK 90.7	FM Radio	General	5,000,000	Los Angeles	Editorial
KPCC 89.3	FM Radio	General	5,000,000	Los Angeles	Editorial
LA WEEKLY	Newsweekly	General	900,000	Los Angeles	Ads, Editorial
LOS ANGELES DAILY NEWS	Daily newspaper	General	170,000	Los Angeles	Editorial
LOS ANGELES MAGAZINE	Magazine	General	180,000	Los Angeles	Editorial
LOS ANGELES TIMES	Daily newspaper	General	775,000	USA	Editorial
LAEMMLE THEATERS	Movie Theaters	General	100,000 in theaters	Greater Los Angeles	Ads
NEW YORK TIMES	Daily Newspaper	General	2 million	USA	Editorial
LE PARISIEN	Daily Newspaper	General	200,000	France	Editorial
PARIS-MATCH	Magazine	General	600,000	France	Editorial
LE POINT.FR	Website	General	3 million	France	Editorial
SCREEN INTERNATIONAL	Trade Publication	Movie Industry	+30,000	International	Editorial
SPECTRUM	Cable Network	General	Several million	Los Angeles	Commercial
STUDIO MAGAZINE	Movie Magazine	General	150,000	France	Editorial
TF1	TV Station & Website	General	Several million	France	Editorial
TV5 MONDE	TV Station	General	+50,000 subscr. in US	USA	Commercial, Edit.
VARIETY	Trade publication	Movie Industry	+40,000	International	Ads, Editorial
THEWRAP	Website	Industry	400,000	International	Editorial
YAHOO.COM	Website	General	Several million	International	Editorial

IN ADDITION – Email lists from the following organizations: Film Independent, IFTA, Women in Film, Los Angeles Film & TV Office of the French Embassy, SAG, The American Cinematheque, Laemmle Theatres, and COLCOA (Total: about 85,000 addressees)
 Press book available on www.colcoa.org/media

RECENT COLCOA SPONSORS

AIRSTAR	INTERNATIONAL SCHOOL OF LOS ANGELES /
AIR TAHITI NUI	LYCÉE INTERNATIONAL (LILA)
ALLIANCE FRANCAISE DE LOS ANGELES	LIONSGATE/STUDIOCANAL
L' ARGENTINE CHAMPAGNE	LIVE NATION
BANK OF THE WEST	LOIRE VALLEY WINERIES
BARNES INTERNATIONAL REALTY	LOS ANGELES TIMES
BARNSTORMER	MAC
BOIRON U.S.A	LES MACARONS DUVERGER
CHÂTEAU BRANE-CANTENAC	MADDALENA
CATHERINE MALANDRINO	MARCHE DU FILM
LA CHOUQUETTE PASTRY SHOP	FESTIVAL DE CANNES
CINANDO	MIRAVAL
CINELIFE	NICOLAS FEUILLATTE CHAMPAGNE
CLUB CULINAIRE OF SOUTHERN CALIFORNIA	NETFLIX
DAILYMOTION	OFFICE DU TOURISME EPERNAY
DOMAINE NICOLAS ROSSIGNOL	PAUL YOUNG FINE WINES
ECLAIR GROUP	PEET'S COFFEE & TEA
ELMA	SAN ANTONIO WINERY
FAMILLE PERRIN	ST GERMAIN
FRANCE TÉLÉVISIONS	STEM & WINE
GAUMONT	SUNSET MARQUIS HOTEL AND VILLAS
GAYOT.COM	TAMMY'S POPS
GITANE RHAPSODY	TV5 MONDE
LA GRENOUILLE	TITRA FILM
HOLLYWOOD BLONDE	TIX.COM
INDIEWIRE	VALRHONA
J. LOHR	VARIETY
KERRYGOLD	LA VIEILLE FERME
KPCC 89.3	VINEYARD BRANDS
KTLA5CW	VOLVIC
LAEMMLE THEATRES	ZADIG & VOLTAIRE
LA WEEKLY	

2018 SPONSORSHIP OPPORTUNITIES PROGRAM

Depending on the cash and/or in kind value of your contribution,
you can become either:

- **Supporting Sponsor** (+ \$1,500)*
- **Platinum Sponsor** (+ \$6,000)
- **Major Sponsor** (+ \$15,000)
- **Premier Sponsor** (+ \$35,000)
- **Official Sponsor** (+ \$60,000)

NEW THIS YEAR:

- **CATEGORY EXCLUSIVITY** (variable, contact us)

COLCOA top-level sponsorships provide the opportunity for brands to be the exclusive promotional partner within their category (bank, automaker, airline, beer, wine, general consumer electronics, body care, non-alcoholic beverage, etc.)

SEE CORRESPONDING BENEFITS ON PAGES 18 & 19

Please contact us for more details, combinations and à la carte programs.

(*or less for food & beverages providers)

2018 DIGITAL SPONSORSHIP OPPORTUNITIES

YOUR AD OR LOGO FEATURED ON OUR 7 DIGITAL SCREENS THROUGHOUT THE DGA LOBBY

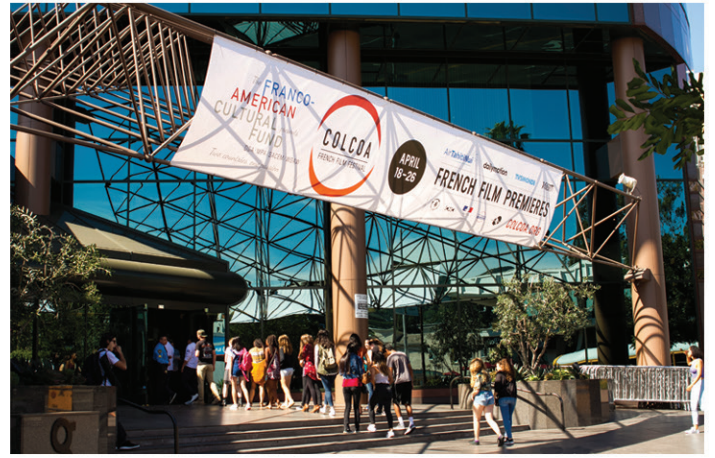


- **1 DAY** (\$750) – 3,150 impressions
- **8 DAYS** (\$5,000) – 25,200 impressions, including Opening Night

SEE CORRESPONDING BENEFITS ON PAGES 18 & 19

SPONSOR A SNAPCHAT FILTER

Engage young audiences and customize your company's presence on social media.



COLCOA FILM FESTIVAL OPPORTUNITIES

Reach consumers, VIPs, industry and media through brand integration, elite hospitality, custom activations, and free community events.

SPONSOR COLCOA'S CLOSING NIGHT	Partner for COLCOA's closing competition day on Monday. Be associated with the promotion of closing night. Contact us for details.	\$7,000 > \$10,000
SPONSOR A 7:00 PM COCKTAIL – HOSPITALITY OPPORTUNITIES	Entertain through COLCOA-curated hospitality events during the Festival. Let us bring the COLCOA Film Festival experience to you and your guests. Invite up to 100 guests to a VIP cocktail followed by a Premiere screening. Your guests will receive complimentary tickets and priority access to the screening following the cocktail.	\$5,000
PROVIDE FESTIVAL'S COCKTAILS WITH FOOD AND BEVERAGES	What would a French festival in Hollywood be without wine and cheese? COLCOA offers several opportunities to promote food and beverages among our guests throughout the week.	Variable (In Kind)
ADD YOUR LOGO TO OUR COLCOA.ORG HOME PAGE	Your logo will appear on the homepage of the site for 12 months (+ link to your website). Receive a shout out on our social media during the year (Facebook, Instagram, Twitter).	\$3,500
ADD AN AD TO ONE OF OUR COLCOA.ORG PAGES	Your ad (+ link to your website) will appear on a specific page on colcoa.org for at least 6 months (10 months on the home page). Receive a shout out on our social media during the year (Facebook, Instagram, Twitter).	\$2,000 (\$5,000 on the home page)
SUPPORT THE COLCOA PROMOTION CAMPAIGN AS A MEDIA PARTNER	As a media partner, you can offer complimentary ads to promote COLCOA and become a major sponsor of the festival.	Variable
INCLUDE COLCOA IN YOUR MEDIA CAMPAIGN	By supporting COLCOA in your own print, radio or TV advertisement campaign, you can become a major sponsor of the festival. Take advantage of our special rates with major outlets including Variety, LA Times, LA Weekly, and street banners program throughout the city.	Variable

BUY AN AD IN THE COLCOA OFFICIAL CATALOG	The COLCOA catalog is an efficient communication tool. It is distributed on site during the week, sent to all COLCOA partners and kept as a reference publication by most film industry and media guests.	\$5,000 Full page \$3,500 half
BE ASSOCIATED WITH THE COLCOA LOUNGE (9 DAYS)	The COLCOA lounge is the heart of the festival. From private cocktails for VIP guests to complimentary receptions for the audience, the lounge is the place where people meet, share a glass of wine and do business at COLCOA. The COLCOA lounge would be called the "Sponsor's name" LOUNGE on all supports and communication materials.	\$10,000
SPONSOR A COLCOA PROGRAM	Your name can be associated with one or several COLCOA programs (<i>Happy Hour Talks, Film Noir Series, After 10, ColCoe Classics, etc.</i>). Your logo will be screened before each movie that is part of the program.	Variable. Starting at \$2,000, up to \$10,000
SPONSOR AN AFTER PARTY OR A DINNER FOR THE COLCOA DELEGATION DURING THE WEEK	Make your space available, welcome the delegation for a dinner, or sponsor an after-party.	Variable
SPONSOR THE 22-FOOT COLCOA ANNIVERSARY CAKE ON SUNDAY	Have your name associated with a very anticipated and popular event on Sunday afternoon. A 22-foot anniversary cake will be served to 1,000 festival attendees. Your name will be mentioned in a speech made by the festival director on this occasion. You also have the opportunity to display your logo/ad on the festival's 7 digital screens for the day.	\$3,500
BE FEATURED ON COLCOA STREET BANNERS	After 4 very successful campaigns from 2014 to 2017, COLCOA street banners are back in 2018.	Starting at \$10,000
SUPPORT THE "WIN A TRIP TO PARIS" CONTEST	Supporting this popular COLCOA contest will give you a large exposure at the festival: your logo will appear on all supports (including tickets) and your name will be associated with the contest on all communication materials.	\$8,000 (Estimate)

**BE ASSOCIATED WITH
A SPECIAL EVENT
ON SUNDAY EVENING**

Your name can be associated with a special event at the Festival around a film and/or talent on Sunday evening. Invite up to 100 guests to a VIP cocktail followed by a Premiere screening. Your guests will receive complimentary tickets and priority access to the screening following the cocktail. Be associated with the promotion of this special event.

\$5,000

**NEW:
PRIVATIZE THE VR SPACE**

Experience the best of French VR production in a private setting for you and your guests with cocktails and finger foods.

\$6,000

**NEW:
DISPLAY OPPORTUNITIES**

Display your products on site when participating in other COLCOA initiatives, including the possibility to set up a booth in the lobby of the DGA and/or to have a co-branded gift bag for opening night.

\$1,000 > \$5,000

**NEW:
SPONSOR THE COLCOA
COCKTAIL GLASSES AND
THE VIP PASSES LANYARDS**

Have your name/logo engraved on COLCOA glasses used in the VIP lounge for all festival cocktails, including VIP opening night reception (Total: 14 cocktails – 2800 guests).

\$4,000



LOGO/NAME PLACEMENT

OFFICIAL SPONSOR (\$60,000+)	LOGO	Press Wall on site (red carpet)	
PREMIER SPONSOR (\$35,000 — \$59,999)	LOGO	Festival Poster	
MAJOR SPONSOR (\$15,000 — \$34,999)	LOGO	COLCOA Ads	
PLATINUM SPONSOR (\$6,000 — \$14,999)	LOGO	Pre-Screening Slide Show	
SUPPORTING SPONSOR (\$1,500 — \$5,999)	LOGO	Sponsors page in Official Catalog	
DIGITAL SPONSOR (\$750/1 DAY — \$5,000/8 DAYS)	LOGO	COLCOA flyer	
		Banner on site	
		COLCOA Banner on Sunset Blvd. <i>(front of the DGA building)</i>	
		Website Homepage + link	
	LOGO	Website Sponsors Page + Link	
	NAME (IF 8-DAY OPTION)	Opening Night Invitations	
	LOGO (IF 8-DAY OPTION)	General Invitation	
		Special logo page on digital screens	

ADVERTISEMENT & RECOGNITION

	Complimentary ad in Official Catalog	Ad in pre-screening slide show	Written recognition in Press Releases	Acknowledgement at Press Conference	Acknowledgement on stage on Opening Night	Literature displayed on site	Flat screen in Main Hall	Acknowledgment in email blast	Acknowledgment on Social Media
OFFICIAL SPONSOR (\$60,000+)	FULL P.	●	●	●	●	●	●	1x	2x
PREMIER SPONSOR (\$30,000 — \$59,999)	FULL P.		●	●	●	●			1x
MAJOR SPONSOR (\$15,000 — \$29,999)	1/2 P.		●			●			
PLATINUM SPONSOR (\$5,000 — \$14,999)	1/4 P.		●			●			
SUPPORTING SPONSOR (\$1,000 — \$4,999)	1/8 P.		●			●			
DIGITAL SPONSOR (\$750/1 DAY — \$5,000/8 DAYS)			●			●			

INVITATIONS & PASSES

	Pair of invitations for Opening Night	Pair of invitations for whole week (except Opening Night)	Daily Pass to the Lounge (cocktails)
8-DAY OPTION >	2	5	2
1-DAY OPTION >	0	2	1