



9 DAYS OF
PREMIERES
IN HOLLYWOOD

APRIL 18-26, 2016

We are proud to introduce the
**COLCOA 20th ANNIVERSARY
SPONSORSHIP PROGRAM**

One of the preeminent French cultural events in the U.S. and the largest French Film Festival worldwide, COLCOA FRENCH FILM FESTIVAL presented by the Franco-American Cultural Fund, will celebrate its 20th anniversary in the prestigious theaters of the Directors Guild of America, from April 18 to April 26, 2016.

With a program of 68 film premieres dedicated to cinema and television, with 22,500 attendees and the support of major media outlets, 2015 was the best year so far. COLCOA 2016 will top several years of sustained growth with a special year dedicated to our 20th anniversary. Be part of a very anticipated year of celebrations offering new opportunities and visibilities for sponsors.

A partnership with COLCOA does not require cash contributions exclusively; it can come in the form of "in kind" or "support," and we are open to study any offer.

You will find in this package all you need to know about COLCOA, including how you can benefit from a locally well-established event, which is also national and international in scope.

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

Very sincerely,

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COLCOA FRENCH FILM FESTIVAL

“9 DAYS OF 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 for nine days in the prestigious theaters of the Directors Guild of America on Sunset Boulevard in Hollywood (3 theaters, a 210 capacity lounge and a 1,500 capacity lobby).

COLCOA is committed to promoting new French films in the U.S. and to showcasing in Hollywood the vitality and the diversity of French cinema and, since 2015, French television programs.

In 19 years, 606 films have been selected. COLCOA has continually evolved to become a 9-day showcase of at least 65 films, with a capacity of more than 24,700 in 2015, an average of 3,000 attendees per day and an occupancy rate of 91.3%. With 22,500 attendees in 2015, COLCOA is now one of the largest film festivals in Hollywood.

Since 2004, the selection is entirely made of premieres. Several high-profile features presented at COLCOA are World Premieres, International Premieres, North American Premieres 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 now use the event as a platform to launch and promote their film in Hollywood.

Its exclusive program has made COLCOA an anticipated date in the industry calendar and now the largest French film festival in the world. Scheduled a few weeks after the Academy Awards® and before the Cannes Film Festival, COLCOA has become a prestigious event in Los Angeles.

The COLCOA audience is mainly made of film industry professionals (74%), including Academy Awards® 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, 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.

Additionally, the festival is more than a film industry event. It has become popular in the Greater Los Angeles community and most of the screenings are booked several weeks before the event.

In 2008, an educational program was launched to promote foreign films among young American audiences in association with E.L.M.A (European Languages & Movies in America). More than 100 high schools from Los Angeles and Orange Counties have already participated in the program. In 2010, a master class program was introduced for colleges, film schools and universities. In 2016, the festival will welcome its 17,000th student.

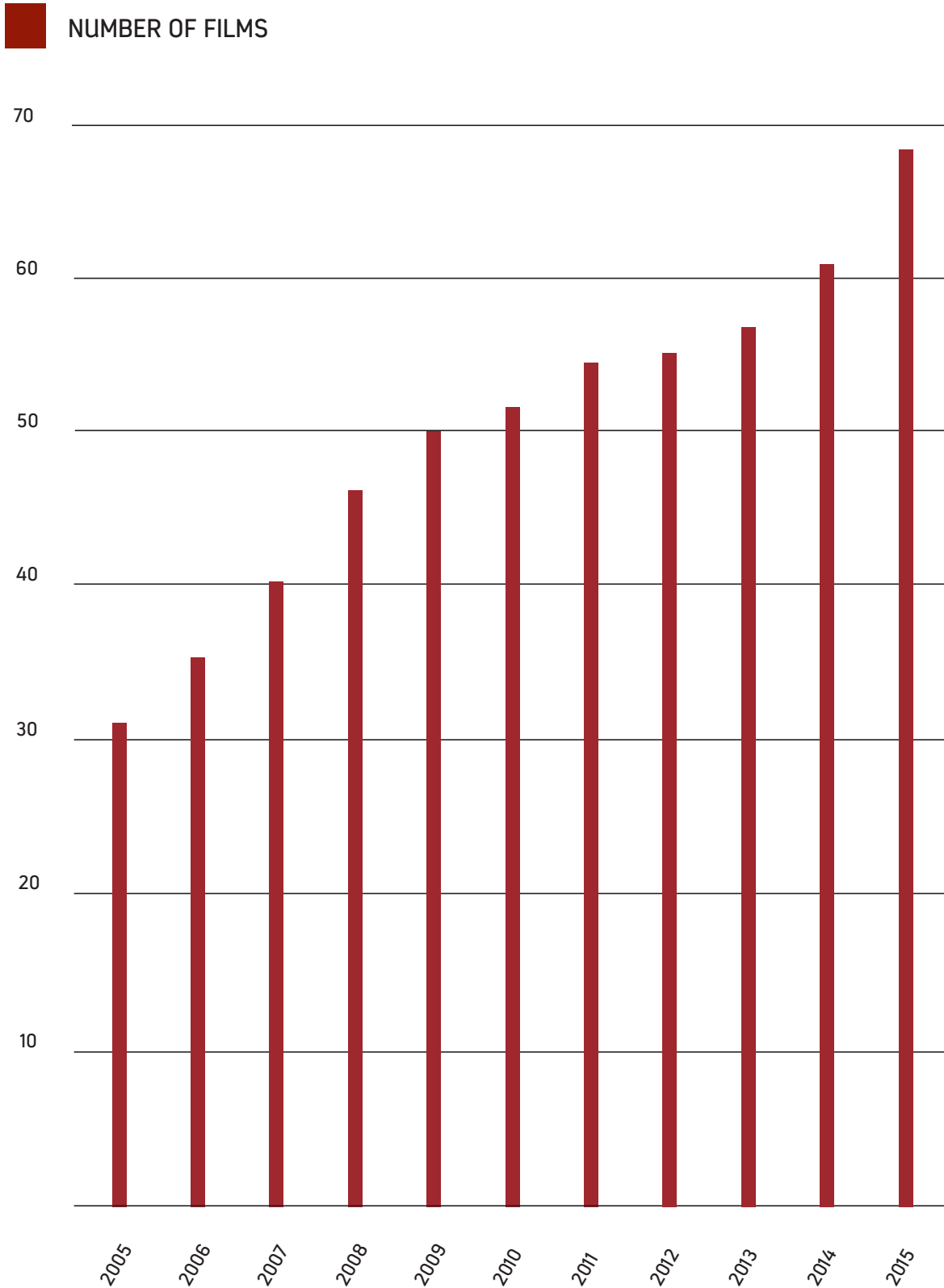
Since 2015, a part of the COLCOA SHORT FILM selection is broadcasted after the festival on the Cinema on Demand service of TV5 Monde in the United States.

One reason for the success of COLCOA is its media coverage. In addition to partnerships with Variety, LA Times, LA Weekly, KPCC-89.3 FM, DailyMotion, TV5 Monde/Time Warner Cable, and Indiewire, COLCOA has continuously developed relationships with journalists and critics. Thanks to a specific accreditation program, which includes press screenings and press sessions with filmmakers and actors, journalists have a priority access to screenings and various social events during the week. In 2015, 80 journalists, professional bloggers and critics were accredited. A press book of the festival is available on www.colcoa.org.

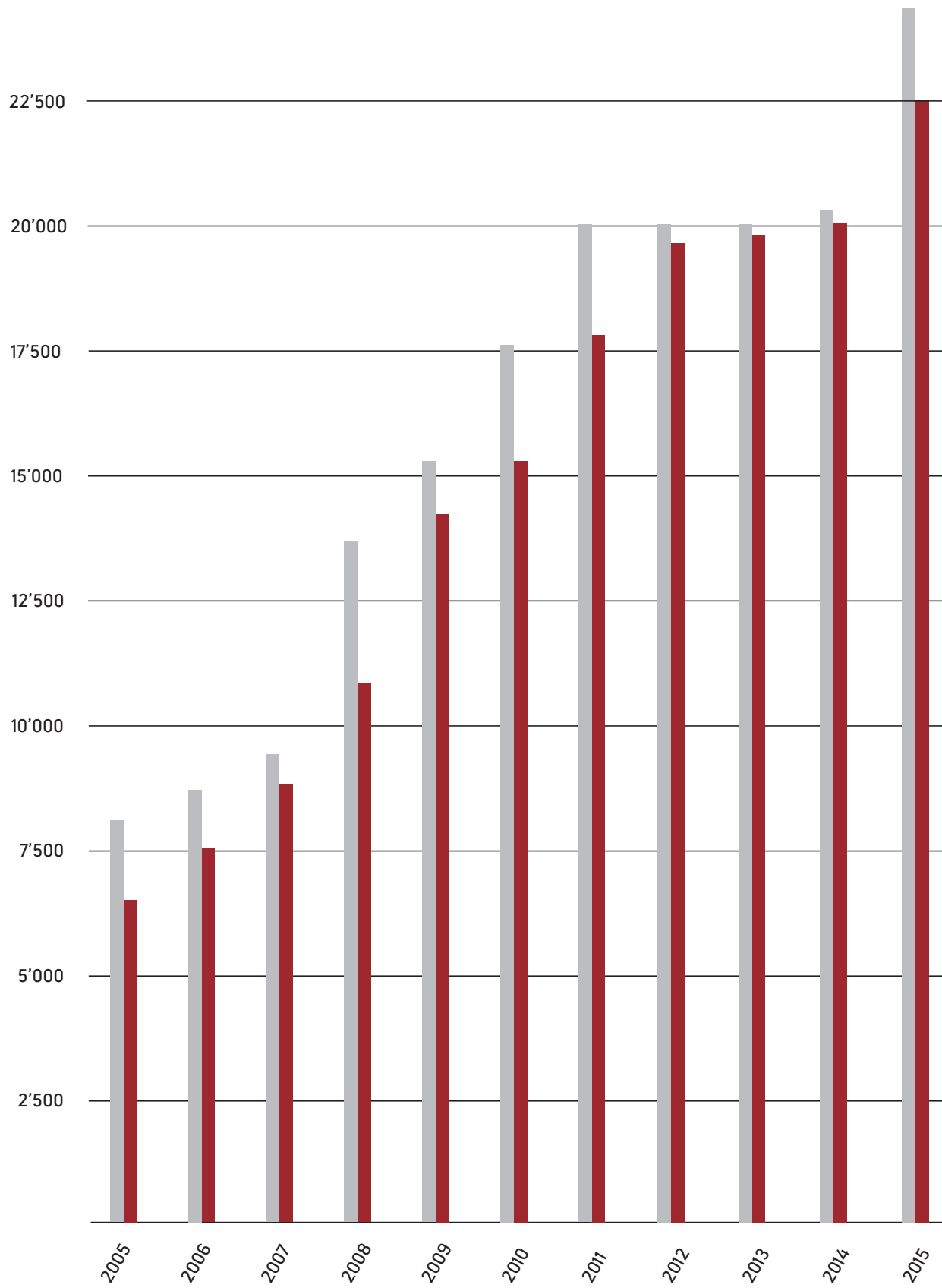
KEY FIGURES

- **3 theatres** (600, 150 & 50 seats) with state-of-the-art digital projection systems. A 210 capacity lounge and a 1,500 capacity lobby.
- **22 cocktails & receptions** on site in 2015.
- **68 films and short films** selected in 2015.
- **48 features, TV movies and TV series in 2015:** including 26 World Premieres, International Premieres, North American and U.S. Premieres.
- **121 screenings and panels** in 2015 (78 in 2014)
- 24,700 seat capacity in 2015.
- **187,000 admissions** since the first COLCOA, including **22,500 attendees** in 2015.
- **3,000 attendees per day** in 2015; 900 attendees for Opening Night.
- **74%** of the audience works in the U.S. film industry.
- Over **600,000 visitors** and **7 million hits** on www.colcoa.org between July 2014 and June 2015.
- **1,400,000 references** on Google in July 2015.
- **26,100 fans** on COLCOA's Facebook page in August 2015. Daily posts viewed 1,460,000 times between July 2014 and June 2015.

COLCOA: A steady growth



CAPACITY OCCUPANCY



TALENT AT COLCOA

MORE THAN 150 FRENCH WRITERS, DIRECTORS AND PRODUCERS HAVE PRESENTED THEIR FILM(S) AT COLCOA. AMONG THEM ARE:

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 Barthelémy • Laurent Bécue-Renard • Frédéric Beigbeder • Véra Belmont • Lucas Belvaux • Bibo Bergeron • Richard Berry • Dominique Besnehard • Rémi Bezancon • Academy Award® winner Bertrand Blier • Pascal Bonitzer • Dany Boon • Laurent Bouhnik • Michel Boujenah • 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 • 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 • Michael Gentile • Thomas Gilou • Alain Goldman • Yann Gozlan • Robert Guédiguian • Eric Guirado • Philippe Haïm • Academy Award® winner Michel Hazanavicius • Jeanne Herry • Mathieu Kassovitz • Cédric Klapisch • Diane Kurys • Christophe La Pinta • Philippe Lachaux • 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 • Simon Michael • Claude Miller • Radu Mihaileanu • Emmanuel Mouret • Olivier Nakache • Elodie Namer • Jacques Nolot • Anna Novion • Gérard Pirès • Pitof • Miléna Poylo • Katell Quillévéré • Jean-François Richet • Brigitte Roüan • Régis Roinsard • Romain Rousseau • Gilles Sacuto • Yannick SAILLET • Jean-Paul Salomé • Pierre Salvadori • Charlotte Sanson • Academy Award® winner Pierre Schoendoerffer • Coline Serreau • Florent Siri • Gilles Taurand • Bertrand Tavernier • Pascal Tessaud • Academy Award® nominee Danièle Thompson • Laurent Tirard • Eric Tolédano • Anne-Dominique Toussaint • Sabrina Van Tassel • Francis Veber • Laurent Zeitoun • Yann Zenou • Erick Zonca.



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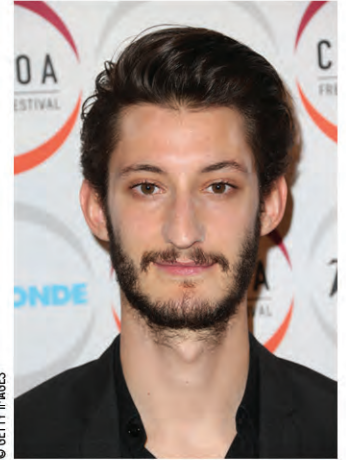
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**MANY OTHER FRENCH AND AMERICAN CELEBRITIES HAVE ATTENDED
COLCOA INCLUDING:**

George Aguilar • 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 • Aline Brosh McKenna • Isabelle Candelier • Gilbert Cates • Academy Award® winner George Chakiris • Jeremiah Chechik • Academy Award® winner Marion Cotillard • Clotilde Coureau • Wes Craven • Audrey Dana • Alice David • Jean-Pierre Darroussin • Academy Award® nominee Laura Dern • Lou de Laâge • Jeremy Doner • Quentin Dupieux • Romain Duris • Eric Elmosnino • Gad Elmaleh • Academy Award® nominee Robert Forster • John Frankenheimer • Ana Girardot • Judith Godrèche • Academy Award® winner Taylor Hackford • Johnny Hallyday • 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 • John Landis • 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 • 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 • Betty Thomas • Academy Award® winner Charlize Theron • 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.

COLCOA 2015 – 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
CANAL PLUS	TV Station	General	5,000,000 (subscr.)	France, Europe	Editorial
DEADLINE	Website	General	700,000	USA	Editorial
LOS ANGELES DAILY NEWS	Daily newspaper	General	170,000	Los Angeles	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
E!TV	TV Station	General	Several Million	Europe	Editorial
HUFFINGTON POST	Website	General	4 Million	USA	Editorial
INDIEWIRE.COM	Website	Movie Industry	Several Million	International	Editorial, Ads
LOS ANGELES TIMES	Daily newspaper	General	775,000	USA	Editorial
LA WEEKLY	Newsweekly	General	900,000	Los Angeles	Ads, 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
LOS ANGELES MAGAZINE	Magazine	General	180,000	Los Angeles	Editorial
THE HOLLYWOOD REPORTER	Trade publication	Movie Industry	38,000	International	Editorial
LAEMMLE THEATERS	Movie Theaters	General	100,000 in theaters	Greater Los Angeles	Ads
TV5 MONDE	TV Station	General	+50,000 subscr. in US	USA	Commercial, Edit.
VARIETY	Trade publication	Movie Industry	+40,000	International	Ads, Editorial
YAHOO.COM	Website	General	Several Million	International	Editorial
SCREEN INTERNATIONAL	Trade Publication	Movie Industry	+30,000	International	Editorial
STUDIO MAGAZINE	Movie Magazine	General	150,000	France	Editorial
LE POINT.FR	Website	General	3 million	France	Editorial
PARIS-MATCH	Magazine	General	600,000	France	Editorial
FRANCE 2	TV Station	General	Several million	Europe	Editorial
FRANCE INTER	National Radio	General	Several million	France/Europe	Editorial
ALLOCINE.FR	Website	General	7 million	France	Editorial
LE PARISIEN	Daily Newspaper	General	200,000	France	Editorial
TF1	TV Station & Website	General	Several million	France	Editorial
JDD	Daily Newspaper	General	300,000	France	Editorial
ANGELIKA THEATER NEW YORK	Movie Theatre	General	38,000	USA	Ads
TIME WARNER	Cable Network	General	Several million	Los Angeles	Commercial

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 (Total: about 50,000 addressees)
 Press book available on www.colcoa.org/media

RECENT COLCOA SPONSORS

AIRSTAR

AIR TAHITI NUI

ALLIANCE FRANCAISE

BANK OF THE WEST

BARNES

BOIRON U.S.A

CHÂTEAU BRANE-CANTENAC

CATHERINE MALANDRINO

CINANDO

CLUB CULINAIRE
OF SOUTHERN CALIFORNIA

DAILYMOTION

ECLAIR GROUP

ELMA

GAYOT.COM

HOLLYWOOD BLONDE

INDIEWIRE

KERRYGOLD

KPCC 89.3

KTLA5CW

LA BOITE

LAEMMLE THEATRES

L' ARGENTINE CHAMPAGNE

LA WEEKLY

LES MACARONS DUVERGER

LILA

LIONSGATE/STUDIOCANAL

LOS ANGELES TIMES

MARCHE DU FILM

FESTIVAL DE CANNES

NICOLAS FEUILLATTE CHAMPAGNE

NETFLIX

OFFICE DU TOURISME EPERNAY

PEET'S COFFEE & TEA

ST GERMAIN

SUNSET MARQUIS HOTEL AND VILLAS

TV5 MONDE

TITRATVS

TIX.COM

VALRHONA

VARIETY

VOLVIC

ZADIG & VOLTAIRE

Sponsorship Opportunities Program 2016

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

- **Supporting Sponsor (+ \$1,000)***
- **Platinum Sponsor (+ \$5,000)**
- **Major Sponsor (+ \$15,000)**
- **Premier Sponsor (+ \$30,000)**
- **Official Sponsor (+ \$60,000)**

(*or less for food & beverages providers)

SEE CORRESPONDING BENEFITS ON PAGES 14 & 15

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

<p>SPONSOR THE COMPETITION CLOSING DAY AND/OR THE FINAL DAY OF FREE SCREENINGS.</p>	<p>Be our partner for these very anticipated days celebrating COLCOA on Monday April 25 (closing competition day) and Tuesday April 26 (final day of free screenings). Be associated to the promotion of these special events. Contact us for details.</p>	<p>Closing competition \$7,000 Free Screening day \$3,500</p>
<p>SPONSOR A 7:00 PM COCKTAIL</p>	<p>Have a Hollywood Premiere at COLCOA: invite up to 100 guests to a VIP cocktail followed by a Premiere screening. Your cocktail guests will receive complimentary tickets and priority access to the following screening.</p>	<p>\$5,000</p>
<p>PROVIDE FESTIVAL'S COCKTAILS WITH FOOD AND BEVERAGES</p>	<p>What would a French festival in Hollywood be without wine and cheese? COLCOA offers several opportunities to promote food and beverage among our guests throughout the week.</p>	<p>Variable (In Kind)</p>
<p>ADD YOUR LOGO TO OUR COLCOA.ORG HOME PAGE</p>	<p>Your logo will appear on the homepage of the site for 12 months (+ link to your website).</p>	<p>\$3,500</p>
<p>ADD AN AD TO ONE OF OUR COLCOA.ORG PAGES</p>	<p>Your ad (+ link to your website) will appear on a specific page on our new website for at least 6 months (10 months on the home page).</p>	<p>\$2,000 (\$5,000 on the home page)</p>
<p>SUPPORT THE COLCOA PROMOTION CAMPAIGN AS A MEDIA PARTNER</p>	<p>As a media partner, you can offer complimentary ads to promote COLCOA and become a major sponsor of the festival.</p>	<p>Variable</p>
<p>INCLUDE COLCOA IN YOUR MEDIA CAMPAIGN</p>	<p>By supporting COLCOA in your own print, radio or TV advertisement campaign, you can become a major sponsor of the festival.</p>	<p>Variable</p>
<p>BUY AN AD IN THE COLCOA OFFICIAL CATALOG</p>	<p>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.</p>	<p>\$5,000 Full page \$3,500 half</p>

<p>BE ASSOCIATED WITH THE COLCOA LOUNGE</p>	<p>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.</p>	<p>\$5,000</p>
<p>SPONSOR A COLCOA SERIES</p>	<p>Your name can be associated with one or several COLCOA series (<i>Happy Hour Talks, Film Noir Series, After 10, ColCoe Classics, etc.</i>) and be mentioned as such on all supports and on stage during live presentations. This opportunity increases your exposure during the event.</p>	<p>Variable. Starting at \$2,000, up to \$10,000</p>
<p>SPONSOR AN AFTER PARTY OR A DINNER FOR THE COLCOA DELEGATION DURING THE WEEK</p>	<p>Make your space available, welcome the delegation for a dinner, or sponsor an after-party.</p>	<p>Variable</p>
<p>SPONSOR THE OPENING NIGHT PREMIERE WRISTBANDS</p>	<p>Your company logo will be the only logo featured on the COLCOA VIP opening night wristbands. 800 guests attend the opening night and wear these wristbands all evening.</p>	<p>\$2,500</p>
<p>SPONSOR THE OPENING NIGHT PREMIERE NAPKINS</p>	<p>Have your logo printed with a marketing tag on napkins that will be used during the VIP opening night reception at COLCOA. 800 guests attend this reception.</p>	<p>\$2,500</p>
<p>BE FEATURED ON COLCOA STREET BANNERS</p>	<p>After a successful campaign in 2015, COLCOA street banners will be back in 2016. Your logo will be featured on a minimum of 100 banners displayed strategically for several weeks across the city, reaching several million viewers.</p>	<p>Starting at \$10,000</p>
<p>SUPPORT THE “WIN A TRIP TO PARIS” CONTEST</p>	<p>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.</p>	<p>\$8,000 (Estimate)</p>

LOGO/NAME PLACEMENT

OFFICIAL SPONSOR (\$60,000+)	LOGO	Press Wall on site (red carpet)
PREMIER SPONSOR (\$30,000 — \$59,999)	LOGO	Festival Poster
MAJOR SPONSOR (\$15,000 — \$29,999)	LOGO	COLCOA Ads
PLATINUM SPONSOR (\$5,000 — \$14,999)	LOGO	Pre-Screening Slide Show
SUPPORTING SPONSOR (\$1,000 — \$4,999)	LOGO	Sponsors page in official Catalog (6,000)
	LOGO	COLCOA flyer
	LOGO	Banner on site
	LOGO	COLCOA Banner on Sunset Blvd. <i>(front of the DGA building)</i>
	LOGO	Website Homepage + link
	LOGO	Website Sponsors Page + Link
	LOGO	Opening Night Invitations
	LOGO	General Invitation

ADVERTISEMENT & RECOGNITION

Sponsorship Level	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
OFFICIAL SPONSOR (\$60,000+)	FULL P.	●	●	●	●	●	●
PREMIER SPONSOR (\$30,000 — \$59,999)	FULL P.		●	●	●	●	
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.		●			●	

INVITATIONS & PASSES

5	15	8
4	10	6
3	8	4
2	5	2
1	2	1

Pair of invitations for Opening Night

Pair of invitations for whole week (except Opening Night)

Daily Pass to the Lounge (cocktails)