

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

DGA/MPA/SACEM/WGAW

APRIL 24 – MAY 2, 2017



**9 DAYS OF FILM AND TV PREMIERES IN HOLLYWOOD**

We are proud to introduce the  
**21<sup>st</sup> COLCOA FESTIVAL**  
**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 21<sup>st</sup> edition in the prestigious theaters of the Directors Guild of America, from **April 24 to May 2, 2017**.

With 70 film and TV premieres, 25,000 attendees, and the support of major media outlets, COLCOA 2016 was the most talked about and attended festival to date. COLCOA 2017 will top years of sustained growth offering new opportunities and visibilities for sponsors.

There are multiple ways to partner with COLCOA and not all of them involve monetary investment. It can be "in kind" or "support", and we look forward to working with you to reach your goals.

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 national and international in scope. Please visit our website [www.colcoa.org](http://www.colcoa.org) and contact us for more details.

Very sincerely,

**Francois Truffart**

Festival Director

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Festival Deputy Director

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# COLCOA FRENCH FILM FESTIVAL

## 9 Days of Film and TV Premieres in Hollywood

**COLCOA, the largest French Film Festival in the world** 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 Paris and Los Angeles, the two historic capitals 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 the diversity of French cinema and French television programs.

In 20 years, 676 films have been showcased. COLCOA has continually evolved to become a 9-day showcase of at least 70 films, with a capacity of more than 27,000 moviegoers in 2016, an average of 3,000 attendees per day, and an occupancy rate of 92%. With 25,000 attendees in 2016, COLCOA is now one of the four largest film festivals in Hollywood.

The program is entirely made of premieres including World, International, North American, and U.S. Premieres. The showcase is known for presenting films 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 films.

This exclusive program has made COLCOA an anticipated date in the industry calendar. 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 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 including IFTA, The Cannes Film Festival, Film Independent, Women in Film, The American Cinematheque, SAG, the Hollywood Foreign Press Association (Golden Globes) and the Los Angeles Film Critics Association. The festival is more than a film industry event. It has become popular in the Greater Los Angeles community and the screenings are booked several weeks out.

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 County have already participated in the program. In 2010, a master class program was introduced for colleges, film schools and universities. In 2017, the festival will welcome its 20,000th student.

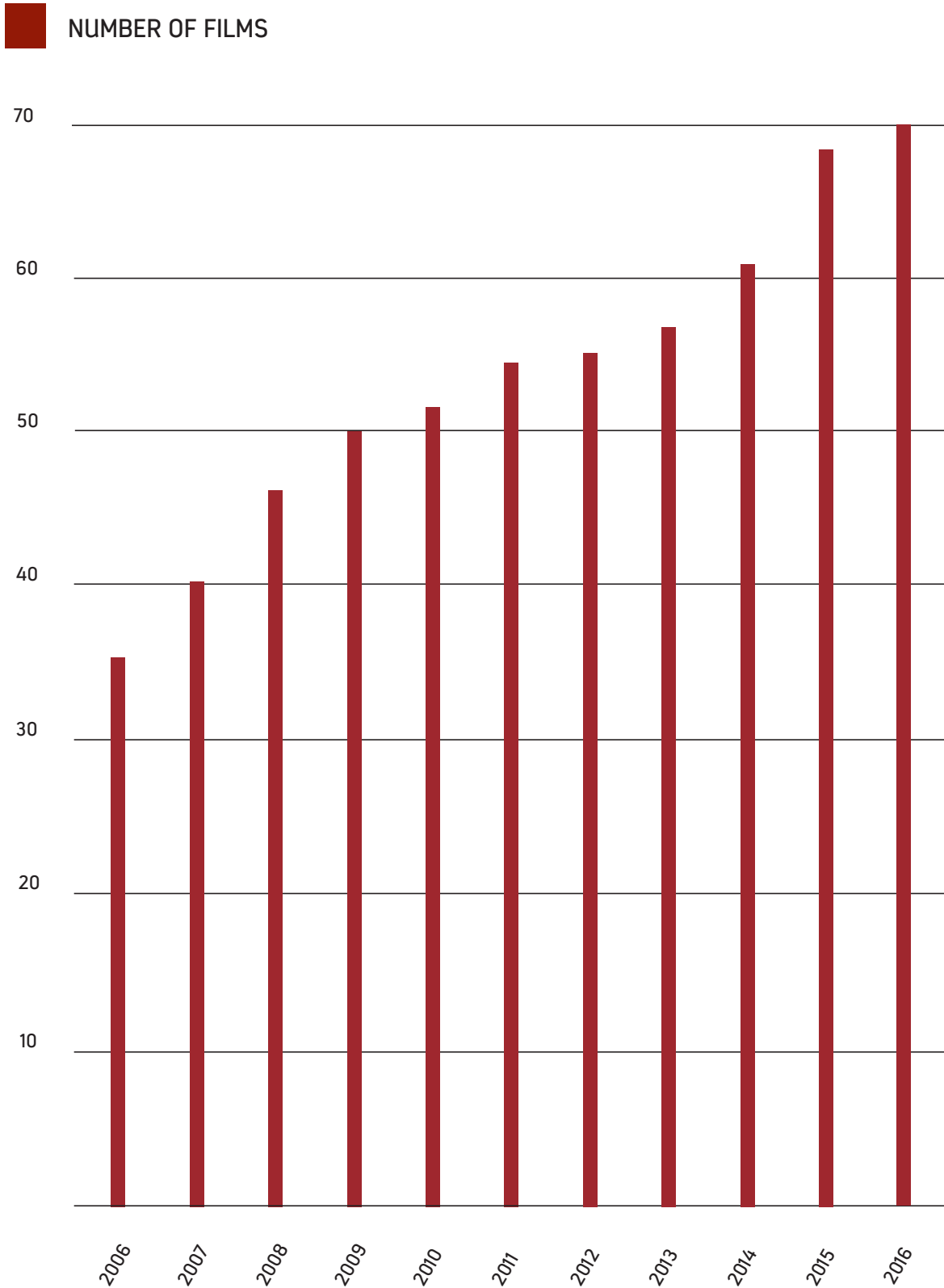
Since 2015, a part of the COLCOA SHORT FILM selection is broadcasted after the festival on the Cinema on Demand service of TV5 Monde in the United States.

COLCOA is successful in part because of its media coverage. In addition to partnerships with Variety, Los Angeles Times, LA Weekly, KPCC-89.3 FM, DailyMotion, TV5 Monde/Time Warner Cable, and Indiewire, COLCOA keeps developing relationships with journalists and critics. Our accreditation program includes press screenings and press sessions with filmmakers and actors; journalists have priority access to screenings and social events during the week. In 2016, 70 journalists, professional bloggers, and critics were accredited. A press book of the festival is available on [www.colcoa.org](http://www.colcoa.org).

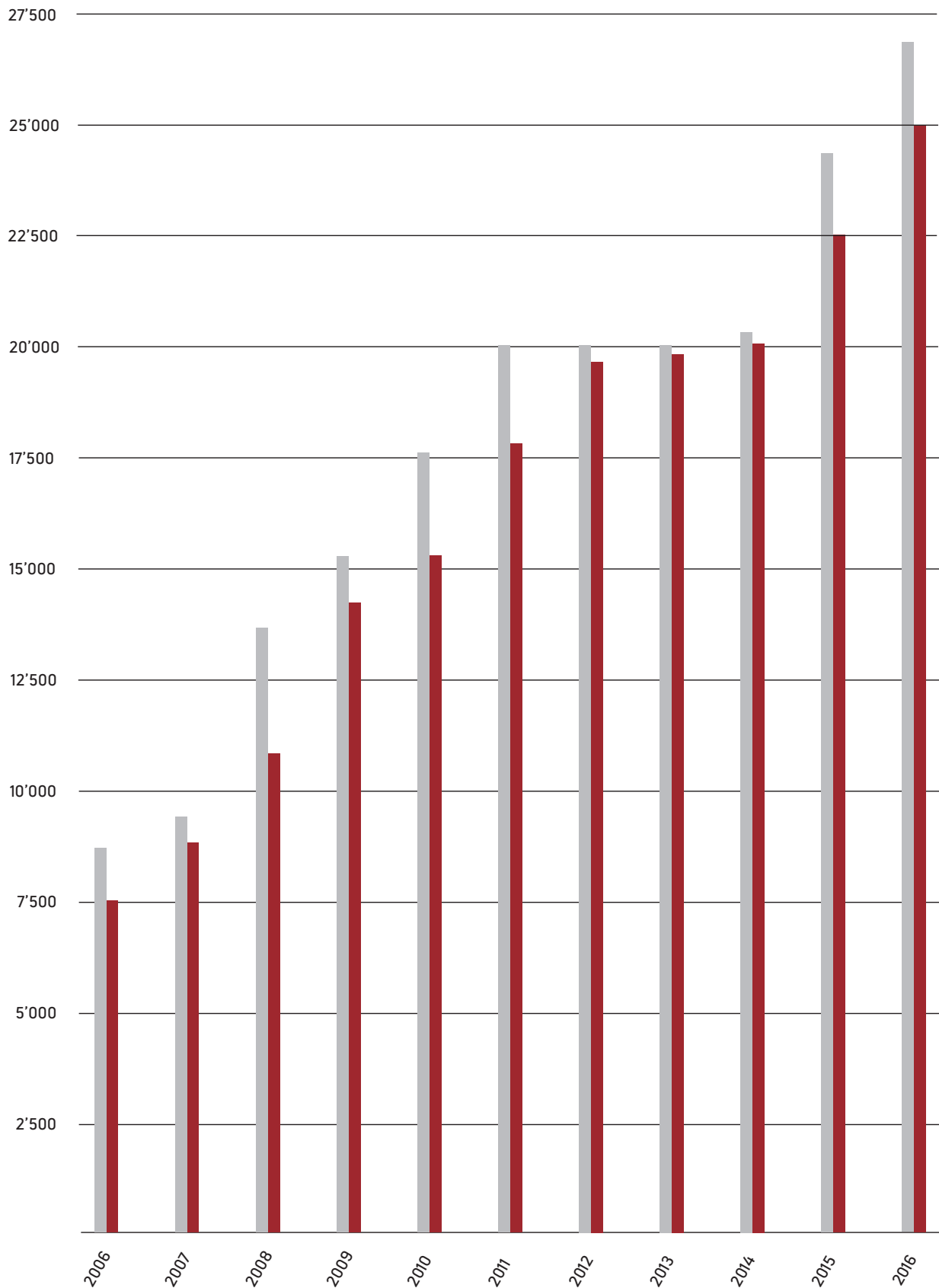
## 2016 KEY FIGURES

- **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.
- **21 cocktails & receptions** on site.
- **70 films and short films** selected.
- **49 features, TV movies and TV series, including:**  
26 World, International, North American, and U.S. Premieres.
- **123 screenings and panels.**
- **27,000 seat capacity.**
- **212,000 admissions** since the first COLCOA, including **25,000 attendees** in 2016.
- **3,000 attendees per day; 850 attendees** for Opening Night.
- **74%** of the audience works in the U.S. film industry.
- Over **580,000 visitors** and **8 million hits** on [www.colcoa.org](http://www.colcoa.org) between July 2015 and June 2016.
- **1,500,000 references** on Google in July 2016.
- **20,000 fans** on COLCOA's Social Media in August 2016. Daily posts viewed **1,500,000 times** between July 2015 and June 2016.

# COLCOA: A steady growth



CAPACITY OCCUPANCY



# TALENT AT COLCOA

## MORE THAN 150 FRENCH WRITERS, DIRECTORS, AND PRODUCERS 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 Barthelémy • 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 • 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 • Jean-Benoit Gillig • Thomas Gilou • Alain Goldman • Yann Gozlan • Robert Guédiguian • 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 • 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 • Eric Neveu • Jacques Nolot • Anna Novion • Valérie Perrin • Gérard Pirès • Pitof • Gilles Penso • Alexandre Poncet • Miléna Poylo • Katell Quillévéré • Academy Award® nominee Jean-Paul Rappeneau • Jean-Francois 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 • 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.



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

George Aguilar • Carole Amiel • Jon Amiel • Nora Arnezeder • Rosanna Arquette • Academy Award® winner Roger Avari • 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 • Isabelle Candelier • Gilbert Cates • Academy Award® winner George Chakiris • Jeremiah Chechik • Academy Award® winner Marion Cotillard • Clotilde Courreau • 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 • Academy Award® nominee Robert Forster • John Frankenheimer • Ana Girardot • Judith Godrèche • Academy Award® winner Taylor Hackford • Johnny Hallyday • Laeticia 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 • 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 • 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.



More than 100 high schools in Southern California have attended the screenings and the festival to date and we will welcome our 20,000th student in 2017. 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 to Rancho Palos Verdes, 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 campuses during the festival.

# COLCOA 2016 – 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, Laemmle Theatres, and COLCOA (Total: about 85,000 addressees)  
 Press book available on [www.colcoa.org/media](http://www.colcoa.org/media)

## RECENT COLCOA SPONSORS

AIRSTAR  
AIR TAHITI NUI  
ALLIANCE FRANCAISE  
BANK OF THE WEST  
BARNES INTERNATIONAL REALTY  
BOIRON U.S.A  
CHÂTEAU BRANE-CANTENAC  
CATHERINE MALANDRINO  
CINANDO  
CINELIFE  
CLUB CULINAIRE  
OF SOUTHERN CALIFORNIA  
DAILYMOTION  
ECLAIR GROUP  
ELMA  
GAYOT.COM  
GITANE RHAPSODY  
HOLLYWOOD BLONDE  
INDIEWIRE  
J. LOHR  
LA GRENOUILLE  
KERRYGOLD  
KPCC 89.3  
KTLA5CW  
LA BOITE  
LAEMMLE THEATRES  
L' ARGENTINE CHAMPAGNE  
LA WEEKLY  
LES MACARONS DUVERGER  
LILA  
LIONSGATE/STUDIOCANAL  
LIVE NATION  
LOIRE VALLEY WINERIES  
LOS ANGELES TIMES  
MADDALENA  
MARCHE DU FILM  
FESTIVAL DE CANNES  
NICOLAS FEUILLATTE CHAMPAGNE  
NETFLIX  
OFFICE DU TOURISME EPERNAY  
PEET'S COFFEE & TEA  
SAN ANTONIO WINERY  
ST GERMAIN  
SUNSET MARQUIS HOTEL AND VILLAS  
TV5 MONDE  
TITRA FILM  
TIX.COM  
VALRHONA  
VARIETY  
VOLVIC  
ZADIG & VOLTAIRE

## Sponsorship Opportunities Program 2017

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 17 & 18**

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

# New Sponsorship Opportunities 2017

## DIGITAL SPONSOR

Your ad or logo featured on our 7 digital screens throughout the DGA lobby.



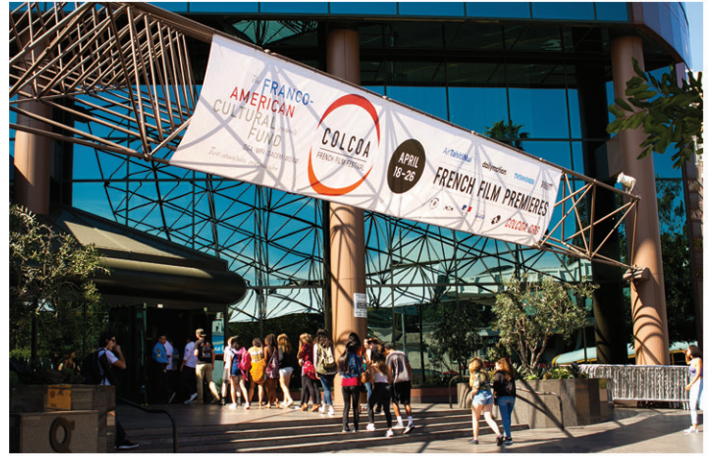
- **1 DAY** (\$750) – 3,150 impressions
- **8 DAYS** (\$5,000) – 25,200 impressions, including Opening Night

SEE CORRESPONDING BENEFITS ON PAGES 17 & 18

## BE ASSOCIATED WITH A NEW SPECIAL EVENT ON SUNDAY EVENING

**NEW IN 2017:** Your name can be associated with a special event at the Festival around a film and/or talent on Sunday evening.

SEE CORRESPONDING BENEFITS ON PAGE 16





<p><b>SPONSOR THE COMPETITION CLOSING DAY AND/OR THE FINAL DAY OF FREE SCREENINGS.</b></p>	<p>Be our partner for these very anticipated days celebrating COLCOA on Monday May 1<sup>st</sup> (closing competition day) and Tuesday May 2<sup>nd</sup> (final day of free screenings). Be associated with the promotion of these special events. Contact us for details.</p>	<p>Closing competition \$7,000 Free Screening day \$3,500</p>
<p><b>SPONSOR A 7:00 PM COCKTAIL</b></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><b>PROVIDE FESTIVAL'S COCKTAILS WITH FOOD AND BEVERAGES</b></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><b>ADD YOUR LOGO TO OUR COLCOA.ORG HOME PAGE</b></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><b>ADD AN AD TO ONE OF OUR COLCOA.ORG PAGES</b></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><b>SUPPORT THE COLCOA PROMOTION CAMPAIGN AS A MEDIA PARTNER</b></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><b>INCLUDE COLCOA IN YOUR MEDIA CAMPAIGN</b></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><b>BUY AN AD IN THE COLCOA OFFICIAL CATALOG</b></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><b>BE ASSOCIATED WITH THE COLCOA LOUNGE</b></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><b>SPONSOR A COLCOA SERIES</b></p>	<p>Your name can be associated with one or several COLCOA series (<i>Happy Hour Talks, Film Noir Series, After 10, ColCoa 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><b>SPONSOR AN AFTER PARTY OR A DINNER FOR THE COLCOA DELEGATION DURING THE WEEK</b></p>	<p>Make your space available, welcome the delegation for a dinner, or sponsor an after-party.</p>	<p>Variable</p>
<p><b>SPONSOR THE 21-FOOT COLCOA ANNIVERSARY CAKE ON SUNDAY</b></p>	<p>Have your name associated with a very anticipated and popular event on Sunday afternoon, April 30. A 21-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.</p>	<p>\$3,000</p>
<p><b>SPONSOR THE COLCOA COCKTAIL NAPKINS</b></p>	<p>Have your logo printed with a marketing tag on napkins that will be used for all festival cocktails, including VIP opening night reception (Total: 14 cocktails – 2800 guests)</p>	<p>\$2,500</p>
<p><b>BE FEATURED ON COLCOA STREET BANNERS</b></p>	<p>After 3 very successful campaigns in 2014, 2015 and 2016, COLCOA street banners are back in 2017.</p>	<p>Starting at \$10,000</p>
<p><b>SUPPORT THE "WIN A TRIP TO PARIS" CONTEST</b></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>
<p><b>NEW BE ASSOCIATED WITH A SPECIAL EVENT ON SUNDAY EVENING</b></p>	<p>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 cocktail guests will receive complimentary tickets and priority access to the following screening. Be associated with the promotion of this special event.</p>	<p>\$5,000</p>
<p><b>NEW BE FEATURED ON COLCOA LOBBY DIGITAL SCREENS</b></p>	<p>Have your logo or ad displayed on 7 digital screens throughout the DGA lobby. The screens display a slideshow of movie posters; average per day impression is 3,150.</p>	<p>\$5,000/8 days \$750/1 day</p>

# LOGO/NAME PLACEMENT

	Press Wall on site (red carpet)																
<b>OFFICIAL SPONSOR</b> (\$60,000+)	LOGO																
<b>PREMIER SPONSOR</b> (\$30,000 — \$59,999)		LOGO															
<b>MAJOR SPONSOR</b> (\$15,000 — \$29,999)			LOGO														
<b>PLATINUM SPONSOR</b> (\$5,000 — \$14,999)				LOGO													
<b>SUPPORTING SPONSOR</b> (\$1,000 — \$4,999)					LOGO												
<b>NEW: DIGITAL SPONSOR</b> (\$750/1 DAY — \$5,000/8 DAYS)						LOGO											
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## 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	Acknowledgment in email blast	Acknowledgment on Social Media
<b>OFFICIAL SPONSOR</b> (\$60,000+)	FULL P.	●	●	●	●	●	●	1x	2x
<b>PREMIER SPONSOR</b> (\$30,000 — \$59,999)	FULL P.		●	●	●	●			1x
<b>MAJOR SPONSOR</b> (\$15,000 — \$29,999)	1/2 P.		●			●			
<b>PLATINUM SPONSOR</b> (\$5,000 — \$14,999)	1/4 P.		●			●			
<b>SUPPORTING SPONSOR</b> (\$1,000 — \$4,999)	1/8 P.		●			●			
<b>NEW: DIGITAL SPONSOR</b> (\$750/1 DAY — \$5,000/8 DAYS)			●			●			

## INVITATIONS & PASSES

Sponsorship Level	Pair of invitations for Opening Night	Pair of invitations for whole week (except Opening Night)	Daily Pass to the Lounge (cocktails)
<b>OFFICIAL SPONSOR</b>	5	15	8
<b>PREMIER SPONSOR</b>	4	10	6
<b>MAJOR SPONSOR</b>	3	8	4
<b>PLATINUM SPONSOR</b>	2	5	2
<b>SUPPORTING SPONSOR</b>	1	2	1
<b>NEW: DIGITAL SPONSOR</b>	2	5	2
<b>1-DAY OPTION &gt;</b>	0	2	1