

25

TH

FRANCO-AMERICAN CULTURAL FUND

COLCOA²⁵

A PARTNERSHIP OF
DGA
MPA
SACEM
WGAW

NOV. 1-7 2021

THE AMERICAN FILM MARKET
BANK OF WEST
SING + TV5MONDE
VARIETY
FRENCH FILM & SERIES PREMIERES
COLCOA.ORG

FRENCH FILM FESTIVAL



countries, one passion





FRANCO—
AMERICAN
CULTURAL
FUND

COL
COA²⁵

A PARTNERSHIP OF

DGA
MPA
SACEM
WGAW

FRENCH FILM FESTIVAL

PREMIERES & AWARDS IN HOLLYWOOD

NOVEMBER 1–7, 2021

Join us for
COLCOA'S
Silver Jubilee

2021 will mark the 25th anniversary of COLCOA (City Of Light, City Of Angels), the most comprehensive festival dedicated to French films and series worldwide. For 25 years, we have worked to inspire the Los Angeles community of film lovers and professionals to engage passionately with French cinema. In the years to come, we'll be here, dedicated to forging new connections between the French and American film industry. COLCOA is all about connecting, exchanging and being part of an exciting experience.

Created and produced by the Franco-American Cultural Fund, a unique partnership between the DGA, the MPA, SACEM and the WGA West, COLCOA will take place at the Directors Guild of America Theater Complex in Hollywood from from November 1st to 7th, 2021.

With 60+ films (of which 95% are premieres), 20,000 attendees, and an occupancy rate of 90%, the festival kicks off the awards season in Hollywood with French films and has become a mainstay cultural event in the US.

COLCOA is a destination for brands to achieve consumer marketing objectives that only a Los Angeles based entertainment platform can offer. In 2021, COLCOA will continue to find new ways to connect with audiences in Los Angeles, nationwide, and around the globe. We look forward to engaging with our partners, new and returning, for COLCOA 2021.

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

Very sincerely,

Francois Truffart
Festival Director
truffartf@gmail.com

Anouchka van Riel
Festival Deputy Director
anouchkavanriel@gmail.com

TABLE OF CONTENT

1/ Festival Presentation

3/ Sponsoring Presentation

6/ A Powerful Marketing Tool

7/ Key Figures

8/ COLCOA Kicks Off Awards Season

9/ Women at the Forefront

10/ Talent at COLCOA

13/ A Unique Educational Program

14/ Recent Media Coverage and Advertisement

15/ Recent Partners

17/ 2020 Sponsorship Opportunities Program – Overview

18/ Discounted Publicity

21/ 2020 Digital Sponsorship

24/ 2020 Sponsorship Benefits Program

COLCOA FRENCH FILM FESTIVAL

A WEEK OF FILM AND SERIES PREMIERES

KICKING OFF AWARDS SEASON IN HOLLYWOOD

COLCOA FRENCH FILM FESTIVAL is committed to promoting the best new French films and series in the U.S. and to showcasing in Hollywood the vitality and the diversity of French cinema, television, and shorts. COLCOA is ranked among the top 3 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.

The festival opens the film awards season with Opening Night on November 1st and runs through November 7th at the newly renovated Directors Guild of America on Sunset Boulevard in Hollywood (3 theaters - 600, 160, and 50 seats - screening unique films simultaneously as well as a 210 capacity lounge and a 1,500 capacity lobby).

WHAT DOES COLCOA STAND FOR?

City Of Light, City Of Angels, the original name of an event celebrating relationships between filmmakers from two capital cities of cinema.

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 before their French release and several months before their commercial distribution 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.

The audience of COLCOA is made up of cinephiles, industry professionals, and lovers of French culture. It covers a surprisingly diverse mix of the people living in Los Angeles. 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.

COLCOA FRENCH FILM FESTIVAL was founded in 1997 by The Franco-American Cultural Fund. 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), TVFI, and UNIFRANCE.

THE FRANCO-AMERICAN CULTURAL FUND

Founded in 1995, the Franco-American Cultural Fund (FACF) promotes cultural exchanges between France and the United States of America around a shared passion for film and television and those who create it.

It is a unique partnership with the French Authors, Composers and Publishers' Society (SACEM) and the two American guilds the Directors Guild of America (DGA) and the Writers Guild of America West (WGAW), joined by the Motion Picture Association (MPA).



Costa-Gavras

Honorary President: Costa-Gavras

President: Jean-Noël Tronc, SACEM

BOARD MEMBERS:

DGA: Taylor Hackford, Michael Mann, Jay D. Roth

MPA: Charles Rivkin, Stanford McCoy

SACEM: Jean-Noël Tronc

WGAW: Andrea Berloff, Howard Rodman

FACF Director: Eglantine Langevin

Cultural Action Director – SACEM: François Besson

“This relationship between the film worlds is essential and must absolutely be maintained. It’s a true friendship, each learns about the other and at the same time represents their own interests” – Costa-Gavras

COLCOA FRENCH FILM FESTIVAL IS:

- A highly prestigious event, considered the largest French film festival in the world
- A launch into the Awards Season in Hollywood
- A key platform for World or North American premieres of important French films
- An annual destination for the “who’s who” of the French and American film world

Over the last decade, the festival has advanced an educational program for high school and college students throughout Los Angeles County that promotes French films in interactive ways in partnership with ELMA (European Languages & Movies in America). Each year, a young jury of High School and College students give an American Student Award at the festival. In 2021, the festival will welcome its 29,000th student. (see p.13)

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: 60 journalists, professional bloggers, and critics are accredited every year. A press book of the festival is available on www.colcoa.org. (see detailed coverage on p.14)

“We have partnered with COLCOA since the onset of this festival, part of two cultures joining in harmony. City of Light, and City of Angels is an example of what this world needs now on a large scale”

Henry Deas, *Director of Markets and Festivals, Variety*



SPONSORING THE FESTIVAL IS A POWERFUL MARKETING TOOL

COLCOA is a prime vehicle to speak to a valuable and influential audience:

HIGHLY EDUCATED

AFFLUENT

CULTURALLY INVOLVED

TASTEMAKERS

ACTORS

INDUSTRY INSIDERS

DIRECTORS

WRITERS

ENTERTAINMENT EXECUTIVES

COMPOSERS

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.

By marketing at COLCOA, your brand can:

- Increase brand engagement: a cultural event sponsorship allows to connect your brand with potential customers at an emotional level.
- Benefit from discounted awareness and visibility: COLCOA benefits from a vast array of publicity opportunities – print, online, radio – that many sponsors could not afford to do otherwise.
- Showcase a new product or service and drive retail sales.
- Entertain clients, employees, and prospects at one of the Festival's premiere venues, a great tool to solidify relationships with key clients and employees alike. Enjoy premium reserved seating for you and your guests.
- Reach thousands of industry influencers, media outlets, and consumers while making strong industry connections.
- Test out the American market (for a French brand/product)/ Test out the French market via talent exposure and a hybrid audience.

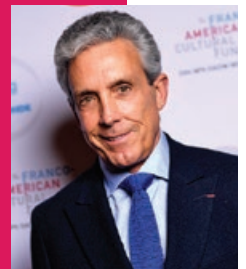
SOME KEY PROGRAMS:

SPECIAL EVENTS: A Special Event Sponsorship offers association with one of our 4 exceptional festival events (Industry mixers and workshops, Pre-screening VIP cocktails, Happy Hour Talks with the general audience, VIP After-Parties at industry players private house).

PROGRAMS: A Program Sponsorship offers association with official Festival content. *(see detailed offer p. 17-22)*



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". Past recipients of this award include actress **Jacqueline Bisset**, former Ambassador of the United States in France Charles H. Rivkin, author Douglas Kennedy, as well as Producer, Distributor, Exhibitor **Charles Cohen**.



KEY FIGURES

- **3 theatres** (600, 160 & 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.
- **13 cocktails & receptions** on site.
- **3 programs (Cinema, Television, Shorts)** of 60 films and series selected, including 43 World, International, North American, and U.S. Premieres.
- **100 screenings and panels.**
- **23,000 seat capacity.**
- **277,000 admissions** since the first COLCOA.
- **3,200 attendees per day.**
- **3,000 high school students.**
- **900 attendees** for Opening Night.
- **74%** of the audience works in the U.S. film industry.
- Over **650,000 visitors** and **9.3 million hits** on colcoa.org annually
- **Occupancy Rate:** COLCOA's occupancy rate has consistently been **at or above 90%** since 2009.

Digital Reach: 40,000 followers



JOIN US ON THE RED CARPET IN 2021

COLCOA KICKS OFF AWARDS SEASON IN HOLLYWOOD

The 25th COLCOA film festival will officially kick off on November 1st, at the start of a six-month period known in the film industry as Awards Season. This allows COLCOA to:

- Present films in exclusivity in LA **not only before their U.S. distribution but also before their French release** – in 2019, it was the case for 12 films/series or 20% of COLCOA's line up.
- Offer a formidable platform and optimal visibility for French films and talents as they enter the Oscar race. In 2019:



LES MISERABLES by Ladj Ly was COLCOA's Opening Night film and the film is France's OSCARS® submission (Best International Feature Film) Presented as a U.S. Premiere, **it won the COLCOA Best New Feature Award.** An Amazon Studios release.



I LOST MY BODY by Jeremy Clapin **won for the first time in COLCOA's history both the COLCOA Critics Award and the COLCOA audience Award.** It has a leg up in the OSCARS® race (Best Animated Feature). A Netflix release.



PAPICHA by Mounia Meddour was presented as a North American Premiere at COLCOA, a Franco-Algerian production is **Algeria's official entry for Best International Feature Film at the OSCARS®.**

WOMEN AT THE FOREFRONT

COLCOA has developed throughout the years different programs to help level the playing field for women filmmakers:

- Panels: “France’s New Female New Wave”, “Women’s Representation on Screen in French Cinema”.

- Film Series: “Women Make History”, “French NeWave 2.0”.

- Industry Meetings.

- Partnership with Women In Film.



Nawell Madani



Anastasia Mikova



Cathy Verney



Claire Burger



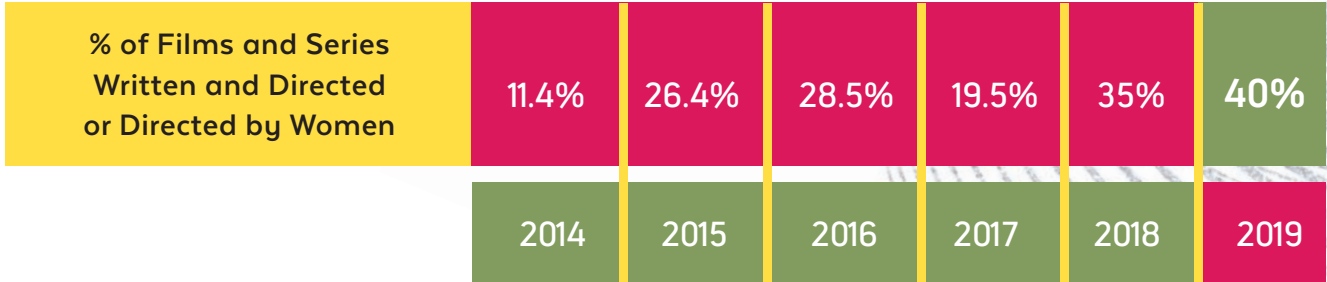
Helene Giraud



Jeanne Herry



“Women’s representation on screen” panel



TALENT AT COLCOA

**MORE THAN 280 FRENCH WRITERS, DIRECTORS, PRODUCERS, AND COMPOSERS
HAVE PRESENTED THEIR FILMS AT COLCOA. AMONG THEM:**

Sou Abadi • Patrick Alessandrin • Alexandre Amiel • Eric Altmayer • Jean-Philippe Amar • Shirel Amitay • Jean-Pierre Améris • Thomas Anargyros • Yves Angelo • Cédric Anger • Olivier Assayas • Alain Attal • Toufik Ayadi • Lisa Azuelos • Josiane Balasko • Eric Barbier • Mody Barry • Maurice Barthélémy • Nicolas Bedos • Laurent Bécue-Renard • Frédéric Beigbeder • Véra Belmont • Lucas Belvaux • Samuel Benchetrit • Ludovic Bernard • Bibo Bergeron • Alain Berliner • Jean-Michel Bernard • Richard Berry • Dominique Besnehard • Rémi Bezancon • Academy Award® winner Bertrand Blier • Pascal Bonitzer • Dany Boon • James Bort • Laurent Bouhnik • Michel Boujenah • Nicolas Boukhrief • Jean Bréhat • Zabou Breitman • Stéphane Brizé • Claire Burger • José Caltagirone • Guillaume Canet • Laurent Cantet • Christian Carion • Philippe Carcassonne • Patrice Chéreau • Héliel Cisterne • Jérémy Clapin • Etienne Comar • Fabio Conversi • Alain Corneau • Clovis Cornillac • Academy Award® winner Costa-Gavras • Antoine de Caunes • Olivier Dahan • Alix Delaporte • Maxime Delauney • Bénédicte Delmas • Charles de Meaux • Academy Award® nominee Julie Delpy • Mathieu Demy • Claire Denis • Jean-Xavier de Lestrade • Gilles de Maistres • Dante Desarthes • Academy Award® winner Alexandre Desplat • Arnaud Desplechin • Elsa Diringer • Vanessa Djian • Ziad Doueiri • Bruno Dumont • Albert Dupontel • Pascal Elbe • Léa Fehner • Marc Fiszman • Anne Fontaine • Nicole Garcia • Marie Garel-Weiss • Hugo Gélin • Xavier Gens • Grégoire Gensollen • Michael Gentile • Jean-Benoit Gillig • Thomas Gilou • Hélène Giraud • Alain Goldman • Sylvain Goldberg • Yann Gozlan • Rémy Grumbach • Robert Guédiguian • Boulem Guerdjou • Eric Guirado • Philippe Haïm • Mohamed Hamidi • Academy Award® winner Michel Hazanavicius • Jeanne Herry • Eva Husson • Cédric Ido • Baya Kasmi • Mathieu Kassovitz • Cédric Klapisch • Diane Kurys • Christophe La Pinta • Philippe Lachaux • Mélanie Laurent • Eric Lavaine • Philippe Le Guay • Xavier Legrand • Anne Le Ny • Pierre-Ange Le Pogam • Academy Award® winner Claude Lelouch • Bruno Levy • Lorraine Levy • Alexandre Lier • Jean-Albert Lièvre • Philippe Lioret • Marceline Loridan-Ivens • Alfred Lot • Ladj Ly • Nawell Madani • Julien Madon • Maïwenn • Tony Marshall • Philippe Martin • Nathalie Mathe • Mounia Meddour • Marie-Castille Mention-Schaar • Eric Métayer • Simon Michael • Alexis Michalik • Anastasia Mikova • Claude Miller • Radu Mihaileanu • Emmanuel Mouret • Edouard Montoute • Olivier Nakache • Elodie Namer • Eric Neveu • Jacques Nolot • Anna Novion • Sylvain Orel • Valérie Perrin • Laurent Perez Del Mar • Jean-Claude Petit • Gérard Pirès • Pitof • Gilles Penso • Alexandre Poncet • Miléna Poylo • Katell Quillévéré Niels Rahou • Academy Award® nominee Jean-Paul Rappeneau • Dimitri Rassam • Jean-Francois Richet • Brigitte Roüan • Régis Roinsard • Julie Roué • Romain Rousseau • Gilles Sacuto • Yannick SAILLET • Jean-Paul Salomé • Pierre Salvadori • Charlotte Sanson • Academy Award® winner Pierre Schoendoerffer • Coline Serreau • Florent Siri • Thomas Szabo • Antoine Szymalka • Gilles Taurand • Academy Award® nominee Bertrand Tavernier • Anaïs Tellene • Pascal Tessaud • Academy Award® nominee Danièle Thompson • Laurent Tirard • Eric Tolédano • Anne-Dominique Toussaint • Sabrina Van Tassel • Francis Veber • Jean Veber • Cathy Verney • Grégoire Vigneron • Christian Vincent • Nicolas Weil • 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



Patricia Arquette



Ladj Ly



Dany Boon



Laura Dern



Marion Cotillard



Lambert Wilson



Michel Hazanavicius, Annette Bening

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

Sveva Alviti • Jon Amiel • Nora Arnezeder • Rosanna Arquette • Academy Award® winner Roger Avari • Jamie Babitt • Antony Bajon • Edouard Baer • Nathalie Baye • Academy Award® nominee Béatrice Bejo • Victoire Bélézy • Academy Award® nominee Annette Bening • Andrea Berloff • Academy Award® winner Halle Berry • Nawell Perez Biscaryat • Jacqueline Bisset • Damien Bonnard • Rachid Bouchareb • Didier Bourdon • Anne Brochet • Aline Brosh McKenna • Patrick Bruel • Isabelle Candelier • Gilbert Cates • Academy Award® winner George Chakiris • Jeremiah Chechik • Charles Cohen • 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 • Dorothee Gilbert • Ana Girardot • Judith Godrèche • Vanessa Guide • Academy Award® winner Taylor Hackford • Johnny Hallyday • Laeticia Hallyday • Zita Hanrot • Florian Henckel von Donnersmarck • Academy Award® winner Herbie Hancock • Arthur Hiller • Stephen Hopkins • Jacky Ido • Jean-Michel Jarre • Jimmy Jean-Louis • Camélia Jordana • Lawrence Kasdan • Irvin Kershner • Nastassja Kinski • Randal Kleiser • Diane Kruger • Vincent Lacoste • Alexandra Lamy • Academy Award® nominee Martin Landau • John Landis • Michèle Laroque • Academy Award® winner Michel Legrand • Gong Li • Richard Lorber • Academy Award® nominee Michael Mann • Olivier Martinez • Jeanne Mas • Kad Merad • Academy Award® nominee Nancy Meyer • Academy Award® winner Helen Mirren • Grégory Montel • Demi Moore • Ornella Muti • Pierre Niney • Academy Award® nominee Josh Olson • Vanessa Paradis • Pablo Pauly • Academy Award® winner Alexander Payne • Vincent Perez • M. Pokora • Alice Pol • Howard A. Rodman • Jérémie Renier • Academy Award® nominee Gena Rowlands • Lalo Schiffrin • 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 • Lambert Wilson • Academy Award® winner Chuck Workman • Michael York • Djibril Zonga • Jerry Zucker • Academy Award® winner Edward Zwick • Elsa Zylberstein.



Samuel Benchetrit and Vanessa Paradis



Jean-Michel Jarre and Gong Li

© AFP

COLCOA RENEWS AUDIENCES WITH A DYNAMIC 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 partnership 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 we will welcome our 29,000th student in 2021. 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 on college campuses during the festival.



“ELMA joined forces with COLCOA to create the High School screenings program because we believe exposure to foreign cinema at an early age develops a much-needed appreciation for diversity and multiculturalism. Movies that are not just entertaining but also make you think, discover new ideas, people, cultures and places. The success exceeded our expectations as the program, now in its 13th edition, continues to grow with 3,000 students attending each year. 29,000+ students have attended over the last 12 years.”

Pascal Ladreyt, *Founder, ELMA*
(*European Languages and Movies in America*)

RECENT MEDIA COVERAGE AND ADVERTISEMENT

MEDIA NAME	MEDIA TYPE	AUDIENCE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
104.3 MyFM	Radio	General	Several million	Greater Los Angeles	Editorial
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
DISCOVER HOLLYWOOD	Magazine	General	40,000	Los Angeles	Ads, 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
FRENCH MORNING	Website/ Newsletter	General	400,000	California	Ads, Editorial
THE HOLLYWOOD REPORTER	Trade publication	Movie Industry	60,000	International	Editorial
HUFFINGTON POST	Website	General	4 Million	USA	Editorial
INDIEWIRE.COM	Website	Movie Industry	Several million	International	Ads, Editorial
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 CONFIDENTIAL	Magazine	General	65,000	Los Angeles	Ads, 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/colcoa-2019-in-the-press

RECENT COLCOA SPONSORS

ADMIRABLE WINES

AIRSTAR

AIR TAHITI NUI

ALAN ROSENBAACH

ALLIANCE FRANÇAISE

DE LOS ANGELES

L'ARGENTINE CHAMPAGNE

AVENE

BANK OF THE WEST – BNP PARIBAS

BARNES INTERNATIONAL REALTY

BARNSTORMER

BOIRON U.S.A

LA BOULISTERIE

BRULEE

CHAMPAGNE TRÉSOR DE FRANCE

CHÂTEAU BRANE-CANTENAC

CATHERINE MALANDRINO

CONSERVERIE GONIDEC

LA CHOUQUETTE PASTRY SHOP

CANAL+ INTERNATIONAL

CAUDALIE

CHAMPAGNE DIDIER CHOPIN

CHATEAU DE BERNE

CINANDO

CINELIFE

CLUB CULINAIRE

OF SOUTHERN CALIFORNIA

DAILYMOTION

D'ALESSIO LAW GROUP

DELAIR STUDIOS

DISCOVER HOLLYWOOD

DOMAINE NICOLAS ROSSIGNOL

ECLAIR GROUP

ELMA

FAMILLE PERRIN

FRANCE AMÉRIQUE

FRANCE TÉLÉVISIONS

FRENCH AMERICAN

CHAMBER OF COMMERCE

FRENCH MORNING

GAUMONT

GAYOT.COM

GITANE RHAPSODY

LA GRENOUILLE

HENAFF

HOLLYWOOD BLONDE

HOLY QUICHE

THE HOLLYWOOD REPORTER

INDIEWIRE

ISA

J. LOHR

KARINE & JEFF

KERRYGOLD

KLORANE

KPCC 89.3

KTLA5CW

LAEMMLE THEATRES

LA PHIL

LA WEEKLY

INTERNATIONAL SCHOOL

OF LOS ANGELES /

LYCÉE INTERNATIONAL (LILA)

LIONSGATE/STUDIOCANAL

LIVE NATION

LOCATIONS WINES

LOIRE VALLEY WINERIES

LOS ANGELES CONFIDENTIAL

LOS ANGELES TIMES

MAC

LE MACARON

LES MACARONS DUVERGER

MADDALENA

MADEMOISELLE M

MARCHÉ DU FILM

FESTIVAL DE CANNES

MIRAVAL

MULHOLLAND DISTILLING

NICOLAS FEUILLATTE CHAMPAGNE

NETFLIX

OFFICE DU TOURISME EPERNAY

LE PAIN QUOTIDIEN

PALIKAO

PAUL YOUNG FINE WINES

PEET'S COFFEE & TEA

PETIT POT

RENE FURTERER

RS EYEWEAR

SAN ANTONIO WINERY

SLING

ST GERMAIN

SAMSUNG

SAVORY GOURMET

SHARING BOX

SNOWDONIA CHEESE COMPANY

STEM & WINE

SUNSET MARQUIS HOTEL

AND VILLAS

TAMMY'S POPS

TEA LEAVES

TITRA FILM

TIX.COM

TV5 MONDE

VALRHONA

VARIETY

VITAL PROTEINS

VIZO

LA VIEILLE FERME

VINEYARD BRANDS

VOLVIC

WINE WINE SITUATION

ZADIG & VOLTAIRE

“Air Tahiti Nui is in the business of bringing people together, as is COLCOA. Through the artistry and expression of film, barriers are broken, understanding and engagement increase and together we grow in appreciation of all that we have in common, and not what separates us. Bravo COLCOA on your 25th anniversary !”

Nicholas Panza, VP Americas, Air Tahiti Nui

“Bank of the West / BNP Paribas is proud to be an official sponsor of COLCOA. We both value cross-cultural exchanges and share common values such as gender parity. The COLCOA French Film Festival is strategically positioned before the OSCARS®. It is an ideal place to showcase the movies financed by BNP Paribas in France, including this year the film WOMAN, which had its North American Premiere at COLCOA. COLCOA was a significant event to celebrate women from all walks of life, women whose stories need to be told.”

Thomas Simonney, SVP, Bank Of The West - BNP Paribas

“As a long-time partner of COLCOA, we look forward to celebrating the festival’s 25th anniversary, an important milestone that is certain to deliver an amazing lineup of USA premieres and award-winning films. COLCOA has become a not to be missed event for French film enthusiasts in Los Angeles.”

Patrice Courtaban, COO, TV5 Monde USA

“KPCC is a proud supporter of COLCOA French Film Festival, a one-of-a-kind festival filled with diversity of French cinema. We value our partnership and affiliation with COLCOA and its “Coming Soon Award” program. KPCC and its audience values the rich culture COLCOA brings to Hollywood each year.”

Veronica Lopez, Director, Underwriting Sales for Southern California Public Radio

“It has been hand in hand that TITRAFILM has accompanied COLCOA for almost 25 years in the exhibition of French films in the City of Angels: TITRAFILM has been providing the American subtitles to the films that COLCOA brings to light at the Directors Guild of America each year, for an ever more lively French cinema.”

Sophie Frilley, CEO, Titrafilm

“France Télévisions is proud to partner with the COCOA French Film Festival that promotes French cinema and brings US and French cultures together.”

Laurence Zaksas-Lalande, Marketing Director Partnerships, France Télévisions

“Our longtime partnership with COLCOA gives us the opportunity to share our love for the French Films and Series while also gaining added exposure. Together, we have built a unique, creative and evolving partnership that shares the love of the French cinema and the educational mission of the Alliance Française de Los Angeles.”

Isabelle Leroux, President, Alliance Française de Los Angeles

“A partnership with COLCOA and the Laemmle Theatres is an organic fit, inspiring our audience with incredible films both at our theatres and at the Film Festival. Supporting independent films and enriching culture is our joint mission and COLCOA happens to do an amazing job year after year.”

Yeva Mousaidis, Director of Sales, Spotlight Cinema Networks

2021 SPONSORSHIP OPPORTUNITIES PROGRAM

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

- **Signature Sponsor** (+\$120,000)
- **Official Sponsor** (+ \$60,000)
- **Premier Sponsor** (+ \$35,000)
- **Major Sponsor** (+ \$15,000)
- **Platinum Sponsor** (+ \$6,000)
- **Supporting Sponsor** (+ \$1,500)*
.....
- **Media Sponsor** (variable)

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.)

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

(*or less for food & beverages providers)



EXCLUSIVE COLCOA DISCOUNTED PUBLICITY OPPORTUNITIES



64 on-air messages. 89.3 KPCC reaches more than 900,000 affluent and educated listeners throughout Southern California each week. KPCC.org reach over 2-million monthly unique digital influencers.



Print and online ads. Variety is the essential read for ultra affluent and influential industry leaders who are sophisticated entertainment consumers.



Print and online ads in the largest metropolitan daily newspaper in the USA, with a daily readership of 1.4 million and more than 39 million unique latimes.com visitors monthly.

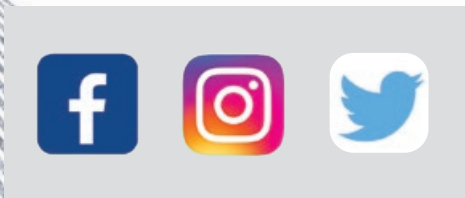


Ad on 47 screens for 5 weeks in the Los Angeles region. Laemmle moviegoers have high levels of disposable income. The 40-foot screens and no distractions – such as remote controls or DVRs – allow for a captive and receptive audience. Limited inventory increases recall of your message.



Print and online ads. The Hollywood Reporter is the definitive interpretative voice of entertainment and the lifestyle it inspires reaching out a mix of industry moguls, A-list celebrities and consumer influentials in metropolitan areas from coast to coast.

For more information about circulation, frequency, and other metrics please email Anouchka van Riel.



STREET BANNERS

150 poles available throughout the Los Angeles region.
Possibility to pick locations providing availability.

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

- **1 DAY** (\$700)
2,500 impressions
- **6 DAYS** (\$4,000)
15,000 impressions, including Opening Night

ONLINE

COLCOA's social media pages and website are home to year round information on French cinema in the United States. We offer:

- Customized social media campaign (Facebook, Instagram, Twitter) .
- Website: homepage and section takeovers
(Rates depending on scope of customized campaign)

NEWSLETTERS

From budget friendly targeted emails to dedicated eblasts, we create customized advertising and sponsorship campaigns to meet your marketing goals.
10,000 engaged subscribers, with an average of 40% open rate, rates vary (above fold, below fold, dedicated).

For more information about rates, frequency, and other metrics please email Anouchka van Riel: anouchkavanriel@gmail.com

A PRESTIGIOUS VENUE



SPECIAL EVENTS WITH FILMMAKERS, WRITERS, AND ACTORS



STEP-AND-REPEAT AND RED CARPET



COLCOA FILM FESTIVAL OPPORTUNITIES

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

SPONSOR COLCOA'S OPENING NIGHT

Celebrate 25 years of COLCOA at the DGA, featuring food by award-winning chefs at a reception before the Opening Night film. Many benefits associated with Opening Night including an opportunity to be present in the lobby, and your name announced on stage as the Opening Night sponsor. Contact us for details.

SPONSOR COLCOA'S 25th ANNIVERSARY CELEBRATION

This celebratory event features a screening with on-stage brand announcements, Q&A, and party with COLCOA's artistic delegation and industry tastemakers for a packed house at a special location, a press-worthy reception opportunity.

SPONSOR TALENT GIFT BAGS

One of the easiest ways to get your brand into multiple talents' hands at COLCOA – a fast turnaround option for brands to obtain tangible assets that can be shared with consumers, news outlets and retail distributors to impact sales.

PRIMETIME SCREENING & PARTY SPONSOR

High profile branded screening followed by a party with toasts and champagne and the possibility for direct marketing (product sampling to attendees), banners/signage at venue, and more.

SPONSOR COLCOA'S COMPETITION CLOSING NIGHT

Partner for COLCOA's closing competition day on Saturday. Be associated with the promotion of Closing Night. Contact us for details.

SPONSOR AN EARLY EVENING COCKTAIL

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.

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.

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).

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).

**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, and street banners program throughout the city.

**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.

**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.

**BE ASSOCIATED WITH THE
COLCOA LOUNGE (6 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.

**SPONSOR
A COLCOA PROGRAM**

Your name can be associated with one or several COLCOA programs. Your logo will be screened before each movie that is part of the program.

**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.

**SPONSOR
THE 25-FOOT COLCOA
ANNIVERSARY CAKE
ON SUNDAY**

Have your name associated with a very anticipated and popular event on Sunday afternoon. A 25-foot anniversary cake will be served to 1,000 festival attendees of all ages. Your name will be mentioned on the cake and in a speech made by the festival director on this occasion. Opportunity to display your logo/ad on the festival's 7 digital screens for the day as well as display information and/or gift bags to the audience during the party.

**BE FEATURED
ON COLCOA
STREET BANNERS**

150 street banners available in some of the busiest streets of Los Angeles.

**SUPPORT THE
"WIN A TRIP TO PARIS"
CONTEST**

Supporting this popular COLCOA contest will give you a large exposure at the festival: your name/logo will appear on all supports (including tickets) and your name will be associated with the contest on all communication materials.

NEW:
SPONSOR
THE COLCOA 2021 AWARDS

NEW:
DISPLAY OPPORTUNITIES

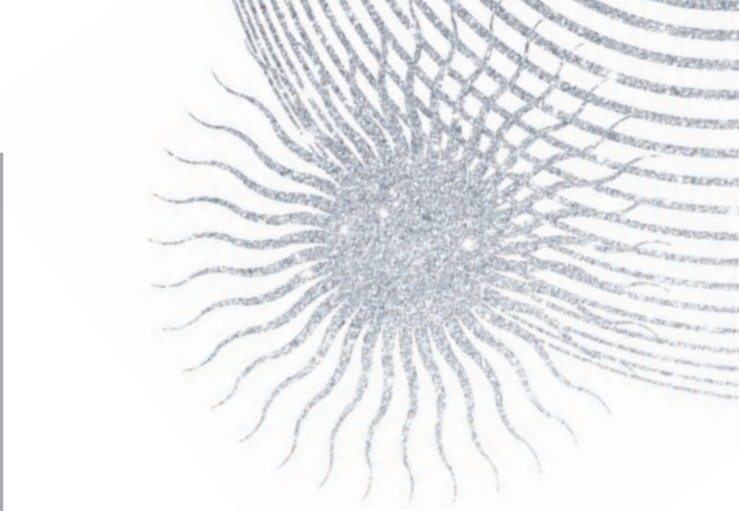
NEW:
SPONSOR THE COLCOA
COCKTAIL GLASSES OR
THE VIP PASSES LANYARDS

A unique opportunity to promote your brand and engage with the film industry, network at a prestigious event, and gain brand exposure at the event and within event marketing materials.

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 and/or sampling, experiential or collateral opportunities at venue.

Have your name/logo engraved on COLCOA glasses used in the VIP lounge for all festival cocktails, including VIP opening night reception (Total: 12 cocktails – 2700 guests).





LOGO/NAME PLACEMENT

SPONSORSHIP LEVEL	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
SIGNATURE SPONSOR (\$120,000+)	LOGO				LOGO												
OFFICIAL SPONSOR (\$60,000+)	LOGO	CUSTOM			LOGO	LOGO											
PREMIER SPONSOR (\$35,000 — \$59,999)			CUSTOM														
MAJOR SPONSOR (\$15,000 — \$34,999)				LOGO	LOGO												
PLATINUM SPONSOR (\$6,000 — \$14,999)																	
SUPPORTING SPONSOR (\$1,500 — \$5,999)																	
DIGITAL SPONSOR (\$650/1 DAY — \$3,500/6 DAYS)																	

ADVERTISEMENT & RECOGNITION

Sponsorship Level	Complimentary ad in Official Catalog	Logo on COLCOA flyers	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
SIGNATURE SPONSOR (\$120,000+)	FULL P.	●	●	●	●	●	●	●	ALL	5x
OFFICIAL SPONSOR (\$60,000+)	FULL P.		●	●	●	●	●	●	1x	2x
PREMIER SPONSOR (\$35,000 — \$59,999)	FULL P.			●	●	●	●	●		1x
MAJOR SPONSOR (\$15,000 — \$34,999)	1/2 P.			●			●			
PLATINUM SPONSOR (\$6,000 — \$14,999)	1/4 P.			●			●			
SUPPORTING SPONSOR (\$1,500 — \$5,999)	1/8 P.			●			●			
DIGITAL SPONSOR (\$650/1 DAY — \$3,500/6 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)
SIGNATURE SPONSOR	10	25	15
OFFICIAL SPONSOR	5	15	8
PREMIER SPONSOR	4	10	6
MAJOR SPONSOR	3	8	4
PLATINUM SPONSOR	2	5	2
SUPPORTING SPONSOR	1	2	1
DIGITAL SPONSOR	2	5	2
1-DAY OPTION >	0	2	1
6-DAY OPTION >	2	5	2