

# 2020 SPONSORSHIP PROGRAM

The **FRANCO-AMERICAN** CULTURAL FUND presents  
DGA/MPA/SACEM/WGAW  
*Two countries, one passion*

**COLCOA**  
FRENCH FILM FESTIVAL

SEPT. 21-27 2020

**FRENCH FILM & SERIES PREMIERES**

COLCOA.ORG

Logos: AIR FRANCE KLIF, BANK OF WEST BNP PARIBAS, sling + TV5MONDE, VARIETY, L'ARP, TV FRANCE 5, COLCOA

*Two countries, one passion*

Red carpet area with metal barriers and a backdrop featuring the COLCOA logo and event details.

Event area with photographers, cameras, and people. Large studio lights are visible.

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

DGA/MPA/SACEM/WGAW

SEPTEMBER 21–27, 2020



A WEEK OF FILM AND SERIES PREMIERES IN HOLLYWOOD

We are proud to introduce the  
**24<sup>th</sup> COLCOA FESTIVAL**  
**SPONSORSHIP PROGRAM**

**COLCOA** (City Of Light, City Of Angels) is the most comprehensive festival dedicated to French films and series worldwide. This prestigious event, created and produced by the Franco-American Cultural Fund, a unique partnership between the DGA, the MPA, SACEM and the WGA West, will celebrate its 24<sup>th</sup> edition at the Directors Guild of America Theater Complex in Hollywood from September 21<sup>st</sup> to 27<sup>th</sup>, 2020.

With 60 films (including 57 premieres), 17,000 attendees in 2019, 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 2020, 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 2020.

Please visit our website at [www.colcoa.org](http://www.colcoa.org), and contact us for more details.

Very sincerely,

**Francois Truffart**

Festival Director

[francois.truffart@colcoa.org](mailto:francois.truffart@colcoa.org)

**Anouchka van Riel**

Festival Deputy Director

[anouchka.vanriel@colcoa.org](mailto:anouchka.vanriel@colcoa.org)



---

# TABLE OF CONTENT

- 1/** Festival Presentation
- 3/** Sponsoring Presentation
- 6/** A Powerful Marketing Tool
- 7/** 2019 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 September 21<sup>st</sup> and runs through September 27<sup>th</sup> 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, 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), TVFI, and UNIFRANCE.

“COLCOA has become in its 22 years of existence an essential element of the social fabric of Southern California. It is a cultural and linguistic bridge with France, which enriches the understanding and world view of not only its immediate audience in Los Angeles but also throughout the United States via ensuing film distribution.

This contribution helps to enrich our lives and strengthen the fraternity between the peoples of the United States and France. Air Tahiti Nui is proud to be associated with and to play a role in the COLCOA Film Festival, with the significant recognition that it brings to us as a sponsor.”

Nicholas Panza, VP Americas, Air Tahiti Nui



Costa-Gavras



Djibril Zonga, Ladj Ly, Damien Bonnard



Michael Mann



Doria Tillier

## 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 2020, the festival will welcome its 29,000<sup>th</sup> 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. Journalists have priority access to screenings and various social events throughout the week. In 2019, 60 journalists, professional bloggers, and critics were accredited. A press book of the festival is available on [www.colcoa.org](http://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*



Mélanie Laurent



Grégory Montel



Vincent Lacoste

© AFP

---

# SPONSORING THE COLCOA FRENCH FILM 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.

## 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.



---

# 2019 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.
- **12 cocktails & receptions** on site.
- **3 programs (Cinema, Television)** of 60 films and series selected in 2019, including 43 World, International, North American, and U.S. Premieres.
- **100 screenings and panels.**
- **21,000 seat capacity.**
- **277,000 admissions** since the first COLCOA, including **17,000 attendees** in 2019.
- **3,000 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 between July 2018 and October 2019.
- **Occupancy Rate:** 90% in 2019 - since 2009, COLCOA's occupancy rate has consistently been at or above 90%

Our Social Community: 40,000 followers, fans, and subscribers



## JOIN US ON THE RED CARPET IN 2020

---



# COLCOA KICKS OFF AWARDS SEASON

The 24<sup>th</sup> COLCOA festival will officially kick off on September 21<sup>st</sup>, at the start of a six-month period known in the industry as film 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 MISÉRABLES** 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”.



Nawell Madani



Anastasia Mikova



Cathy Verney

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



Claire Burger



Helene Giraud



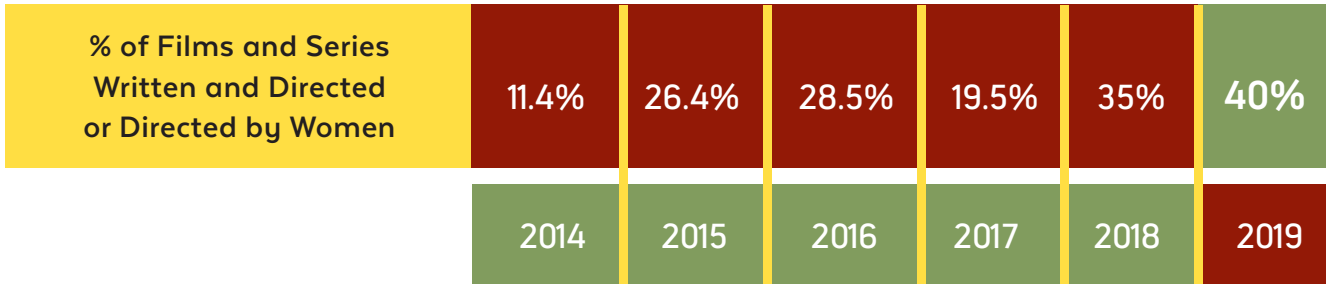
Jeanne Herry

- Industry Meetings.

- Partnership with Women In Film.



“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 • Laetitia 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 • 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

---

# 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 29,000<sup>th</sup> student in 2020. 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.



# 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](http://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



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**

“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 Southern**

“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**

“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**

“COLCOA is at the heart of the worldwide cinema ecosystem, it combines passion for French cinema, network building and local business development. As a long-term partner, TITRAFILM credits COLCOA with expanding internationally in the last few years.”

**Sophie Frilley, CEO, Titrafilm**

“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 12<sup>th</sup> edition, continues to grow with about 3,000 students attending each year. 26,000+ students have attended over the last 11 years.”

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

“For the past 6 years, the COLCOA French Film Festival has been a unique partner for our cultural program. 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 Francaise de Los Angeles**

“As a leading and long time film festival partner, COLCOA brings awareness to French cinema and series nationwide through thoughtfully curated USA film premieres and series, discussion panels, Q&As, and retrospectives. The festival’s rich reputation and star-studded event showcases the incredible talents of French filmmakers to USA cinephiles as a whole! COLCOA is a key industry event that allows us to reach a broad audience of French film lovers. TV5MONDE USA offers more than 500 French language film screenings a year, including many titles that have been premiered at COLCOA.”

**Patrice Courtaban, COO, TV5 Monde USA**

---

# 2020 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)\*

## **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
- 

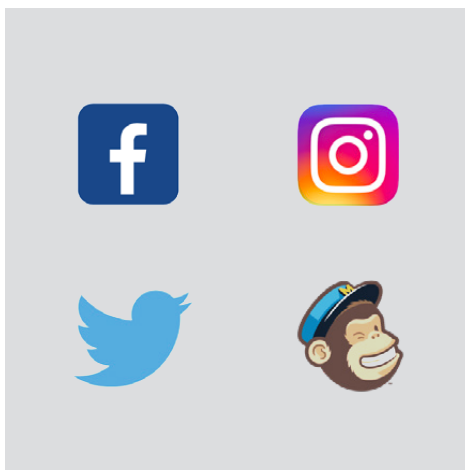


## ONLINE

COLCOA's social media pages as well as website and newsletters are home to yearround information on French cinema in the United States. We offer:

- Customized social media campaign (Facebook, Instagram, Twitter)
- Website: homepage and section takeovers
- Newsletter: ad creative or text inclusion

*(Rates depending on scope of customized campaign)*



SEE CORRESPONDING BENEFITS ON PAGES 24 & 25

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.

<p><b>SPONSOR COLCOA'S OPENING NIGHT</b></p>	<p>Celebrate 24 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.</p>	<p>\$50,000</p>
<p><b>SPONSOR COLCOA'S COMPETITION CLOSING NIGHT</b></p>	<p>Partner for COLCOA's closing competition day on Saturday. Be associated with the promotion of Closing Night. Contact us for details.</p>	<p>\$35,000</p>
<p><b>SPONSOR AN EARLY EVENING COCKTAIL</b></p>	<p>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.</p>	<p>\$8,000</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 beverages 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). Receive a shout out on our social media during the year (Facebook, Instagram, Twitter).</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 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).</p>	<p>\$5,000</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. Take advantage of our special rates with major outlets including Variety, LA Times, and street banners program throughout the city.</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>\$6,000 Full page \$4,000 half</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>BE ASSOCIATED WITH THE COLCOA LOUNGE (6 DAYS)</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>\$15,000</p>
<p><b>SPONSOR A COLCOA PROGRAM</b></p>	<p>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.</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 23-FOOT COLCOA ANNIVERSARY CAKE ON SUNDAY</b></p>	<p>Have your name associated with a very anticipated and popular event on Sunday afternoon. A 24-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.</p>	<p>\$5,000</p>
<p><b>BE FEATURED ON COLCOA STREET BANNERS</b></p>	<p>150 street banners available in some of the busiest streets of Los Angeles.</p>	<p>Starting at \$15,000</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 name/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>

**NEW:**  
SPONSOR  
THE COLCOA 2020 AWARDS

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.

Variable depending on Award sponsored

**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 OR  
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: 12 cocktails – 2700 guests).

\$4,000







## 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
<b>SIGNATURE SPONSOR</b> (\$120,000+)	FULL P.	●	●	●	●	●	●	●	ALL	5x
<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>DIGITAL SPONSOR</b> (\$650/1 DAY — \$3,500/6 DAYS)				●			●			

6-DAY OPTION >

1-DAY OPTION >

Package	6-DAY OPTION	1-DAY OPTION
Pair of invitations for Opening Night	2	0
Pair of invitations for whole week (except Opening Night)	5	2
Daily Pass to the Lounge (cocktails)	2	1

## INVITATIONS & PASSES