



THE AMERICAN FRENCH FILM FESTIVAL

26

FRENCH PREMIERES AND AWARDS IN LOS ANGELES / OCTOBER 10-16, 2022



2 / The Event

3 / Venue & Audience

4 / Programs & Key Figures

5 / Women at the Forefront

6 / The American French Film Festival Renews Audiences

7 / A Powerful Marketing Tool

9 / Opportunities to Host Clients

10 / 2022 Sponsorship Opportunities Program

11 / Additional Opportunities

13 / Recent Media Coverage

14 / Talent at The American French Film Festival

15 / The Franco-American Cultural Fund

16 / Recent Sponsors

17 / They Partner with The American French Film Festival

The American French Film Festival is America's first and largest French Film Festival dedicated to the showcasing of the best and brightest in French cinema and series. We work to inspire the Los Angeles community of film lovers and professionals to engage passionately with French cinema and forge new connections between the French and American film industry.

Created and produced by the Franco-American Cultural Fund, a unique partnership between the DGA, the MPA, SACEM and the WGA West, The American French Film Festival will take place at the Directors Guild of America in Hollywood from October 10th to 16th 2022.

The festival's competition kicks off the awards season in Hollywood with red carpet French film premieres and has become a mainstay cultural event in the US.

We look forward to engaging with our partners, new and returning, for The American French Film Festival 2022.

Very sincerely,

Francois Truffart
Festival Director
truffartf@gmail.com

Anouchka van Riel
Festival Deputy Director
anouchkavanriel@gmail.com

Christiane Kirsch White
Manager, Development
ckirsch1@mac.com

- The American French Film Festival is a bi-cultural event founded by the French-American Cultural Fund, a unique partnership between the DGA, WGA, MPA, and SACEM
- Largest festival dedicated to French cinema and TV in the world
- Most comprehensive annual French cultural event in the US showcasing the best new French films and series in the US
- Amongst the top 3 film festivals taking place in Los Angeles
- Kicks off awards season in Hollywood
- An annual destination for the “who’s who” of the French and American film world
- A selection made entirely of premieres
- Hosted at the Directors Guild of America on Sunset Boulevard

DIRECTORS GUILD OF AMERICA

VENUE & AUDIENCE

VENUE: Directors Guild of America

AUDIENCE: Cinephiles and Francophiles, film and TV industry professionals, including actors, directors and writers, as well as studio and streamer executives



PROGRAMS & KEY FIGURES



PROGRAMS

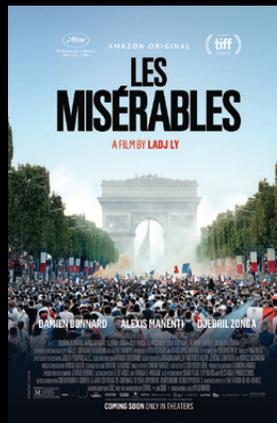
- Press conference
- Industry mixers and workshops
- Pre-screening VIP Cocktails
- Panels
- VIP after-parties
- Opening night red carpet and Honorary chair ceremony
- Awards Ceremony (in Paris)



KEY FIGURES (pre-pandemic)

- 100 screenings and panels
- 23,000 seat capacity
- 3,200 seats a day
- 90% occupancy rate
- 900 attendees for Opening Night
- 3000+ high school students
- 40k digital reach

They entered the Oscar™ race
at The American French Film Festival



LES MISÉRABLES
Ladj Ly



I LOST MY BODY
Jeremy Clapin



PAPICHA
Mounia Meddour

WOMEN AT THE FOREFRONT



Nawell Madani



Anastasia Mikova



Cathy Verney



"Women's representation on screen" panel



Claire Burger



Hélène Giraud



Jeanne Herry

The American French Film Festival 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.

% OF FILMS AND SERIES WRITTEN AND DIRECTED OR DIRECTED BY WOMEN



THE AMERICAN FRENCH FILM FESTIVAL RENEWS AUDIENCES WITH A DYNAMIC EDUCATIONAL PROGRAM

We offer two educational programs in partnership with ELMA (European Languages and Movies in America):

HIGH SCHOOL SCREENINGS:

- Over 100 high schools in Southern California have attended the festival
- We will welcome our 33,000th student in 2022
- 5 high school screenings during the festival offering 3,000 seats
- Online screenings available for schools who are too far to attend in-person

MASTER CLASS PROGRAM:

- Dedicated to students from colleges, film schools, and universities.
- Two to three master classes are scheduled on college campuses during the festival every year

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

(Source: LAUSD)



A POWERFUL MARKETING TOOL

The festival 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 THE FESTIVAL, YOUR BRAND CAN:

- Increase brand engagement: a cultural event sponsorship allows to connect your brand with potential customers at an emotional level.

- Sponsors benefit from a premium array of publicity opportunities (print, online, radio) available at a reduced price.
- 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.

A POWERFUL MARKETING TOOL

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.

(contact us for details)



An example of a very creative sponsorship is the partnership with Alliance Française de Los Angeles which holds a reception at the festival 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**.





OPPORTUNITIES TO HOST CLIENTS

- **Press conference** early September 2022, exact date TBC
- **Opening Night VIP Cocktail** at the Directors Guild Of America on **October 10th**
- **VIP Cocktail during the week of the festival** (Oct 10 - Oct 16) with French Talent at your location of choice or at the Directors Guild of America
- **VIP Dinner with French Talent** Your table at Festival Location TBC – such as Sunset Marquis, Hotel Marmont, or at your location of choice

2022 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)*

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)*

ADDITIONAL OPPORTUNITIES

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.

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



ADDITIONAL OPPORTUNITIES

DIGITAL AND ONLINE OPPORTUNITIES



DIGITAL SCREENS

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

- 1 Day 2,500 impressions
- 6 Days 15,000 impressions, including Opening Night

ONLINE

The festival'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 circulation, frequency, and other metrics please email Anouchka van Riel.

RECENT MEDIA COVERAGE

DIGITAL

BoxOfficePro / L'Express.fr / Le Figaro / France Télévisions / French Morning / Huffington Post / Imdb.com / Lepoint.fr / Time Out / Voice of America / Yahoo.com

PRINT

Discover Hollywood / Les Echos / France Amérique / JDD / LA Confidential / LA Weekly / Los Angeles Daily News / Los Angeles Magazine / Los Angeles Times / New York Times / Le Parisien / Paris Match / Studio Magazine

RADIO

104.3 myfm / France Culture / France Inter / KPCC 89.3 / KPFK 90.7 / RFI

TRADE

Deadline / Ecran Total / Le Film Français / The Hollywood Reporter / Indiewire / Screen Daily / Screen International / Variety / The Wrap

TV

E! / Canal+ / KTLA / France 2 / Spectrum / TF1 / TV5 Monde

PRESS AGENCY

AFP

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 The American French Film Festival (Total: about 85,000 addressees). Press book available on <https://colcoa.org/press-book/>

TALENT AT THE AMERICAN FRENCH FILM FESTIVAL

**MORE THAN 300 FRENCH WRITERS, DIRECTORS, PRODUCERS, AND COMPOSERS
HAVE PRESENTED THEIR FILMS AT THE FESTIVAL. 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 Barthelémy • 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 • Damien Bonnard • Dany Boon • James Bort • Amine Bouhafa • Laurent Bouhnik • Michel Boujenah • Nicolas Boukhrief • Laure-Elizabeth Bourdaud • Jean Bréhat • Zabou Breitman • Stéphane Brizé • Claire Burger • José Caltagirone • Guillaume Canet • Laurent Cantet • Vincent Maël Cardona • Christian Carion • Philippe Carcassonne • Patrice Chéreau • Hélier 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-Benoît Gillig • Thomas Gilou • Hélène Giraud • Alain Goldman • Sylvain Goldberg • Johanna Goldschmidt • Tracy Gotoas • Yann Gozlan • Elie Grappe • Rémy Grumbach • Robert Guédiguian • Boulem Guerdjou • Samir Guesmi • Eric Guirado • Philippe Haïm • Mohamed Hamidi • Academy Award® winner Michel Hazanavicius • Jeanne Herry • Eva Husson • Cédric Ido • Patrick Imbert • 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 • Nolwenn Lemesle • Bruno Levy • Lorraine Levy • Fanny Liatard • Alexandre Lier • Jean-Albert Lièvre • Philippe Lioret • Marceline Loridan-Ivens • Alfred Lot • Ladj Ly • Nawell Madani • Julien Madon • Maïwenn • Tony Marshall • Philippe Martin • Nicolas Maury • 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 • Raphael Perchet • 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 • Carine Tardieu • Gilles Taurand • Academy Award® nominee Bertrand Tavernier • Anaïs Tellene • Pascal Tessaud • Academy Award® nominee Danièle Thompson • Laurent Tirard • Eric Tolédano • Anne-Dominique Toussaint • Jérémy Trouilh • Sabrina Van Tassel • Francis Veber • Jean Veber • Cathy Verney • Grégoire Vigneron • Christian Vincent • Nicolas Weil • Laurent Zeitoun • Roschdy Zem • Yann Zenou • Erick Zonca.

Full list available at colcoa.org

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).



Howard Rodman

Andrea Berloff

Jay D. Roth

Charles Rivkin

Michael Mann

Taylor Hackford

Eglantine Langevin

François Besson

Honorary President: Costa-Gavras

President: Cécile Rap-Veber

Board Members:

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

MPA: Charles Rivkin, Stanford McCoy

SACEM: François Besson, Églantine Langevin

WGAW: Andrea Berloff, Howard Rodman

FACF Director: Eglantine Langevin

Cultural Action Director – SACEM: François Besson



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Costa-Gavras

“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*

RECENT SPONSORS

ADMIRABLE WINES
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AIR TAHITI NUI
ALAN ROSENBACH
ALLIANCE FRANÇAISE DE LOS ANGELES
ARGENTAINNE CHAMPAGNE (L')
AVENE
BANK OF THE WEST
BARNES INTERNATIONAL REALTY
BARNSTORMER
BEIGNET PUFFS
BLACK FLOUR
BNP PARIBAS
BOIRON U.S.A
BOULISTERIE (LA)
BRULEE
CANAL +
CATHERINE MALANDRINO
CHAMPAGNE TRÉSOR DE FRANCE
CHÂTEAU DE BERNE
CHÂTEAU BRANE-CANTENAC
CHOUQUETTE PASTRY SHOP (LA)
CAUDALIE
CELENE
CHAMPAGNE TAITTINGER
CINEMA LIBRE
COLUMBUS CONSULTING GROUP
CINANDO
CINELIFE
CLUB CULINAIRE OF SOUTHERN
CALIFORNIA
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GAYOT.COM
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GRENOUILLE (LA)
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HOLLYWOOD REPORTER (THE)
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KPCC 89.3
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ANGELES /LYCÉE INTERNATIONAL (LILA)
LIONSGATE/STUDIOCANAL
LIVE NATION
LOCATIONS WINES
LOIRE VALLEY WINERIES
L'ORÉAL
LOS ANGELES CONFIDENTIAL
LOS ANGELES TIMES
MAC
MACARON FRENCH PASTRIES SANTA
MONICA (LE)
MACARONS DUVERGER (LES)
MADDALENA
MADEMOISELLE M
MARCHÉ DU FILM FESTIVAL DE CANNES
MARINE FRENCH
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MOULIN JAMET
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NICOLAS FEUILLATTE CHAMPAGNE
NETFLIX
OFFICE DU TOURISME EPERNAY
PAIN QUOTIDIEN (LE)
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PEET'S COFFEE & TEA
PETIT POT
PIPER DOMINGUEZ COACHING
RENE FURTERER
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RS EYESHOP
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ST BENOIT
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SEETICKETS
SHARING BOX
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SNOWDONIA
STEM & WINE
STUFFED CRÊPE
SUJA ORGANIC
SUNSET MARQUIS HOTEL AND VILLAS
TAMMY'S POPS TEA LEAVES
TITRA FILM
TIX.COM
TRY MY T
TV5 MONDE
VALRHONA
VARIETY
VIEILLE FERME (LA)
VINEYARD BRANDS
VITAL PROTEINS
VIZO
VOLVIC
WINE WINE SITUATION
ZADIG & VOLTAIRE

THEY PARTNER WITH THE AMERICAN FRENCH FILM FESTIVAL

"Air Tahiti Nui is in the business of bringing people together, as is The American French Film Festival. 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."

Nicholas Panza, *VP Americas, Air Tahiti Nui*

"Bank of the West / BNP Paribas is proud to be an official sponsor of The American French Film Festival.

We both value cross-cultural exchanges and share common values such as gender parity. The American 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 the festival. The American French Film Festival 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 The American French Film Festival, we look forward to the festival's 26th edition. The festival always delivers an amazing lineup of USA premieres and award-winning films. The American French Film Festival 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 The American French Film Festival, a one-of-a-kind festival filled with diversity of French cinema. We value our partnership and affiliation with the festival and its "Coming Soon Award" program. KPCC and its audience values the rich culture The American French Film Festival brings to Hollywood each year."

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

"ELMA joined forces with The American French Film Festival 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 14th edition, continues to grow with 3,000 students attending each year. 32,000+ students have attended over the last 13 years."

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

"It has been hand in hand that TITRAFILM has accompanied The American French Film Festival 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 the festival 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 The American 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 The American French Film Festival 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 The American French Film Festival 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 The American French Film Festival happens to do an amazing job year after year."

Yeva Mousaidis, *Director of Sales, Spotlight Cinema Networks*



THANK YOU FOR YOUR CONSIDERATION

