




THE AMERICAN FRENCH FILM FESTIVAL

27

FRENCH PREMIERES AND AWARDS IN LOS ANGELES / OCTOBER 18–22, 2023



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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 18th to 22nd 2023.

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 2023.

Very sincerely,

Francois Truffart
Festival Director
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Anouchka van Riel
Festival Deputy Director
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Christiane Kirsch White
Manager, Development
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- 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 America
- 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 streamers executives.



PROGRAMS & KEY FIGURES



PROGRAMS

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



KEY FIGURES

- 71 screenings and panels
- 18,000 seat capacity
- 3,600 seats a day
- 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



Maimouna Doucouré



Lise Akoka



"Women's representation on screen" panel



Lola Quivoron + Antonia Buresi



Claire Burger



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

2015	2016	2017	2018	2019	2021	2022
26.4%	28.5%	19.5%	35%	40%	32%	44%

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 35,000th student in 2023
- 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. In 2022, 3 masterclasses took place at UCLA, Chapman and Pasadena Community College.

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

(Source: LAUSD)



Director Wilfried Méance and Actor Bertrand Usclat attend a high school screening in 2022



Actor Tracy Gotoas exchanges with a student post high school screening in 2021

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** End of September 2023, exact date TBC
- **Opening Night VIP Cocktail** at the Directors Guild Of America on **October 18**
- **Branded VIP Cocktail during the week of the festival** (Oct 18 - Oct 22)
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, Chateau Marmont, or at your location of choice

2023 SPONSORSHIP LEVELS

Depending on the value of your contribution (cash or in-kind), you will be either:

- Signature Sponsor (+\$120,000)
- Major Sponsor (+ \$15,000)
- Official Sponsor (+ \$60,000)
- Platinum Sponsor (+ \$6,000)
- Premier Sponsor (+ \$35,000)
- 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. LAist 89.3 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.



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: Locations available throughout Los Angeles. 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 500 FRENCH AND AMERICAN ACTORS, WRITERS, DIRECTORS, PRODUCERS, COMPOSERS AND STUDIO EXECUTIVES HAVE PRESENTED THEIR FILMS AT THE FESTIVAL. AMONG THEM:

Sou Abadi • Lise Akoka • Marine Alaric • Patrick Alessandrin • Alexandre Amiel • Jean-Jacques Annaud • Eric Altmayer • Rosanna Arquette • Olivier Assayas • Alain Attal • Academy Award® winner Roger Avey • Toufik Ayadi • Lisa Azuelos • Jamie Babitt • Edouard Baer • Anthony Bajon • Josiane Balasko • Eric Barbier • Mody Barry • Maurice Barthelémy • Nathalie Baye • Nicolas Bedos • Frédéric Beigbeder • Academy Award® nominee Béatrice Bejo • Alexandru Belc • Véra Belmont • Lucas Belvaux • Samuel Benchetrit • Academy Award® nominee Annette Bening • Dali Benssalah • Ludovic Bernard • Bibi Bergeron • Alain Berliner • Jean-Michel Bernard • Academy Award® winner Halle Berry • Richard Berry • Dominique Besnehard • Rémi Bezancon • Golden Globes® winner Jacqueline Bisset • Academy Award® winner Bertrand Blier • Damien Bonnard • Pascal Bonitzer • Damien Bonnard • Dany Boon • Rachid Bouchareb • Michel Boujenah • Nicolas Boukhrief • Zabou Breitman • Stéphane Brizé • Patrick Bruel • Guillaume Canet • Laurent Cantet • Academy Award® winner George Chakiris • Patrice Chéreau • Héliel Cisterne • Jérémy Clapin • Etienne Comar • Alain Corneau • Clovis Cornillac • Academy Award® winner Costa-Gavras • Academy Award® winner Marion Cotillard • Clotilde Coureau • Wes Craven • Antoine de Caunes • Olivier Dahan • Lou de Laâge • Jean-Xavier de Lestrade • Academy Award® nominee Julie Delpy • Claire Denis • Academy Award® nominee Laura Dern • Academy Award® winner Alexandre Desplat • Arnaud Desplechin • Maïmouna Doucouré • Ziad Doueiri • Bruno Dumont • Quentin Dupieux • Albert Dupontel • Romain Duris • Eric Elmosnino • Gad Elmaleh • Nadia Farès • Anne Fontaine • Academy Award® nominee Robert Forster • John Frankenheimer • Nicole Garcia • Romain Gavras • Hugo Gélin • Xavier Gens • 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 Academy Award® winner Taylor Hackford • Philippe Haïm • Stéphanie Halfon • Johnny Hallyday • Laetitia Hallyday • Mohamed Hamidi • Academy Award® winner Herbie Hancock • Zita Hanrot • Academy Award® winner Michel Hazanavicius • Academy Award® winner Florian Henckel von Donnersmarck • Jeanne Herry • Arthur Hiller • Eva Husson • Cédric Ido • Patrick Imbert • Salah Issaad • Camelia Jordana • Baya Kasmi • Mathieu Kassovitz • Aja Naomi King • Nastassja Kinski • Cédric Klapisch • Randal Kleiser • Diane Kruger • Diane Kurys • Philippe Lachaux • Vincent Lacoste • Jérémie Laheurte • Alexandra Lamy • Christophe La Pinta • 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 • Philippe Lioret • Marceline Loridan-Ivens • Alfred Lot • Ladj Ly • Nawell Madani • Julien Madon • Maïwenn • Academy Award® nominee Michael Mann • Tony Marshall • Philippe Martin • Olivier Martinez • Nicolas Maury • Nathalie Mathe • Mounia Meddour • Wilfried Méance • Marie-Castille Mention-Schaar • Kad Merad • Eric Métayer • Simon Michael • Alexis Michalik • Anastasia Mikova • Claude Miller • Radu Mihaileanu • Academy Award® winner Helen Mirren • Emmanuel Mouret • Gregory Montel • Edouard Montoute • Demi Moore • Yvonnick Muller • Ornella Muti • Olivier Nakache • Elodie Namer • Eric Neveux • Pierre Niney • Jacques Nolot • Anna Novion • Sylvain Orel • Kevin Ossona • Vanessa Paradis • Vincent Perez • Nahuel Perez Biscayart • Valérie Perrin • Laurent Perez Del Mar • Jean-Claude Petit • Olivier Peyon • Gérard Pirès • Katell Quillévéré • Lola Quivoron • Academy Award® nominee Jean-Paul Rappeneau • Dimitri Rassam • Jérémie Renier • Jean-Francois Richet • Brigitte Roïan • Régis Roinsard • Academy Award® nominee Gena Rowlands • Jean-Paul Salomé • Pierre Salvadori • Charlotte Sanson • Academy Award® winner Pierre Schoendoerffer • Coline Serreau • Florent Siri • Academy Awards® winner Steven Soderbergh • Soko • Academy Award® nominee Sharon Stone • Omar Sy • Academy Award® winner Quentin Tarantino • Academy Award® nominee Bertrand Tavernier • Academy Award® winner Charlize Theron • Academy Award® nominee Danièle Thompson • Laurent Tirard • Eric Tolédano • Serge Toubiana • Anne-Dominique Toussaint • Jérémy Trouilh • Bertrand Usclat • Sabrina Van Tassel • Francis Veber • Jean Veber • Cathy Verney • Grégoire Vigneron • Christian Vincent • Myriam Weil • Nicolas Weil • Lambert Wilson • Laurent Zeitoun • Roschdy Zem • Yann Zenou • Erick Zonca • Djibril Didier Zonga • Elsa Zylberstein

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

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L'ORÉAL
LOS ANGELES CONFIDENTIAL
LOS ANGELES TIMES
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MONICA (LE)
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MADDALENA
MADEMOISELLE M
MARCHÉ DU FILM FESTIVAL DE CANNES
MARINE FRENCH
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PAIN QUOTIDIEN (LE)
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VIZO
VOLVIC
WINE WINE SITUATION
ZADIG & VOLTAIRE

THEY PARTNER WITH THE AMERICAN FRENCH FILM FESTIVAL

"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 27th 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)

"**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*

"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

