



A WEEK OF FRENCH FILM PREMIERES IN HOLLYWOOD

April 16 — 23, 2012

We are proud to introduce the COL·COA 2012 sponsorship program

From April 16 to April 23, 2012, we will celebrate the 16th anniversary of City of Lights, City of Angels (COL·COA) “A Week of French Film Premieres in Hollywood,” in the prestigious theaters of the Directors Guild of America.

With a 20,000 seat capacity in 2011 (+17% in one year), 17,534 attendees (+16.9 %) mainly from the film industry, an exclusive program including World, International and U.S. Premieres, and the support of major media outlets, COL·COA is one of the most significant French film festivals worldwide.

You will find in this package all you need to know about COL·COA, including how you can benefit from a festival well established locally but also national and international in scope.

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

Very sincerely,

Francois Truffart
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www.colcoa.org

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COL•COA “A Week of French Film Premieres in Hollywood”

City of Lights, City of Angels (COL•COA) was created in 1996 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). COL•COA is also supported by l’Association des Auteurs-Réalisateurs-Producteurs (ARP), the Film and TV Office of the French Embassy in Los Angeles and UNIFRANCE.

COL•COA is committed to promoting new French films in the U.S. and to showcasing the vitality and the diversity of French cinema in Hollywood: comedies and dramas, box office hits in France and novelties, first features and films from established writer-directors, art house movies as well as mainstream films.

In 15 years, 231 new feature films and 140 new shorts have been selected. COL•COA has constantly developed to become a showcase of at least 50 films, with a capacity of 20,000 in 2011 and an occupancy rate of 88%.

Its exclusive program has made of COL•COA an anticipated date in the industry calendar and one of the largest French film festivals in the world. Scheduled a few weeks after the Academy Awards® and one month before the Cannes Film Festival, COL•COA has become a prestigious event in Los Angeles.

Since 2004, the selection is exclusively composed of premieres. Several high-profile features are presented at COL•COA for the first time in North America or in the U.S. COL•COA is also known for presenting successful films a year before their commercial release in the U.S., raising the event’s profile among U.S. distributors who now use the event as a platform to launch and promote their film in Hollywood.

The COL•COA audience is mainly composed of film industry professionals (74%), including Academy Awards® members: directors, writers, distributors, producers, agents, exhibitors, critics and journalists. COL•COA has developed partnerships with organizations like IFTA, The Cannes Film Market, Film Independent, Women in Film, The American Cinematheque, SAG, and since 2008, the Hollywood Foreign Press Association and the Los Angeles Film Critics Association.

Additionally, COL•COA is more than a film industry event. It has become more and more popular in the Greater Los Angeles community and most of the screenings are booked several weeks before the event.

In 2008, an educational program was also launched to promote foreign films among young American audiences in association with E.L.M.A (European Languages & Movies in America). Close to 7,500 high school students and 70 high schools in Los Angeles County have participated in the program since 2008. In 2010, a master class was introduced for colleges, film schools and universities.

More than 100 French writers, directors and producers have presented their film(s) at COL•COA. Among them are Costa-Gavras, Alain Corneau, Claire Denis, Claude Lelouch, Claude Miller, Bertrand Tavernier, Olivier Assayas, Laurent Cantet, Arnaud Desplechin, Anne Fontaine, Bertrand Blier and Mathieu Kassovitz.

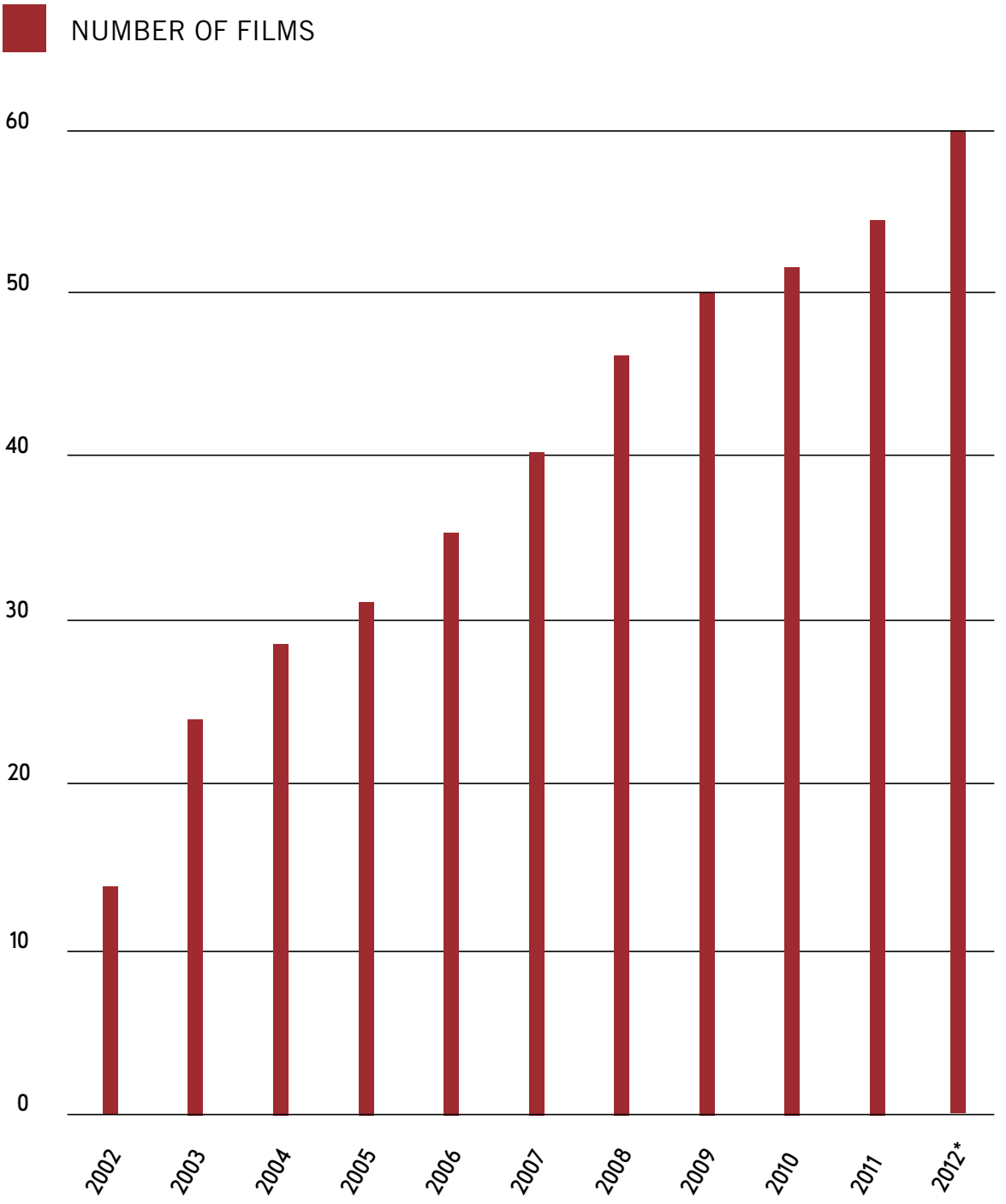
Many celebrities have attended COL•COA, including actresses Nathalie Baye, Rosanna Arquette, Marion Cotillard, Julie Delpy, Helen Mirren, Gena Rowlands, Sharon Stone, Charlize Theron as well as prominent American writers and directors: Wes Craven, Taylor Hackford, John Landis, Michael Mann or Alexander Payne.



KEY FIGURES

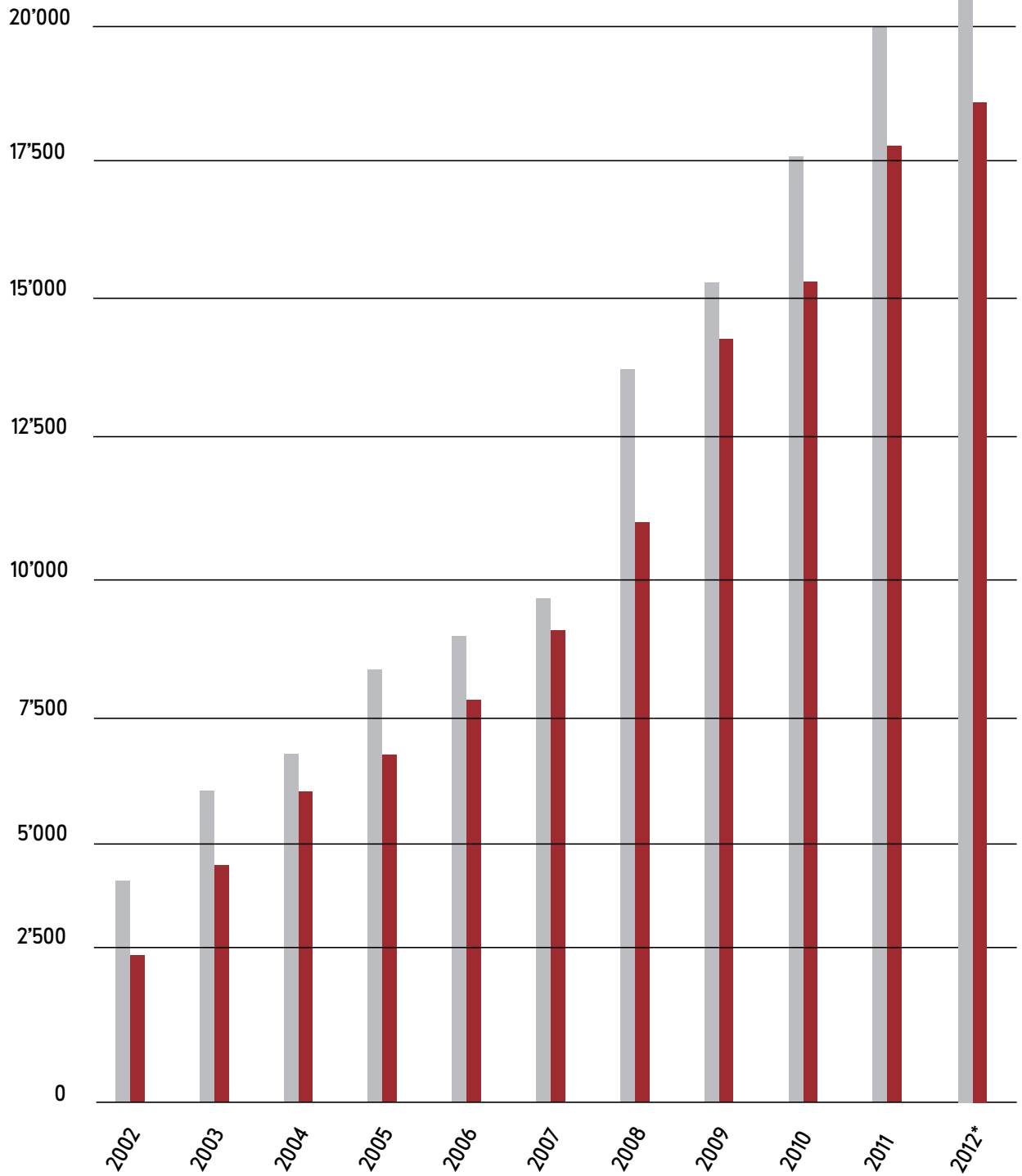
- **3 theatres** (600, 150 & 50 seats) with state-of-the-art digital projection systems. A 210 capacity lounge and a 1,500 capacity lobby.
- **54 films and short films** selected in 2011 (*Estimate for 2012: 60*)
- **34 features** including 14 International, North American and U.S. Premieres in 2011
- **400 films** presented since 1997
- **55 screenings and panels** (*Estimate for 2012: 58*)
- **20,000 seat capacity** (*Estimate for 2012: 21,000*)
- **107,234 attendees** since the first COL•COA, including 17,534 in 2011
- **7,500 students** involved in the COL•COA High School Screenings program since 2008
- An average of **2,500 attendees per day** on site
- **74%** of the audience works in the U.S. film industry
- More than **130,000 visitors and 3 million hits** on www.colcoa.org between July 2010 and June 2011.
- **400,000** references on Google in July 2011
- **2,620 fans** on COLCOA's Facebook page in July 2011

COL•COA: A STEADY GROWTH



(* ESTIMATE)

CAPACITY OCCUPANCY



(* ESTIMATE)

RECENT COL•COA SPONSORS

AIRSTAR

AIR TAHITI NUI

BEAVER CREEK VINEYARDS

BOIRON U.S.A

CHÂTEAU BRANE-CANTENAC

CATHERINE MALANDRINO

CINANDO

CLUB CULINAIRE OF SOUTHERN CALIFORNIA

DAILYMOTION

ECLAIR GROUP

ELMA

GAYOT.COM

HOLLYWOOD BLONDE

INDIEWIRE

ILE DE FRANCE FILM COMMISSION

KTLA5cw

LA BOITE

LAEMMLE THEATRES

LA WEEKLY

LES MACARONS DUVERGER

LIONSGATE/STUDIOCANAL

MARCHE DU FILM — FESTIVAL DE CANNES

MUBI

NICOLAS FEUILLATTE CHAMPAGNE

NETFLIX

PEET'S COFFEE & TEA

ROSENTHAL THE MALIBU ESTATE

ROXO PORT CELLARS

SAINT-GÉRON

SALISBURY VINEYARDS

ST GERMAIN

SUNSET MARQUIS HOTEL AND VILLAS

TV5 MONDE

TITRA TVS

VALRHONA

VARIETY

VOLVIC

ZADIG & VOLTAIRE

COL•COA 2011 — MEDIA COVERAGE AND ADVERTISEMENT

MEDIA NAME	MEDIA TYPE	AUDIENCE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
AFP	Press Agency	General	Several million	International	Editorial
CANAL PLUS	TV Station	General	5,000,000 (subscr.)	France, Europe	Editorial
CINEMAWITHOUTBORDERS.COM	Website	General	-	International	Editorial
LOS ANGELES DAILY NEWS	Daily newspaper	General	170,000	Los Angeles	Editorial
FILMFESTIVALS.COM	Website	General	-	International	Editorial
LE FILM FRANCAIS	Trade publication	Movie Industry	-	France, Europe	Editorial
FRANCE-AMERIQUE	Bi-monthly newspaper	General	60,000	USA	Editorial
E!TV	TV Station	General	Several Million	Europe	Editorial
INDIEWIRE.COM	Website	Movie Industry	Several Million	International	Editorial, Ads
JEWISH JOURNAL LA	Weekly newspaper	General	110,000	Greater Los Angeles	Editorial
LOS ANGELES TIMES	Daily newspaper	General	775,000	USA	Editorial
LA WEEKLY	Newsweekly	General	900,000	Los Angeles	Ads, Editorial
KPFK 90.7	FM Radio	General	5,000,000	Los Angeles	Editorial
KPCC 89.3	FM Radio	General	5,000,000	Los Angeles	Editorial
LOS ANGELES MAGAZINE	Magazine	General	180,000	Los Angeles	Editorial
THE HOLLYWOOD REPORTER	Trade publication	Movie Industry	38,000	International	Editorial
LAEMMLE THEATERS	Movie Theaters	General	100,000 in theaters	Greater Los Angeles	Ads
TV5 MONDE	TV Station	General	+50,000 subscr. in US	USA	Commercial, Edit.
VARIETY	Trade publication	Movie Industry	+40,000	International	Ads, Editorial
YAHOO MOVIES	Website	General	Several Million	International	Editorial
SCREEN INTERNATIONAL	Trade Publication	Movie Industry	+30,000	International	Editorial
STUDIO MAGAZINE	Movie Magazine	General	150,000	France	Editorial
LE POINT.FR	Website	General	3 million	France	Editorial
PARIS-MATCH	Magazine	General	600,000	France	Editorial
FRANCE 2	TV Station	General	Several million	Europe	Editorial
FRANCE INTER	National Radio	General	Several million	France/Europe	Editorial
ALLOCINE.FR	Website	General	2 million visitors/month	France	Editorial
LE PARISIEN	Daily Newspaper	General	200,000	France	Editorial
TF1.FR	TV Station & Website	General	Several million	France	Editorial
20 MINUTES	Daily Newspaper	General	2,5 million	France	Editorial
ANGELIKA THEATER NEW YORK	Movie Theatre	General	38,000	USA	Ads
OUEST FRANCE	Daily Newspaper	General	800,000	France	Editorial

TO BE ADDED: 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 (Total about 20,000 addressees)

WHAT THEY SAID ABOUT COL•COA

“My experience with COL•COA was wonderful - they handled our film THE CONCERT with great care and made the premiere a really memorable event. I’m happy to see such a great organization promoting French cinema both big and small here in the States, particularly with my long personal devotion to French film. Merci, COL•COA! We look forward to working with you again in the future.”

• **Harvey Weinstein, Co-Chairman, The Weinstein Company**

“It was a delight to have our French Spy Thriller FAREWELL be showcased at COL•COA this year and to win a special mention was an honor. It was also great to have FAREWELL participate in the High School Screening which grooms the American Youth to get used to the wonders of French cinema and since FAREWELL is based on a true life cold war event it was essentially a history lesson. COL•COA created positive buzz for the film prior to its summer release and helped influence exhibitors to book the film in Los Angeles and New York. COL•COA is a must attend festival for current French cinema handpicked by a knowledgeable programmer so we can scout the current crop of French films for potential future acquisitions. The combination of an excellent venue, great sponsors, the support of the French Consulate and UniFrance, makes COL•COA a wonderful experience for acquisition executives and the general public alike! I really look forward to next year!”

• **Michael Kanack, Vice President of Acquisitions and Sales, NeoClassics Films**

“Who says you have to go to Paris to enjoy the best of French cinema? My advice is to clear your calendars the week COL•COA is here. The festival offers so many outstanding films that you won’t have time for anything else.”

• **Jean Oppenheimer, Critic, Village Voice Media, Filmweek**

“Each year I look forward to seeing the best of French Cinema and meeting the filmmakers who create the work. There is a uplifting international camaraderie that develops during COL•COA that is unlike any other.” • **Randal Kleiser, Director, Grease**

“As COL•COA has continued to solidify its reputation as Los Angeles’ premiere showcase of quality cinema, the members of the Los Angeles Film Critics Association have been honored to be a part of its growth. For those of us who served on the critics’ jury, it was a particular privilege to participate integrally in what is destined to become one of the city’s most enduring traditions.”

• **Wade Major, Critic, Box Office Magazine**

“COL•COA is of course a great annual survey of contemporary French cinema for Los Angelinos but for distributors its a great venue to launch new releases as well as reconsider still available titles that we may have underappreciated initially. We’ll look forward to working with COL•COA in the years to come.”

• **Edward Arentz, Managing Director, Music Box Films**

“What’s remarkable is how COL•COA has galvanized support of the otherwise nonplussed professional film community in Hollywood as well as reaching a passionate general public. These two divergent

segments were united in their film appreciation and fed off each others enthusiasms as evidenced in the high level Q&A sessions for many selections.” • **Richard Lorber, President & CEO, Lorber Films**

“COL•COA is a wonderful festival to promote the vitality and the diversity of French cinema in Hollywood. The festival brings moments to develop creative partnerships between authors, directors, writers, distributors, producers, agents and exhibitors from both great movies nations. It is the perfect opportunity for American and French professionals to strengthen their deep links and their mutual understanding”.

• **Veronique Cayla, Director, Centre National de la Cinematographie (CNC), France**

“The COL•COA Film Festival is much more than simply a French Film Festival in Hollywood. Rather it is a wonderful celebration of a rich, diverse and accomplished cinema industry which, in itself, is one of France’s greatest exports.”

• **Richard Fox, Executive Vice-President, Warner International**

“It was very exciting to see the huge crowds that showed up to see French films at COL•COA. The festival is doing an incredible job at building a regular audience for French films in Los Angeles.”

• **Ryan Werner, VP Marketing & PR, IFC Films**

“I was very pleased with the presentation of “La Vie en Rose” at the COL•COA festival in Los Angeles. It was important for Picturehouse to make the premiere an “event” to showcase the film. COL•COA set the perfect tone, creating a celebratory atmosphere that was great to introduce the film, Olivier Dahan and Marion Cotillard to the West Coast audience and critics. COL•COA played an important role in our campaign.” • **Bob Berney, U.S. Distributor**

“The Cannes Film Festival has always been a love story between American and French Cinema. As a result, I have worked to salute and promote American filmmakers. The rare, nostalgic and hopefully amusing footage of The Red Carpet—A Musical perfectly illustrates this relationship. I am delighted and proud to present the film in Hollywood for the first time in the world since its Cannes debut to American audiences during COL•COA.”

• **Gilles Jacob, President of the Cannes Film Festival**

“Over the years this festival has evolved into a highly anticipated meeting ground for those who love French cinema. But this event does more than just give us all the opportunity to appreciate the enduring cultural relationship between our two nations. Cinema is the narrative dream of the modern world. It’s fabricated from the collective consciousness of our lives. COL•COA reminds us time and again of cinema’s power and magic to transcend borders and nation states.”

• **Michael Mann, Director**

“COL•COA brings a moment for writers and directors from France and the U.S. to gather, to learn from each other, and to express our enduring admiration of each other’s work.” • **Ron Bass, Writer**

SPONSORSHIP OPPORTUNITIES PROGRAM 2012

Depending on the total value* of your contribution, you can become either:

- **Supporting Sponsor (+ \$1,000)**
- **Platinum Sponsor (+ \$5,000)**
- **Major Sponsor (+ \$15,000)**
- **Premier Sponsor (+ \$30,000)**
- **Official Sponsor (+ \$60,000)**

**Contributions may be in cash and/or in kind.*

SEE CORRESPONDING BENEFITS ON PAGES 12 & 13

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

<p>Sponsor a 7:00 pm Cocktail</p>	<p>Have a Hollywood Premiere at COL•COA: invite up to 100 guests to a VIP cocktail followed by a Premiere screening. Your cocktail guests will receive complimentary tickets and priority access to the following screening.</p>	<p>Variable</p>
<p>Add your logo to our www.colcoa.org home page</p>	<p>Your logo will appear on the homepage of the site for 12 months.</p>	<p>\$3,000</p>
<p>Support the COL•COA promotion campaign as a media partner</p>	<p>As a media partner, you can offer complimentary ads to promote COL•COA and become a major sponsor of the festival.</p>	<p>Variable</p>
<p>Include COL•COA in your media campaign</p>	<p>By supporting COL•COA in your own print, radio or TV advertisement campaign, you can become a major sponsor of the festival.</p>	<p>Variable</p>
<p>Buy an ad in the COL•COA Official Catalog</p>	<p>The COL•COA catalog is an efficient communication tool. It is distributed on site during the week, sent to all COL•COA partners and kept as a reference publication by most film industry and media guests.</p>	<p>\$5,000 Full page \$3,500 half</p>
<p>Be associated with the COL•COA Lounge</p>	<p>The COL•COA 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 COL•COA. The COL•COA lounge would be called the “Sponsor’s name” LOUNGE on all supports and communication materials.</p>	<p>\$10,000</p>
<p>Sponsor a COL•COA series</p>	<p>Your name can be associated with one or several COL•COA series (<i>Happy Hour Talks, Film Noir Series, After 10, Col•Coo Classics</i>) and be mentioned as such on all supports and on stage during live presentations. This opportunity increases your exposure during the event.</p>	<p>Variable. Starting at \$2,000, up to \$10,000</p>

<p>Sponsor an after party or a dinner for the COL•COA delegation during the week</p>	<p>Make your space available, welcome the delegation for a dinner, or sponsor an after-party.</p>	<p>Variable</p>
<p>Sponsor the COL•COA Awards screenings</p>	<p>Contact us for details.</p>	<p>Variable</p>
<p>Sponsor the Opening Night Premiere <u>wristbands</u></p>	<p>Your company logo will be the only logo featured on the COL•COA VIP opening night wristbands. 800 guests attend the opening night and wear these wristbands all evening.</p>	<p>\$2,500</p>
<p>Sponsor the Opening Night Premiere <u>napkins</u></p>	<p>Have your logo printed with a marketing tag on napkins that will be used during the VIP opening night reception at COL•COA. 800 guests attend this reception.</p>	<p>\$2,500</p>
<p>Be featured on COL•COA Street Banners</p>	<p>For its 16th anniversary, COL•COA plans to launch a promotional campaign in the streets of Los Angeles. Your logo will appear on dozens of banners displayed strategically for several weeks across the city.</p>	<p>Starting at \$10,000</p>
<p>Support the Win a Trip to Paris Contest</p>	<p>Supporting this popular COL•COA contest will give you a large exposure at the festival: your logo will appear on all supports (including tickets) and your name will be associated with the contest on all communication materials.</p>	<p>\$8,000 (Estimate)</p>

LOGO/NAME PLACEMENT

OFFICIAL SPONSOR (\$60,000+)	LOGO	Festival Poster
	LOGO	COL•COA Ads
	LOGO	Pre-Screening Slide Show
	LOGO	Sponsors page in official Catalog (6,000)
	LOGO	COL•COA flyer
	LOGO	Banner on site
	LOGO	COL•COA Banner on Sunset Blvd. <i>(front of the DGA building)</i>
	LOGO	Press Wall on site
	LOGO	Website Homepage + link
	LOGO	Website Sponsors Page + Link
	LOGO	Opening Night Invitations
	LOGO	General Invitation
PREMIER SPONSOR (\$30,000 — \$59,999)	LOGO	
MAJOR SPONSOR (\$15,000 — \$29,999)	LOGO	
PLATINUM SPONSOR (\$5,000 — \$14,999)	LOGO	
SUPPORTING SPONSOR (\$1,000 — \$4,999)	LOGO	

ADVERTISEMENT & RECOGNITION

Sponsorship Level	Complimentary ad in Official Catalog	Ad in pre-screening slide show	Written recognition in Press Releases	Acknowledgement at Press Conference	Acknowledgement on stage on Opening Night	Literature displayed on site	Flat screen in Main Hall
OFFICIAL SPONSOR (\$60,000+)	FULL P	●	●	●	●	●	●
PREMIER SPONSOR (\$30,000 — \$59,999)	FULL P		●	●	●	●	
MAJOR SPONSOR (\$15,000 — \$29,999)	1/2 P		●			●	
PLATINUM SPONSOR (\$5,000 — \$14,999)	1/4 P		●			●	
SUPPORTING SPONSOR (\$1,000 — \$4,999)	1/8 P		●			●	

TICKETS & PASSES

5	15	8
4	10	6
3	8	4
2	5	2
1	2	1

Pair of invitations for Opening Night

Pair of invitations for whole week (except Opening Night)

Daily Pass to the Lounge (cocktails)

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