

Become a Master Sponsor of Cannes' Director's Fortnight

FilmFestivals a major player in the Festivals scene since 1995 is an official partner of the leading film festivals in the world: Cannes, Venice, Karlovy Vary, MIFED, LAIFF, NBIFF, Paris...

In Cannes FilmFestivals Is the official Partner of Cannes Market and La Quinzaine des réalisateurs (Director's Fortnight). Official sponsor and online agency credentials attached.

This document describes the benefits of a Master Sponsoring of Director's Fortnight with detailed background



Cannes 2003: may 14 to 25

Master Sponsoring Benefits For Director's Fortnight

The Club Quinzaine is at "Your name"

Your name associated to the Club Quinzaine – Noga-Hilton a private and exclusive club (badge only), consecrated as the meeting point for accredited professionals. It is located, this year, at the Noga Hilton Beach, on the Croisette and will offer the following advantages to the guests (directors, their crew, and sponsors):

- Attend the industry breakfasts
- Seats and signage at the daily films press conferences, meetings with crews of the films in selection
- Table reserved at your name for lunch surrounded by other pro industry leaders (SFR, Unifrance, Cinema Europa, SACD, Fuji, Titra, CNC...)
- Open bar for the directors and guests
- The club will host many events in the evening (film launch parties and large diners: your brand will be visible on all these occasions.)

FilmFestivals Entertainment Group
PARIS - LOS ANGELES - NEW YORK

European Headquarters :

5, rue d'Artois 75008 Paris – Tel : +33 (0)1 56 59 16 20 – Fax : +33 (0)1 42 56 28 35

US : 212 202 49 77

Web : www.Filmfestivals.com Email : info@filmfestivals.com



Your logo will be posted prominently in the Club together with some POS materials, equipments...

Logo on access badges (possibility to use a specific vehicle from your company as badge: branded keyholder...)

Logo, posters, materials at the Festival's headquarter: La Malmaison.

Logo on all official communications: website, catalogue, program guide, invitations bristols,

Logo on festival's access points

Discrimination with minor sponsors in size and location

Advertising presence

4th cover page of the catalogue

sole advertiser of the program guide (300,000 copies, circulation in Cannes and in FNAC).

Possibility for spectacular posting on the Croisette

Quota of exclusive events held at the Club

VIP badges all access for your team and clients (20)

Invitations for any party held at the Club (5)

Invitations to opening and closing functions (10)

Tickets for every screening of the film in selection (10 tickets for each of the 20 films with VIP access)

Budget

300 000€

Deadlines April 20th for artworks

other sponsoring options begin at 50,000€

Other additional possibilities

Sponsor of Le Carosse d'Or

Le Carosse d'Or is the only prize given by La Quinzaine as life time achievement to a director, recognised by his peers.

The prize can be sponsored

45,000€

Sponsor of the Web Café at Malmaison

Additional presence is given in this open space by the accreditation offices with posting visible from the Croisette.

12 PC's with screensaver and logos to your brand, Posters, brochures

50,000€

Payments 35% on signature to Filmfestivals 35% April 15th, 30% May 14th

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About The Director's Fortnight

The Directors' Fortnight
35th edition
Cannes/ 15- 25 May 2003

Introduction

Created in 1968 by the 'Société des Réalisateurs de Film', the Directors' Fortnight is a parallel section of the Festival of Cannes, and has become one of the most serious searchers of tomorrow's directors and cinematography as the years go by.

The Directors' Fortnight is the only section open to the public, and defends the freedom of spirit, creation and independence.

With its innovative and non-competitive selection, it has gained a prestige from all over the world, which made it one of the most important cinematographic events.

For 35 years, the Directors' Fortnight has actually discovered a number of artists who are nowadays celebrated: Martin Scorsese (Mean Streets), Sean Penn (The Indian Runner), Youssef Chahine (Alexandria Again and Forever); Manoel De Oliveira (Francisca); Atom Egoyan (The Adjuster); Jim Jarmusch (Stranger than Paradise); Takeshi Kitano (Kids Return); Spike Lee (She's Gotta Have It); Georges Lucas (THX 1138); Mira Nair (Salaam Bombay); Bruno Podalydès (Versailles Rive Gauche); Tim Robbins (Bob Roberts);; Sandrine Veysset (Y aura-t-il de la neige à Noël?); and Eric Zonca (Rives).

The 35th edition of the Directors' Fortnight will present an international selection of twenty feature films and twenty short films, documentaries and fictions included, which will be more remarkable than ever.

With our will to give wider publicity of our event, this year, we gladly commit ourselves to ameliorate the quality of the reception of directors and the follow-up promotion of the selected films, and to assure an effective advertisement of our sponsors aimed at the cinema professionals as well as the public.



The project 2003

The Club Quinzaine – Noga Hilton

The Club Quinzaine – Noga-Hilton is a private and exclusive club (badge only), consecrated as the meeting point for accredited professionals. This year, it is moved to the Noga Hilton Beach, and will offer the following advantages to the guests (directors, their crew, and sponsors):

- Breakfasts for the industry
- press conferences, meetings with crews of the films in selection
- lunch for the professionals
- Open bar for the directors and guests
- Directors' Fortnight party

Hotel for the directors

This year, the Directors' Fortnight books a hotel in Cannes for the attention of the directors of the selected feature films and short films.

Daily programme of Short Films

We will present each day a different programme of French and foreign short films. Its objective is to attract more attention to short films in Cannes and to give a proper place to young directors.

Label “Quinzaine – Europa Cinemas”

In partnership with Europa Cinemas, we will make use of a veritable network of the follow-up promotion of the selected films and their distribution through the creation of the label “Quinzaine – Europa Cinemas”. The operators of Europa Cinemas will deliver this label to one of the European feature films selected in the Directors' Fortnight.

From this year on, we set about a policy of screening short films along with other selected programmes.

Le Carosse d'or

Created in 2002 by the Société des Réalisateur de film, le Carosse d'or is an award presented by directors to one of their peers. Among the film makers from all over the world, an artist is chosen for the innovative quality of his/her films, his/her courage, and his/her originality in mise-en-scène and production. Last year, Jaques Rozier was awarded le Carosse d'or during the opening ceremony of the festival.

Emphasis on the sponsorship

In order to increase the publicity of the sponsors of the Directors' Fortnight, various means of communication are put at their disposal, and we are willing to associate them in our projects and develop a long-lasting relation of exchange.

MEANS OF COMMUNICATION

The press conference in Paris and in Cannes



April 23rd, the Directors' Fortnight organises a press conference in Paris (at Forum des Images), and then in Cannes, during which the programme of the festival will be announced. On this occasion, all the sponsors of the 35th edition will be introduced to cinema professionals.

A large number of journalists, film critics, press attaché, and French and foreign directors will participate in the conference.

A book of press cuttings retailing the selected films will be given to the participants and sent to international press.

A meal will be offered to the guests.

The catalogue

The official catalogue is at once a way of promotion and a working tool for the professionals all through the year.

It contains the complete list of the selected films; information on their technical crew and the actors and actresses; the synopsis; a photo of each film; the biography and the filmography of the directors; their statements in their mother tongue; and the contacts of the production company, international sales office, press attachés, and potential distributors.

More than 10, 000 copies will be printed. In Cannes, they will be distributed for free in 2000 pigeonholes of the journalists who come from all over the world, and also during the screenings. They will be distributed to all the accredited professionals and will be available for the public. The catalogues will be also distributed during the rerun of the Directors' Fortnight in Paris.

The catalogue is in colour, and is composed of about 60 pages with advertisements in full-page.

Programme flier

The programme flier is in the form of a pocketbook and thus practical and easy to carry. It contains the timetable of screenings, synopsis and credits.

There will be 100,000 copies of the flier which will be distributed for free to all the accredited members of MIF (the International Film Market), all the journalists in their pigeonholes, all the accredited professionals of the Directors' Fortnight, as well as the public.

The flier will be also available in the three venues for screenings in Cannes, the Club Quinzaine—Noga-Hilton, and other hotels during the festival.

As it is an informative and promotional tool aimed at the public, it will be distributed for free 10 days before the festival in all the Fnac shops in all the regions of Paris and Cannes, and also through the "Contact", the monthly magazine sent to the members of Fnac. (200,000)

The flier is composed of about 20 pages with several advertisements in full-page.

Invitations

The logos and the names of our sponsors will be on the invitations to our events in which they will participate. There will be special invitations to the screenings, the opening party and the closing party, as well as the professional lunches.

Symbols and Logos

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The logos of our sponsors will be put at the entrances of all the three main venues, at the Club Quinzaine—Noga-Hilton in front of the entrance to the beach, and at the reception and in the corridors that lead to the office of the Directors' Fortnight. The logos will be also on the catalogue and the flyer.

Promotional articles

Our sponsors may produce promotional articles such as bags, T-shirts, umbrellas, with their logo and ours after a consultation with the staff of the Directors' Fortnight. Other suggestions of collaboration concerning promotion will be also taken into account.

The Website: www.quinzaine-realisateur.com

The website of the Directors' Fortnight is available for consultation in French and English throughout the year. It contains all the lists of the films that have been selected since the creation of the festival. There is one page which presents the names and logos of our sponsors with the direct links toward their own homepages.

Advertising Rates

Classification	inside page	2 nd and 3 rd page from cover	4 th page from cover
catalogue 10, 000 copies	4000 €	6000 €	8000 €
programme flier 300, 000 copies	4000 €	6000 €	8000 €

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THE DIRECTORS' FORTNIGHT IN FIGURES

Cannes

In 2002, the audiences at our screenings in the three venues in Cannes numbered 41, 951:

- 34, 480 persons at 63 screenings organised in the screening room of Noga Hilton (850 seats)
- 3, 275 persons at 16 screenings in the Arcades (300 seats)
- 4, 196 persons at 23 screenings in the Studio (200 seats)

RERUN OF THE DIRECTORS' FORTNIGHT

Paris

The films presented at the Directors' Fortnight in Cannes will be re-screened in Paris several days after the closure of the festival.

The rerun will take place at the Forum des Images from the 28th of May to the 3rd of June 2003. The Forum des Images is a audiovisual-multimedia centre with 3 screening rooms, situated at the centre of Paris, and is very popular for its convivial atmosphere.

Rome and Milan

The films selected by the Directors' Fortnight in Cannes are also re-screened in Rome and Milan in the first two weeks of June. The rerun is organised by the AGIS (Associazione Generale Italiana dello Spettacolo).

For its 2003 edition, the Directors' Fortnight is supported by its regular sponsors: CNC, SACD, Canal +, Unifrance, Fuji, Gras Savoye, Titra Films, Ecran Total, Filmfestivals.com, and Fnac.

We cordially invite you to join the Directors' Fortnight, and we promise you to represent your company as an outstanding patron of cinema during the Festival of Cannes.

Quinzaine des Réalisateur
14, rue Alexandre Parodi
75010, Paris, France
Tel : +33.1.44.89.99.99 Fax : +33.1.44.89.99.60
www.quinzaine-realisteurs.com
infos@quinzaine-realisteurs.com

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