

Co-academic sponsors Virginia Commonwealth University and University of Richmond present

french film festival

R i c h m o n d , V i r g i n i a

March 22 - 25, 2018

BECOMING A FESTIVAL SPONSOR

Founder/ Directors:
Drs. Françoise & Peter Kirkpatrick

26th annual • Byrd Theatre • Richmond, Va. • (804) 827-FILM • www.frenchfilmfestival.us



Photo from the feature film *La Danseuse (The Dancer)*

All films have English subtitles and are presented by their actors and directors.

Director: Stéphanie Di Giusto - Photo credit: Shanna Besson - Distribution: Pacific Northwest Pictures - Copyright: Productions du Trésor/Wild Bunch/Orange Studio/Les Films du Fleuve/Sirena Film/Voo et BeTV/RTBF (Belgian TV)

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PRESENTATION

Founded in 1993, the French Film Festival – Richmond, Virginia, with co-academic sponsors Virginia Commonwealth University and the University of Richmond, is an American-led initiative to:

- Promote French language cinema and culture in the United States
- Create a unique cinematic experience between French actors, directors and a diverse American public which takes place in Carytown the heart of Richmond.
- Provide a learning experience through film culture which impacts individual lives

This unique French cultural event in the United States provides an ideal platform and opportunity for your business:

- To associate your image with the largest and most successful French film festival in the US
- To benefit from the media exposure of your company among **4,000,000** potential French, Franco American and American clients located throughout the US and France.
- To publicize your business' presence to our audience as one who supports this annually awaited French cultural event in the United States, all right here in Richmond.

The French Film Festival, Richmond, Virginia is:

- Recognized by the French government as the most important French Film Festival in the United States.
- A special place where the American public has to date met more than 850 directors, producers, actors, screen writers, film scholars, critics and French officials.
- Proud to have screened to date over 750 French and francophone films at the historic Byrd Theatre in Carytown, Richmond.
- Comprised of 22,000 admissions each year.

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WHY SPONSOR?

The French Film Festival, Richmond, Virginia provides:

- An unforgettable experience by providing the audience the unique opportunity to see brand new French films otherwise unavailable in the United States and to discuss them directly with their directors and actors in the historic Byrd Theatre.
- A showcase of Richmond businesses who supports arts, cinema and culture in the city.
- Support for Local Businesses and Tourism – by attracting 22,000 to Richmond visitors from around the United States and abroad for the weekend of the Festival; last year attendees visited from 42 of the 50 US states for the exciting experience;
- Academic Programs – through Festival internships as well as immersion programs for students and teachers of French throughout the Commonwealth of Virginia and the nation. The 26th Festival will continue to host special Premiere events in the Byrd Theatre.

ADVERTISING RATES

Full Page Advertisement (live area)	7.75"W X 10.25"H	\$1,500
Half-Page Advertisement	7"W X 4.55"H	\$850
Quarter-Page Ad	3.4"W X 4.55"H	\$650
Slide shown before each film at <i>The Byrd Theater</i>		\$500

Logo and link on bottom of Festival homepage and on Festival sponsor page	\$2,000
<ul style="list-style-type: none">• Recognition and Logo on Official Poster and at Official Festival Reception on Saturday evening• A full-page ad in the Festival program (65,000 run)• Advertisement slide projected at <i>The Byrd Theatre</i> before each screening and during Q&A with directors and actors• Logo and link on bottom of Festival homepage and on Festival sponsor page	\$3,500

DEADLINE for ads is February 6, 2018

DEADLINE for Byrd slide is March 15, 2018

Please furnish the print ad for your company as a PDF file.
Please follow the below specifications to furnish the Festival with a slide of your company's logo to be placed on the screen at the Byrd Theater.

Checks should be made out to: French Film Festival – Richmond, Virginia

And sent to:

French Film Festival Office
Attn: Dr. Peter Kirkpatrick
920 West Franklin Street, Room 304
PO Box 843073

Richmond, Virginia 23284-3073

File formats: PDF, JPEG, TIFF, BMP- RGB color, at least 600dpi

Please use a file name specific to your organization/business, not just "byrd ad"...we get lots of those!

