

LA FILM FEST

PRESENTED BY
Los Angeles Times



SPONSORSHIP OPPORTUNITIES

Film Independent's Los Angeles Film Festival, presented by the *Los Angeles Times*, showcases the best of American and international cinema. The 2012 Festival will take place in mid June in the vibrant, burgeoning independent arts community of downtown Los Angeles, and will encompass venues throughout the city with its center at L.A. LIVE. The Festival's home downtown is reflective of its continued growth and efforts to embrace the cultural diversity and energy of Los Angeles. The Festival will present its screenings and events at the Regal Cinemas L.A. LIVE Stadium 14, the REDCAT (Roy and Edna Disney/CalArts Theater), the Downtown Independent, the GRAMMY Museum, Orpheum Theatre, and California Plaza. The Festival will also continue its tradition of evening screenings at the outdoor John Anson Ford Amphitheater in Hollywood.

Over the past 17 years, the Los Angeles Film Festival has grown from being held in one theater with 5,700 attendees to include a sprawling list of event venues that attracts more than 92,000 attendees.

The Festival screens more than 200 narrative and documentary feature films, short films, and music videos to a diverse audience. From VIP galas to celebrity-studded premieres, the Los Angeles Film Festival highlights film from every corner of the globe. In addition, the Festival presents a variety of panels, educational seminars, live music performances, and free outdoor screenings. Kicking off the festivities is our exclusive and intimate Filmmaker Retreat, hosted by the Festival's Guest Director. Past Guest Directors have included Kathryn Bigelow, Sydney Pollock, Curtis Hanson, and George Lucas, who also hosts the retreat at his Skywalker Ranch.

The Los Angeles Film Festival generates more than 2.3 billion impressions through TV, print, radio, and online press. Media outlets such as *Los Angeles Times*, *Entertainment Tonight*, *Access Hollywood*, *Variety*, *Wired*, *USA Today*, *People Magazine*, and *Entertainment Weekly* featured the 2011 Festival's programs and events.

By sponsoring the Los Angeles Film Festival you join an elite group of companies. The event offers a visible opportunity to promote your company within a respected property in the film industry. Companies such as American Express, Best Buy, Coca-Cola, Canon, Jameson Irish Whiskey, *Los Angeles Times*, Target, and Volkswagen have sponsored Film Independent because their businesses are aligned with the visionary talent and excitement represented by the Los Angeles Film Festival.

Through a mixture of access, exposure, hospitality, social media and experiential activation each sponsor receives a customized package of benefits that ensure its sponsorship and marketing goals are met.

For more information and to discuss customized opportunities, please contact the Film Independent Development Department at 310.432.1252 or dneuharth@FilmIndependent.org.



KEY PROGRAMS

EVENTS TO ENTITLE

RED CARPET EVENTS

Opening Night
Gala Premieres
Closing Night
Awards Brunch

FILM SHOWCASES

Narrative Feature Competition
Documentary Feature Competition
Summer Showcase
International Showcase
Outdoor Screenings at The Ford Amphitheatre
Community Screenings
The Beyond
Short Films
Music Videos
Future Filmmakers (High School) Showcase

ARTIST SERIES

Festival Conversations
Artist in Residence

TITLED OPPORTUNITIES

AWARDS

Narrative Feature Jury Award
Documentary Feature Jury Award

HOSPITALITY VENUES

Ticket Center
Live Music Stage
Media Center
Festival Village
Filmmaker Lounge
Title Theatre

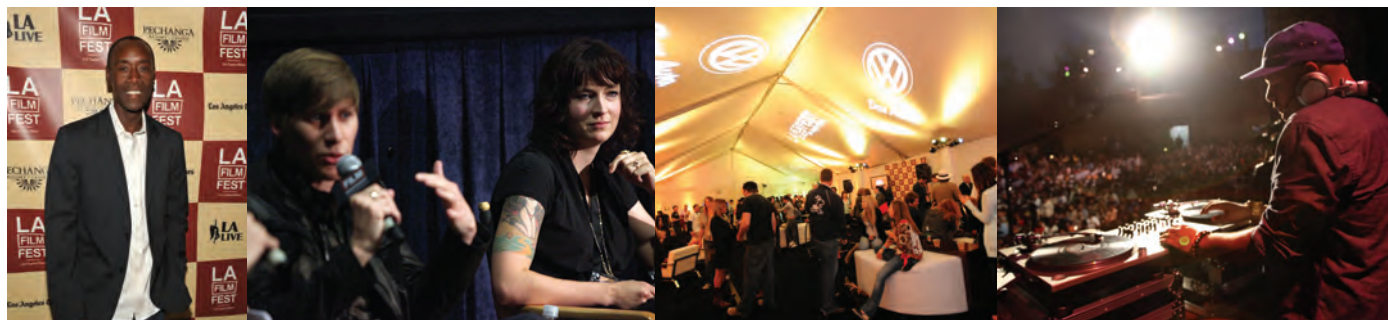
INDUSTRY EVENTS

FILMMAKERS ONLY

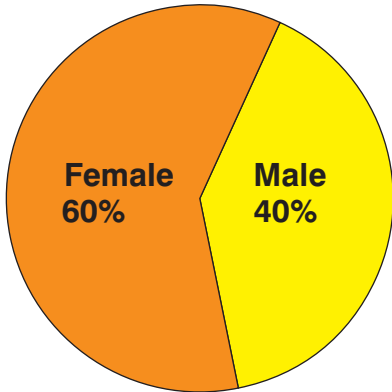
Filmmaker Retreat
Filmmaker Reception
Fast Track
Industry Networking Events

INDIE EDUCATION

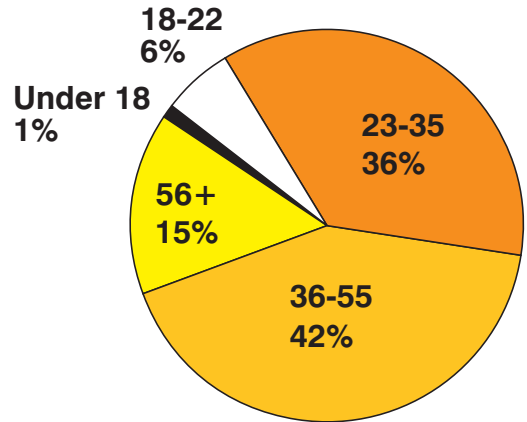
Poolside Chats
Coffee Talks
Industry Day
Lunch Talks
Spotlight on the Image



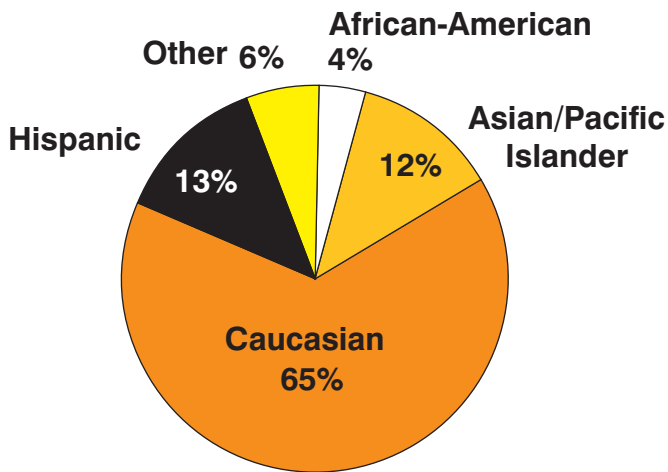
DEMOGRAPHICS



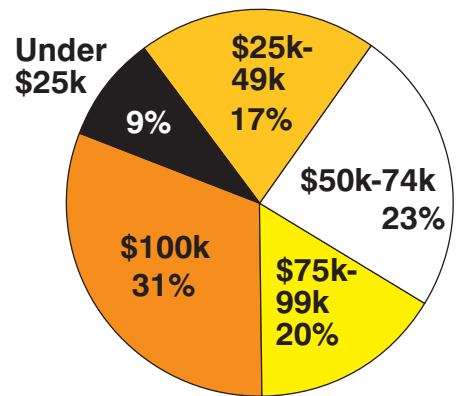
Gender



Age



Ethnicity



Income

Source: 2011 Los Angeles Film Festival attendee survey; SurveyMonkey, June 2011.