THE AMERICAN PAVILION 2015

SPONSORSHIP OPPORTUNITIES

THE INTERNATIONAL VILLAGE, CANNES FILM FESTIVAL, MAY 13-24, 2015
20,000 industry professionals
4,000+ journalists
12 days
of center-stage presence at the most high-profile event on the international film calendar

The American Pavilion is the center of activity for the American film community, offering an oasis on prime Festival real estate which includes a beachside restaurant, bar and terraces, wi-fi and other business services, the A-list Industry In Focus and In Conversation series which play to standing room only crowds, the highly-respected Emerging Filmmaker Showcase; media terrace and much more.
BENEFITS OF SPONSORSHIP

- Harness The American Pavilion as a brand experience platform and destination for a highly-engaged audience
- Target entertainment industry tastemakers and influencers, exposing them to brand culture through VIP lounges and other integrated environments
- Take advantage of organic programming including In Conversation, Industry In Focus and The Emerging Filmmaker Showcase to support brand initiatives
- Package party invitations, insider access to The American Pavilion talent, and other luxury moments to create the ultimate experience for VIPs
**A-List Sponsors**

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<tr>
<th>AT&amp;T</th>
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<td>Access Hollywood</td>
<td>Hollywood Reporter</td>
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<td>Adobe</td>
<td>Intel</td>
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<td>American Express</td>
<td>International Herald</td>
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<td>Apple</td>
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<td>BMW</td>
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<td>British Airways</td>
<td>LA Times</td>
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<td>CNN</td>
<td>The Peninsula Hotels</td>
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<td>Coca Cola</td>
<td>RayBan</td>
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<td>Condé Nast</td>
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<td>Variety</td>
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*Partial list of sponsors over the last 25 years*
The Bar & Restaurant is the preferred meeting place for industry executives, journalists, and filmmakers. Guests enjoy delicious light meals prepared by guest chefs and the culinary team, as they relax between screenings on the seaside terrace, and in the bar and restaurant.

**High-profile, targeted branding relative to:**

- Daily bar and restaurant business
- Media events
- Private luncheons and dinners
- Cocktail parties
- After-hours experiences

**Includes:**

- Branded/customized décor
- Pop-up experiences that enhance events
- Signature menu items and drink specials
The American Pavilion Media Terrace is the perfect seaside location for celebrity interviews, photo shoots, and private parties. The Terrace is available to journalists, publicists, photographers and news crews throughout the Festival—it has been the base for Access Hollywood, AMC, E! Entertainment, and WireImage. Festival attendees can also book the space for private functions; and sponsors for client entertainment. The space also serves as a Green Room/VIP area, providing a relaxing oasis for celebrities participating in Pavilion events.

Spectacular backdrop and brand exposure opportunity as the Media Terrace is used for:

- Celebrity interviews
- Broadcast segments
- Other A-list moments

Includes:

- Branded, customized décor
- Pop-up experiences product integration that enhance space for journalists, publicists and celebrities
- Celebrity gifting
The American Pavilion Conference Center is used for press conferences, panel discussions, screenings, receptions and luncheons. The wildly popular In Conversation and Industry In Focus series—both produced and programmed by The American Pavilion—are also part of the line-up.

Past participants have included A-listers like Morgan Freeman, James Cameron, Ron Howard, Sean Penn, James Franco, Jude Law, Roger Ebert, Ryan Gosling, Jessica Chastain, Francis Ford Coppola, Martin Scorsese, Andie MacDowell and many, many more high-profile members of the entertainment industry.

High-profile, targeted branding relative to:

- Press conferences
- Screenings
- Receptions
- Luncheons

Includes:

- Branded/customized décor
- Step and repeat exposure
- Product sampling that enhances audience and guest experience
The American Pavilion Wireless Café is one of the most popular places and services in The Pavilion. Featuring the fastest Wi-Fi in Cannes, the Café and digital home base is heavily trafficked from when the doors open until closing time.

**WIRELESS CAFÉ**

**Popular, centralized location offers:**
- Opportunity to demonstrate new technology in a hands-on setting
- Repeated daily use by industry executives and other visitors
- Brand alignment with highly sought-after services

**Includes:**
- Naming rights
- Branded/customized décor
- Prime exposure on landing page
MEMBERSHIP SERVICES

The American Pavilion provides an impressive array of services to accredited members. Members register in advance or onsite to receive access to The American Pavilion and services such as wireless Internet, computer services, trade publications and daily US newspapers. Members use The American Pavilion as a “home base” throughout the Festival.

The Pavilion also offers Red Carpet Membership, an upgraded program that provides access to a private terrace area, reserved seating for all Industry in Focus panel discussions and In Conversations and other VIP benefits.

Wide-reaching promotional opportunities include:

» Positioning as a provider of key services to the entertainment industry
» Alignment with multiple levels of service targeting VIPs, journalists and industry executives

Includes:

» Logo placement on all of The Pavilion’s correspondence with members, including registration materials, e-blasts and daily Festival updates
» Logo placement on Pavilion badges, worn by thousands of members throughout the Festival
» Prominent signage at Pavilion entrance
Since 1989, The American Pavilion has offered film students from around the world the opportunity to attend The Cannes Film Festival. Following a three-day orientation, students work with The American Pavilion, with a Pavilion sponsor or with one of the many entertainment companies doing business at the Festival. In addition to their work assignments, students participate in educational programming, including roundtable discussions with industry professionals and pitch sessions. Further opportunities include Festival screenings, student screenings and industry receptions and parties.

**STUDENT PROGRAM**

**Targeted branding:**
- Targeted branding to the next generation of filmmakers including:
- Naming rights to program, offering exclusivity at the Festival as well as year-round exclusivity and visibility through on-campus recruiting direct mail and online promotions
- Opportunity to host events, educational seminars and industry mixers for these up-and-coming filmmakers
- Opportunity for sponsor to interact directly with students, building one-on-one relationships and gathering feedback
- Opportunity to develop brand loyalty early in customers’ careers

**Includes:**
- Pre-Festival branding on printed materials sent to over 1000 faculty members worldwide
- On-site branding opportunities including student apparel, tote bags and gift items
- Distribution of promotional materials and products
This unique work-study program brings together culinary students, apprentices and young professionals from throughout the U.S. Past participants have had the opportunity to meet with such renowned chefs as France’s Roger Verge (Moulin de Mougins) as well as American chefs Bobby Flay, Mario Batali and Rocco DiSpirito. The culinary crew prepares up to 600 meals per day—for lunches, dinners, receptions, parties and other special events. Prior to the Festival, participants enjoy tours to wineries, restaurants and outdoor markets along the Riviera.
The high volume of traffic in The American Pavilion offers exhibitors a prime setting in which to showcase established brands, as well as to introduce new products and services.

Product sampling, presentations and demonstrations of new technologies—with the opportunity for hands-on experience—are just a few of the possibilities. Basic units measure 10’ x 10’ and include a desk, seating and locking storage. The space may be configured as a three-sided exhibition area or as an enclosed office with a door.

Opportunity to showcase products via:

› 10 x 10 office or exhibition space in The Pavilion prime location
› Direct interaction with potential customers

Includes:

› Assistance with equipment rental, décor and design
› Support staff
› Management of all logistics, set-up through load-out
› E-blasts to Festival attendees promoting presence and location
The American Pavilion’s Bar and Restaurant, one of the most popular gathering places in Cannes, offers sponsors the opportunity to showcase products with category exclusivity. Categories include coffee, champagne, soft drinks, spirits, water and wine.
ADDITIONAL OPPORTUNITIES

Cocktail parties, press luncheons and late-night parties

Junket space on our media terrace

Branded lanyards distributed to The Pavilion members

Table toppers on 40 tables throughout The Pavilion

Brochure and literature display

Poster sites
# High Profile Talent*

<table>
<thead>
<tr>
<th>Kevin Bacon</th>
<th>Jude Law</th>
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<tr>
<td>James Cameron</td>
<td>Matt Lauer</td>
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<tr>
<td>Francis Ford Coppola</td>
<td>Dylan McDermott</td>
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<td>Kirsten Dunst</td>
<td>Sean Penn</td>
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<td>Claire Danes</td>
<td>Tim Robbins</td>
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<td>Robert Duvall</td>
<td>Billy Bob Thornton</td>
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<td>Collin Firth</td>
<td>Martin Scorsese</td>
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<td>James Franco</td>
<td>Kyra Sedgwick</td>
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<tr>
<td>Morgan Freeman</td>
<td>Steven Soderberg</td>
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<tr>
<td>Ethan Hawke</td>
<td>Chloë Sevigny</td>
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<td>Ron Howard</td>
<td>Harvey Weinstein</td>
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<tr>
<td>Holly Hunter</td>
<td>Michelle Williams</td>
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<tr>
<td>Anjelica Huston</td>
<td>...and more</td>
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<tr>
<td>Ryan Gosling</td>
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*Partial list of talent that has been included in programming or special events in the past 25 years*
Recent Media Coverage

**The New York Times**

*Arts*

CANNES INTERNATIONAL FILM FESTIVAL
A Mix of the Past and Future in Film

One wonders what Fitzgerald would have made of it all: The bustling Croisette, where each pavilion in the International Village flies its colors, and the American Pavilion, which serves free "Sodastream cocktails in eco-friendly bottles." Nespresso even has its own beach, and gives its own Grand Prix. How would the author, who died of a heart attack at 44 in Hollywood, react to seeing his characters on screen through 3D glasses? Perhaps he would think: "I've finally made it in the movies."

A version of this article appeared in print on May 19.

**IndieWire**

SydneysBuzz

PULLING BACK THE CURTAIN ON THE INTERNATIONAL MOVIE BIZ

**The American Pavilion Announces Historic Redesign Details Timed To 25th Anniversary**

We support The American Pavilion as the place to get wifi, leave messages, get a bite to eat, and see some fellow Americans. AMPAV was the first "pavilion" in Cannes. Now the Pavilions represent every country in Cannes.

The American Pavilion redesigned will be timed to it’s 25th Anniversary. AMPAV founder Julie Stik is...
The Pavilion draws an affluent and influential membership
The Pavilion draws an affluent and influential membership

Gender

- 38% Female
- 62% Male

Age

- 29% 45–54
- 27% 35–44
- 21% 25–34
- 17% 55–64
- 4% 18–24
- 2% 65+
The Pavilion draws an affluent and influential membership

**Nationality**
- 57% United States
- 4% Canada
- 1% Asia
- 1% Eastern Europe
- 1% Oceania
- 1% Other

**Education**
- 46% Bachelor Degree
- 36% Graduate Degree
- 8% Some College
- 5% Associate Degree
- 4% Vocational/Training
- 1% High School
For additional information on securing The American Pavilion partnerships, please contact:

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310.202.3375