

Virginia Commonwealth University and the University of Richmond present

french film festival

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

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 30 - April 2, 2017

MISSION ACCOMPLISHED!
IN 25 YEARS
700 FILMS, 850 DIRECTORS,
SCREENWRITERS, ACTORS, CINEMATOGRAPHERS,
MUSIC COMPOSERS & ARTIST-TECHNICIANS
LANDED IN RICHMOND!

March 27-29
Free Special Symposium
in Quessly Hall on UR campus
French Film: Arts, Science &
Technology at Work for Humanity II

25th annual • Byrd Theatre • Richmond, Va. • (804) 827-FILM • www.frenchfilmfestival.us

Photo from *Nasade* directed by Director M. Sade Lahaie, Director of Photography Christophe Lemaire
Producers: Othmane & A. Towers La Mer

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

BECOMING A FESTIVAL SPONSOR

French Film Festival Richmond, VA

25th Edition

March 27-April 2, 2017

Founders/Directors: Drs. Françoise & Peter Kirkpatrick

920 West Franklin Street, Room 304 • P.O. Box 843073

Richmond, Virginia 23284-3073

Office (804) 827- FILM (3456) Fax (804) 355-4744

www.frenchfilmfestival.us • richmond@frenchfilm.us

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SPONSORS

MARCH 27-April 2, 2017

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 and directors and a diverse American public which takes place in Carytown in the heart of Richmond.

Every year, the Byrd Theatre welcomes over 21,000 spectators from all over the United States- 42 of 50 states represented in 2016 - for a long and exciting weekend.

Created in 1993, 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 a media exposure for your company among **4,000,000** potential French, Franco American and American clients located throughout the US and France.
- To disseminate your business' presence to our audience as one who supports this unique French cultural event in the United States, right here in Richmond.

The French Film Festival, Richmond, Virginia is,

- Recognized by the French government as the largest and most important French Film Festival and French cultural event in the United States.
- In its 25th year with an established national and international reputation. A special place where the American public has met more than 850 directors, producers, actors, film scholars, critics and French officials to date.
- Proud to have screened over 700 French and francophone films at the historic Byrd Theatre in Carytown, Richmond, to date.
- 21,000 admissions each year.

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WHY SPONSORING?

The French Film Festival, Richmond, Virginia provides:

- Art, Culture and Entertainment and 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 which support arts, cinema and culture in the city.
- Support for Local Businesses and Tourism – by attracting visitors from around the United States and abroad to Richmond for the weekend of the Festival; Attendees last year came from 42 of 50 states;
- Academic Programs – through Festival internships and immersion programs for students and teachers of French throughout the Commonwealth of Virginia and the nation. The 25th Festival will include a special unique Première 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	\$500
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	\$2,500
<ul style="list-style-type: none">• Logo and link on bottom of Festival homepage and on Festival sponsor page• A full-page ad in the Festival program (53,000 run)• Advertisement slide projected at <i>The Byrd Theatre</i> before each screening	\$3,500

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CONTACT AND CONDITIONS

DEADLINE for ads is February 5, 2017

DEADLINE for Byrdslide is March 22, 2017

Please furnish the ad for your company following the attached ad specs

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

Program ad specs for the

25th Annual French Film Festival

**AD FORM MUST BE SIGNED AND SENT IN WITH AD OR FAXED TO
(804) 355-4744 OR AD WILL NOT BE ACCEPTED.**

Ad format:

4-colors: CMYK only

Full page w/out bleeds: 7.75 x 10.25

1/2 page (horizontal): 7 x 4.55

1/4 page (vertical): 3.4 x 4.55

Ads should be sent to:

French Film Festival

920 West Franklin Street, Room 304

P.O. Box 843073

Richmond, Virginia 23284-3073

richmond@frenchfilm.us

Camera-ready ads can be submitted in the following formats:

Designed in InDesign CS3: Include 4-color CMYK ad with all images and fonts. Provide a print-ready PDF for proofing purposes.

Designed in Adobe Illustrator CS3: Save as an Illustrator EPS file in Mac format. Include 4-color CMYK ad making sure all fonts and graphics are converted to paths. Provide a print-ready PDF for proofing purposes.

If designed in a format other than InDesign or Illustrator: Include 4-color CMYK ad saved as a print-ready PDF. Make sure fonts are embedded in the file.

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!

