

The French Film Festival – Richmond, Virginia provides:

- Art, Culture and Entertainment and an unforgettable experience by offering the audience an 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 the 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 27th Festival will include special unique première events in the Byrd Theatre and Master Classes with the directors and actors in VCU's new ICA.

Partnering with your business to keep the largest French Film Festival and French cultural event in the U.S. right here in the capital city of the Commonwealth of Virginia.

Founders/Directors:

Drs. Françoise & Peter Kirkpatrick

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223 Weinstein International Center  
Richmond, Virginia 23173  
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Richmond, Virginia 23284-3073  
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[richmond@frenchfilm.us](mailto:richmond@frenchfilm.us)

BECOMING A  
FESTIVAL SPONSOR

- 27th edition -





## 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 Theater welcomes over 20,000 spectators from all over the United States - 42 states represented in 2018 - for a long and exciting weekend.

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

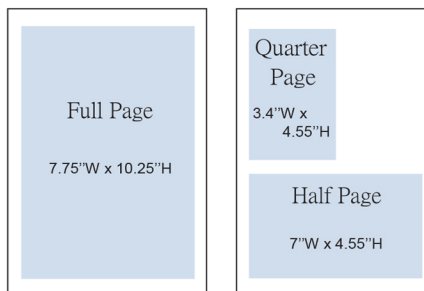
- To associate your image with the largest and most successful French Film Festival in the US;
- To benefit from media exposure for your company among 4,000,000 potential French, Franco-American and American clients located throughout the US and France;
- To disseminate your business' presence to our audience as one supporting 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 most important French Film Festival and French cultural event in the United States;
- In its 27th year with an established national and international reputation
- A special place where the American public has met more than 900 directors, producers, actors, film scholars, critics and French officials to date;
- Proud to have screened over 800 French and francophone films at the historic Byrd Theatre in Carytown, Richmond;
- 20,000 admissions each year.

## Ad Space Opportunities & Rates

### Program (65,000 run)



<b>Full Page Advertisement (live area)</b>	<b>7.75\"W X 10.25\"H</b>	<b>\$1,500</b>
<b>Half-Page Advertisement</b>	<b>7\"W X 4.55\"H</b>	<b>\$1100</b>
<b>Quarter-Page Ad</b>	<b>3.4\"W X 4.55\"H</b>	<b>\$850</b>
<b>Slide shown before each film at The Byrd Theater</b>		<b>\$500</b>

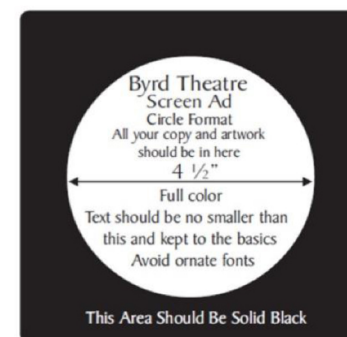
<b>Logo and link on bottom of Festival homepage and on Festival sponsor page</b>	<b>\$3,500</b>
<ul style="list-style-type: none"> <li>• Recognition and Logo on Official Poster and at Official Festival Reception on Saturday evening</li> <li>• A full-page ad in the Festival program (65,000 run)</li> <li>• Advertisement slide projected at <i>The Byrd Theatre</i> before each screening and during Q&amp;A with directors and actors</li> <li>• Logo and link on bottom of Festival homepage and on Festival sponsor page</li> </ul>	<b>\$10,000</b>

## Conditions & Contacts

Annual French Film Festival • Richmond, VA • March 28-31, 2019

### Ads specs for the 27th edition

<b>Camera Ready Ads</b>	4-colors: CMYK only
	InDesign, Adobe Illustrator , Others
	Make sure fonts and image are embedded in the file
	Provide a print-ready PDF for proofing purposes



**File format:**  
PDF, JPEG, TIFF, BMP  
**RGB color**  
**At least 600 dpi**

\* Please use a file name specific to your organization/ business, not just «Byrd ad»... we got a lot of those!

*Call Todd Schall-Vess at the Byrd with questions about ad screen specs : 804 937-0388*

Submit your ad via e-mail:  
[richmond@frenchfilm.us](mailto:richmond@frenchfilm.us)

Checks should be made out to:

“French Film Festival - Richmond, VA” and sent to:  
French Film Festival Office  
Attn: Dr. Peter Kirkpatrick