

THE INTERNATIONAL VILLAGE | CANNES FILM FESTIVAL | MAY 12-23, 2020

# AMERICAN The Pavilion

## 2020 SPONSORSHIP OPPORTUNITIES







## Connection

The popular destination for Americans to relax, play and connect between screenings, the Pavilion includes a beachside bar, café and terraces; A-list programming which plays to standing-room-only crowds; Wi-Fi and other business support; plus much more.



## Center-Stage Difference

The Pavilion is an oasis for the American film community on prime Festival real estate - a champion of American film and film culture. It's also a memorable and unique experience platform. Sponsorships creatively engage and connect brands with guests at the most high-profile festival on the international calendar.



## Influence

- 20,000 industry pros
- 4,000 members of the media
- 12 days of brand presence and engagement with tastemakers and influencers





## Bar & Beachside Café

Organic brand integration and storytelling is built into The Pavilion's signature hospitality. The Sodasteam Bar strategy included a menu of craft cocktails and eco-friendly bottles with signature sodas.

### Sponsor integration:

- branded décor
- branded pop up experiences
- branded cups, napkins, table toppers, seat drops
- menu product integration
- sampling (hydration, fuel, gear, spirited sips)
- extended exposure vis-à-vis private and after-hours events



## Conference Center

A home for press conferences, panel discussions, and screenings as well as the wildly-popular In Conversation and Industry In Focus series, the Conference Center is a respected destination for high-profile programming and events.

### Sponsor integration:

- naming rights
- branded décor
- step and repeat wall exposure
- sampling
- product demos (tech and other)
- high-touch branded engagement



## Media Terrace & Green Room

Against a spectacular Côte d'Azur backdrop, this exclusive space-within-a-space hosts celebrity interviews and other A-list moments, and photo shoots. The space has served as the base for Access Hollywood, WireImage and IMDb. It's a relaxing oasis for celebrities and publicists in which to relax before participating in Pavilion events, and is used by Pavilion partners for client entertainment.

### Sponsor integration:

- branded décor
- celebrity gifting
- experiential moments that enhance the terrace
- glam touch-ups and other special amenities
- branded sips and bites





## Experience Concierge

Branded resource for insider tips and access, on and off the Croisette. Offering options from curated restaurant picks (and reservations) to delicious market itineraries and tours as well as scenic drives to late-night cocktails and entertainment, this valued amenity complements the Cannes experience for members.

### Sponsor integration:

- branded and accessorized resource pop up
- high-touch member engagement
- branded collateral



## Podcast Studio

Custom studio pop up embedded in The Pavilion. The sleek studio is designed to create and capture exclusive content (pending talent releases) throughout the Festival.

### Sponsor integration:

- naming rights
- branded decor
- gifting
- exclusive content generation
- special amenities which enhance the experience for media, publicists, celebrities



## Next Generation Filmmakers & Culinary Professionals

The Pavilion's respected programs for film students and culinary apprentices/young professionals include round table discussions, pitch sessions, screenings, market tours and insider access to talent.

### Sponsor integration:

- naming rights
- targeted engagement to support brand initiatives
- visibility through on-campus recruiting tours, digital and other outreach and marketing

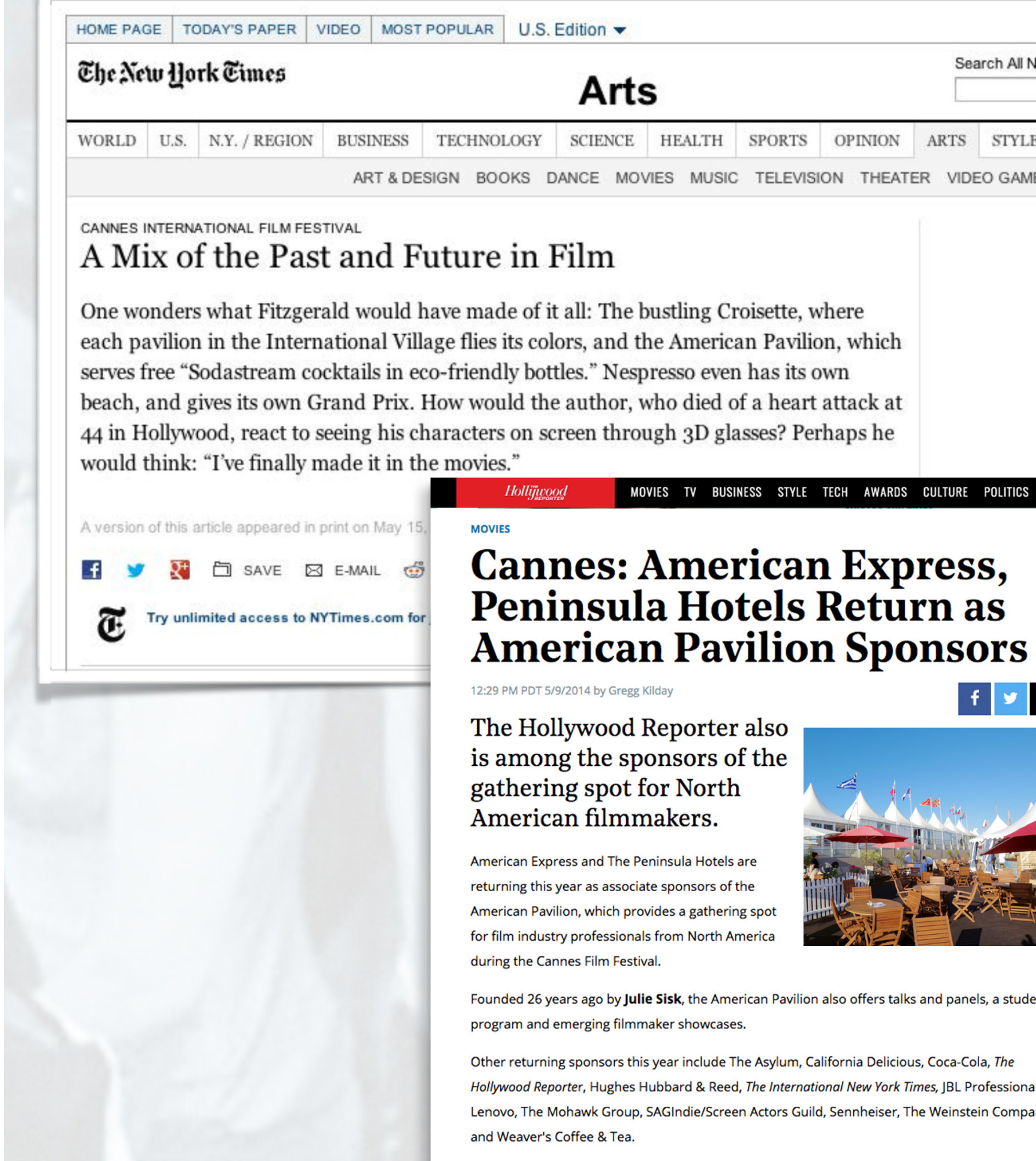




## Talent

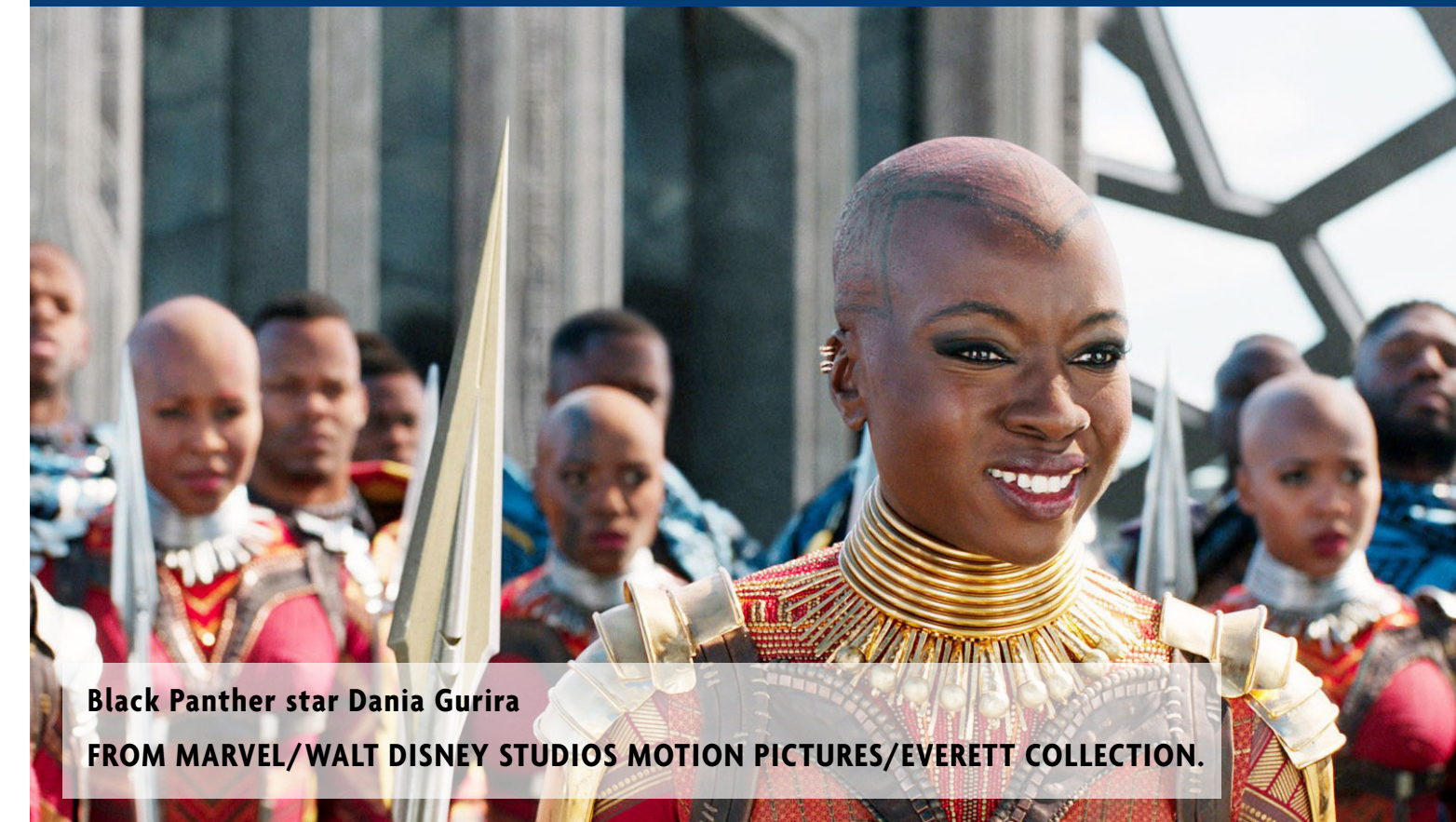
James Cameron • Jessica Chastain • Willem Dafoe  
Francis Ford Coppola • Claire Danes • Rocco DiSpirito  
Kirsten Dunst • Todd English • Marysue Milliken  
Susan Feniger • Bobby Flay • Tyler Florence  
Morgan Freeman • Ryan Gosling • Salma Hayek  
Ron Howard • Jude Law • Blake Lively • Andie MacDowell  
Sean Penn • Amy Poehler • John C. Reilly • Martin Scorsese  
Kristen Stewart • Chloe Sevigny

*\*Partial list*



## In the News

Festival influencers and tastemakers recognize the Pavilion as the go-to destination for experiences, services, compelling programming and private industry events.



Black Panther star Dania Gurira  
FROM MARVEL/WALT DISNEY STUDIOS MOTION PICTURES/EVERETT COLLECTION.

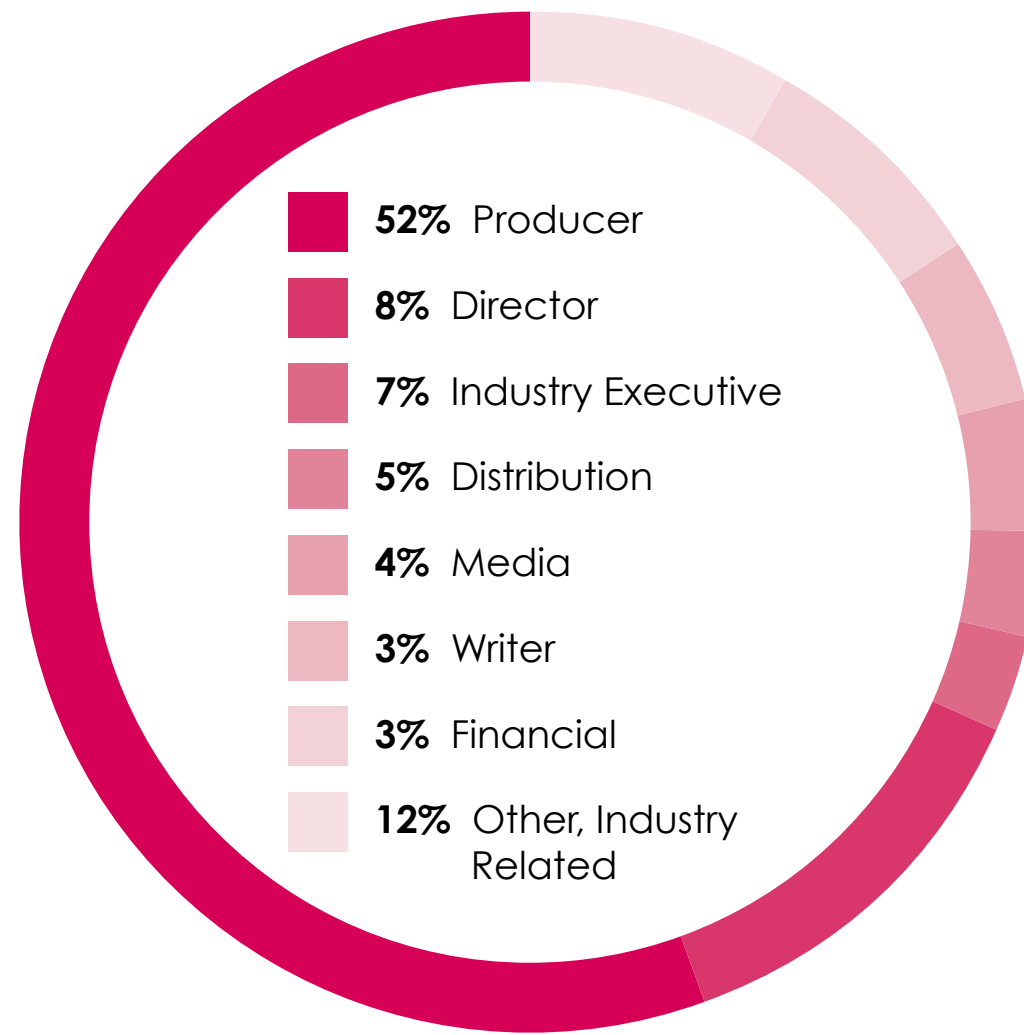
“When [Ryan] Coogler came to Cannes in 2009 with a short film playing in the American Pavilion, it was the first time the Oakland, California-born filmmaker had traveled outside of the United States. Now he was returning to Europe’s temple of cinema as the director of a movie that has made 1.3 billion at the global box office...”

## Behind the Lens

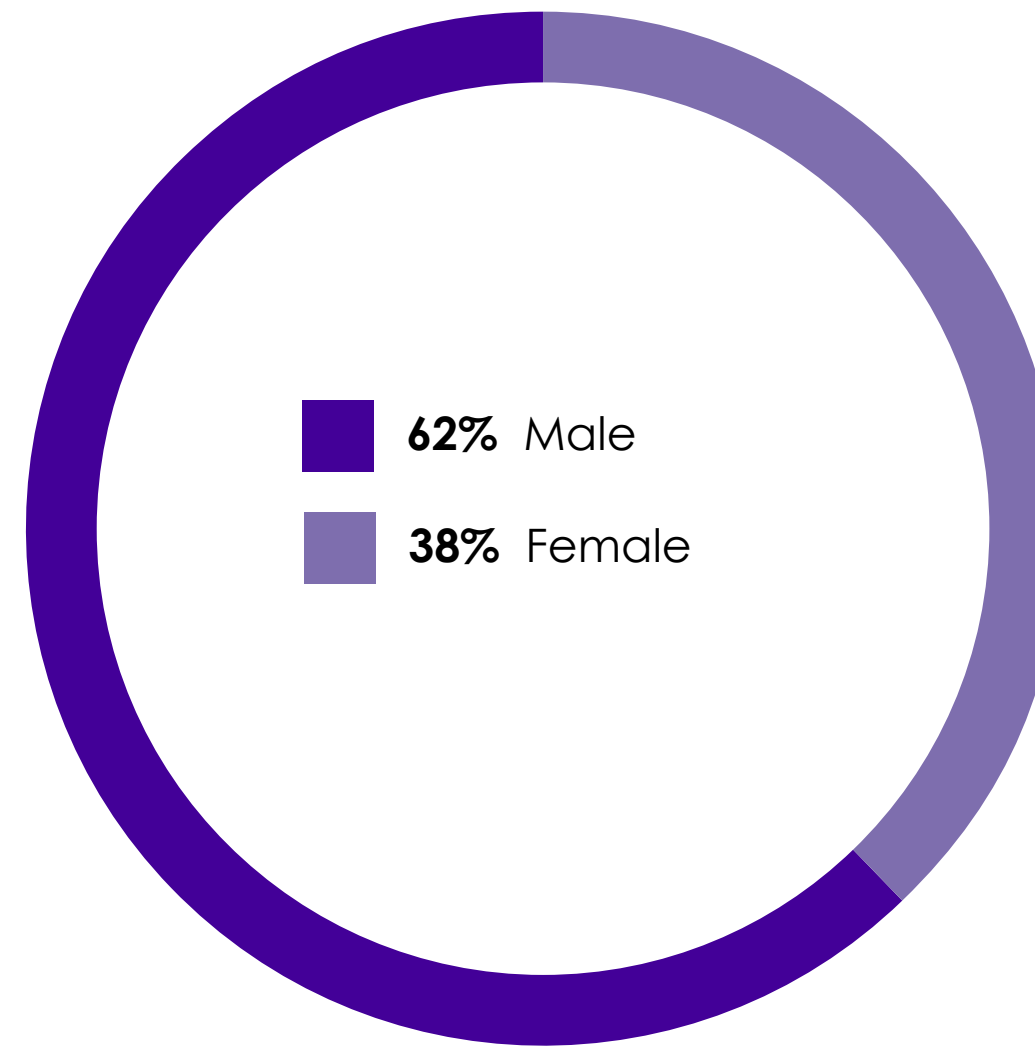
Accomplished alumni from the highly-respected Emerging Filmmaker Showcase and other programs, reinforce the importance, impact and legacy of The Pavilion relative to festival culture and the film industry.



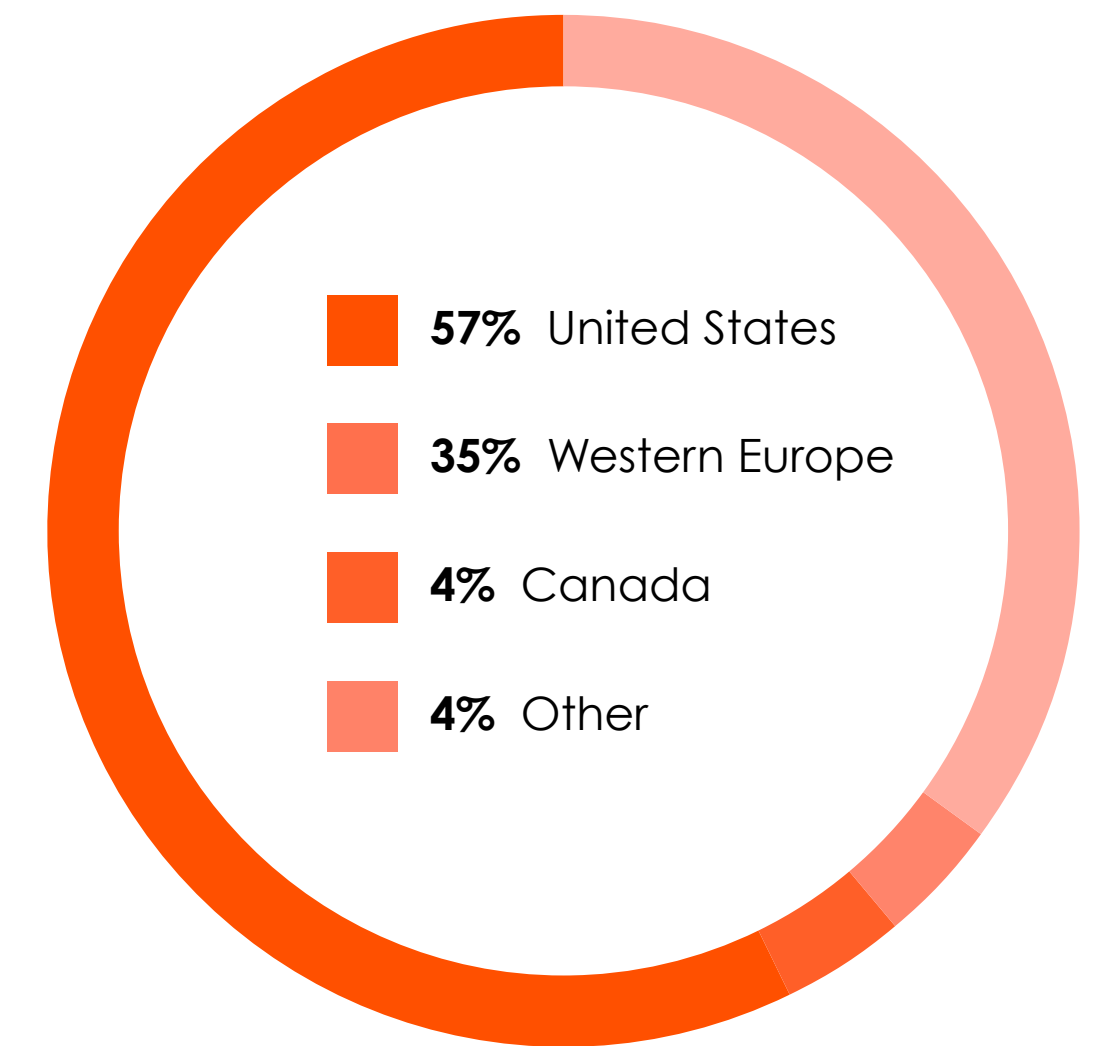
## Profession



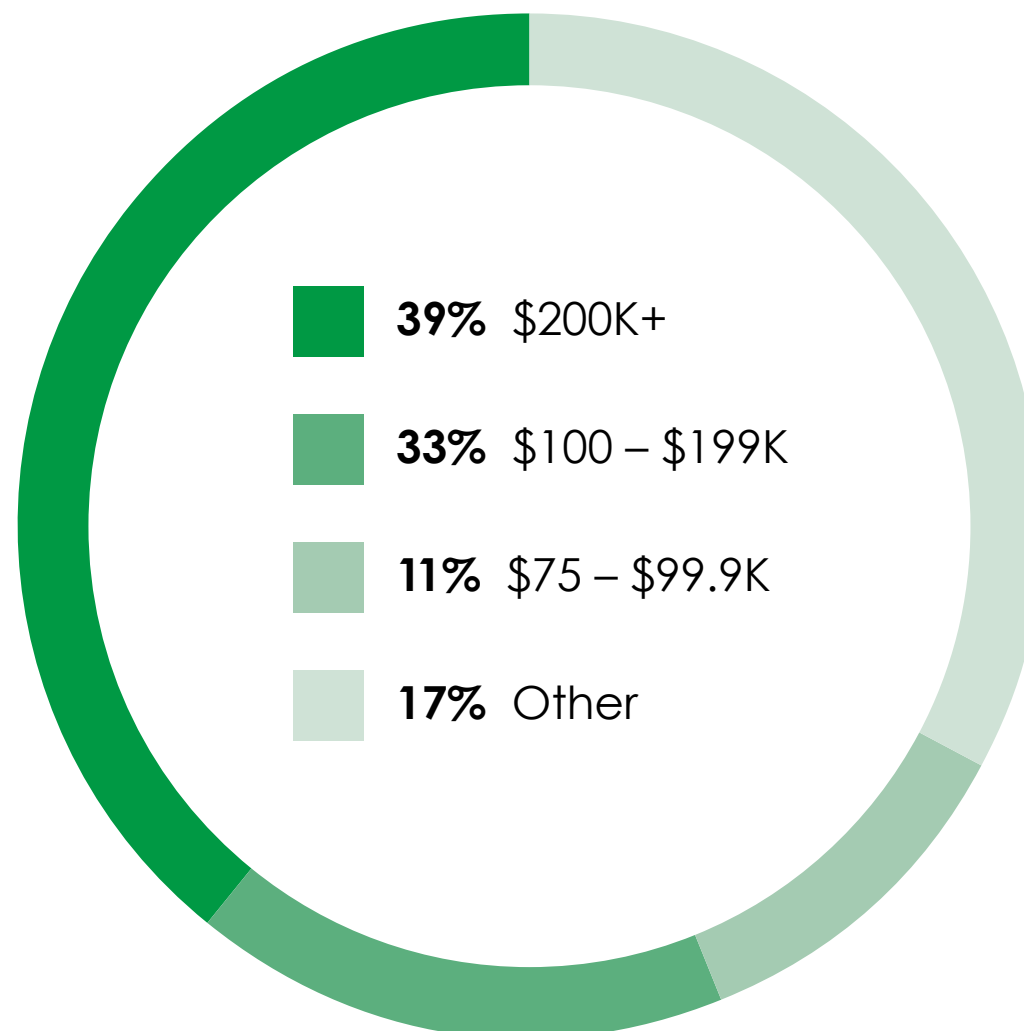
## Gender



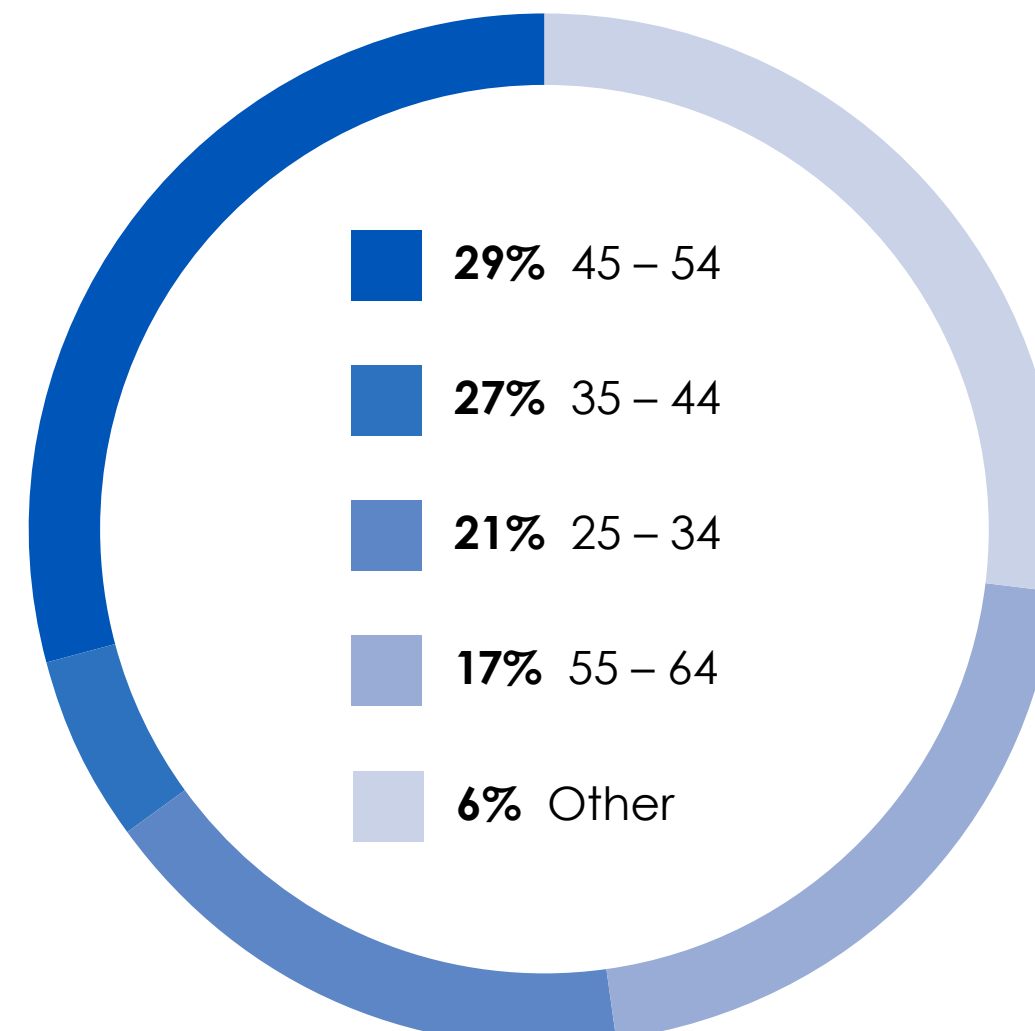
## Nationality



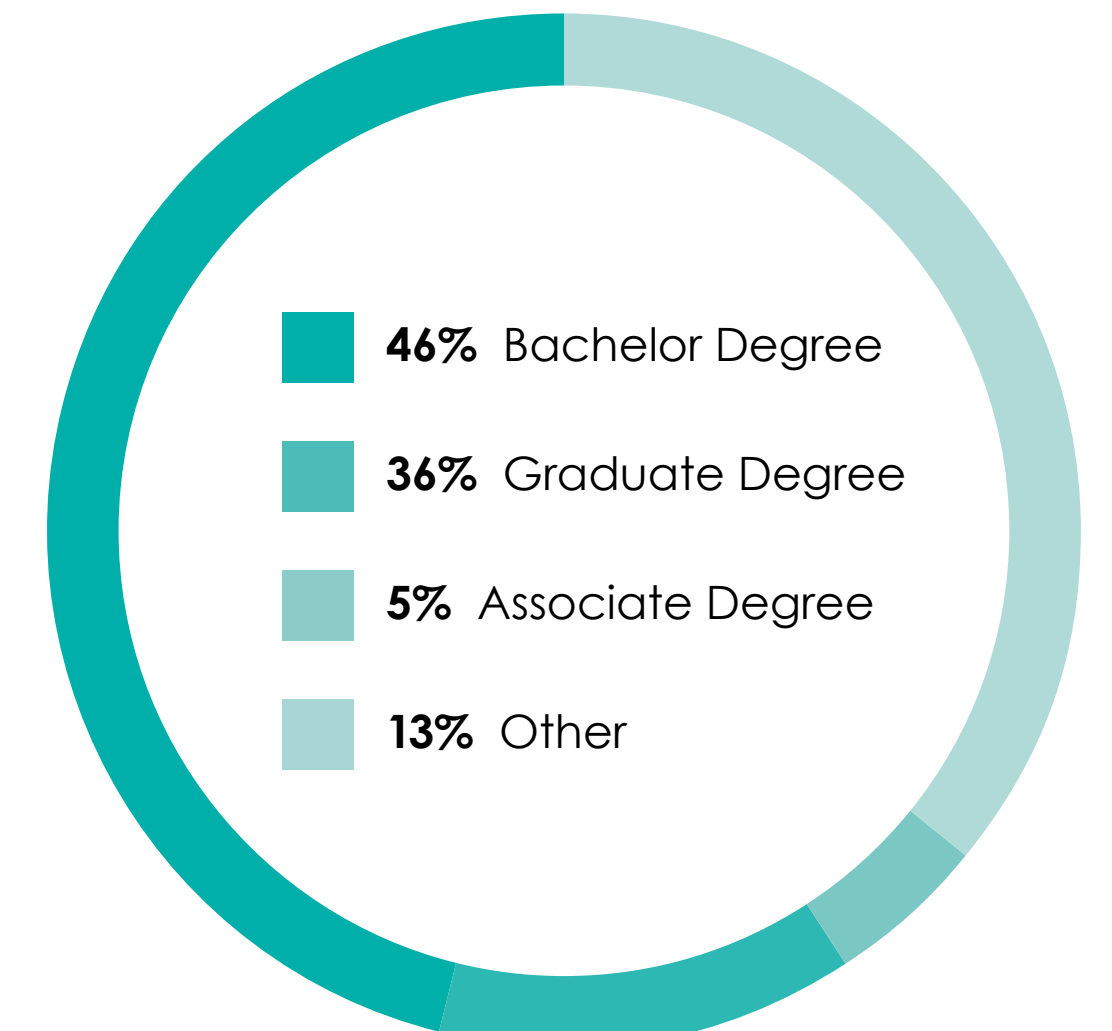
## Income



## Age



## Education





BRAND PARTNERS



\*Partial list



**CONTACT US FOR MORE INFORMATION ON PARTNERSHIPS.**



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