



The AMERICAN Pavilion

**35 YEARS IN THE MAKING AND
WE ARE JUST GETTING STARTED!**

THE INTERNATIONAL VILLAGE
CANNES FILM FESTIVAL
MAY 14 – 25, 2024

AMERICAN The Pavilion

CANNES 2024

A popular destination to relax, play and connect with clients, friends and film aficionados, The Pavilion offers a beachside bar, café, conference center, media terrace, green room and podcast studio.

Over the two weeks of the festival, 20K industry professionals and 4k members of the media will attend, Guest and members of The Pavilion attend meetings, watching panels, and enjoying evening events.

The Pavilion also offers memberships for professionals, provocative and insightful programming, immersive student programs, emerging filmmaker showcases and more!

The American Pavilion (AmPav) provides an impressive array of facilities and services to the international film community.



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MEETING & DINING SPACE

Need a place to have meetings or hold a private lunch or dinner? AmPav provides both a dynamic business environment as well as an opportunity to relax in a comfortable setting.

Just a few steps from the Palais, where all major festival films are premiered, with a panoramic view of the Bay of Cannes, The Pavilion is the perfect place to transact business, share ideas, reach thousands of affluent business travelers, filmmakers, producers, directors and talent who attend the festival each year.



Amirah Parker for the American Pavilion

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SPONSORSHIP OPPORTUNITIES

- Conference Center: Naming rights to the conference center and panel discussion series. Also included, step & repeat and branding on directors' chairs. \$100K
- Bar & Restaurant: Naming rights to the bar and restaurant. Exclusive branding on menus, cocktail, napkins, cups, and server uniforms. \$100K
- Student Program: Naming rights to the American Pavilion Worldwide Student Program. Branding on outreach including mailings to 800 film, culinary, and hospitality campuses. As well as e-blasts and direct correspondence to faculty and students throughout the year. Onsite opportunities include branding on student t-shirts (worn daily at The Pavilion), distribution of promotional items to students, and participation in student orientation and programming. \$75K



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SPONSORSHIP OPPORTUNITIES

- Exhibit Space: Dedicated space of approximately 3 meters X 3 meters (10 X 10 square feet) at The American Pavilion to be used for branding and activation. \$25K inside, \$50K terrace (maximum 2x inside, 1x outside)
- Membership: Branding and call to action on all e-blasts to over 10,000 festival attendees (starts beginning of February). Logo placement on AmPav badges and lanyards, distribution of promotional item in member gift bag and positioning as host at AmPav member party. \$50K
- Emerging Filmmaker Showcase: Title sponsorship of annual showcase of emerging and student films with year-round promotion on 800 college campuses. Past winners include Ryan Coogler, Academy Award-nominated filmmaker. Opportunity can include participation of reps on jury, awarding and presentation of a special prize at reception following screening. \$25K



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SPONSORSHIP OPPORTUNITIES

- **Insiders Cannes:** Title sponsorship of travel program hosting high net-worth individuals attending the Cannes Film Festival as an experiential learning opportunity. Brand marketing targets film societies, film festival board members, and other organizations for film lovers worldwide. Attendees take part in exclusive programming with a dedicated guide. \$25K
- **Charging Stations:** Branding on all three (3) charging stations within The Pavilion. \$15K
- **Presenting Sponsor:** Benefits to include all of the above, no other sponsorships (apart from product partnerships) will be offered or sold. \$500K





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YES, WE HAVE THAT TOO!

Looking for a place to have a cocktail party?
A junket or media space?
To display your brochures, and magazines?
Or maybe a shady spot to just relax and have a beverage?

We have all of these opportunities and more.

Please contact:
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