



7th annual

July 22-26, 2015

Downtown Film Festival
Los Angeles

Sponsorship
Opportunities



Downtown Los Angeles has emerged as one of America's most exciting destinations. High profile news media like [The New York Times](#), [The Washington Post](#), [GQ](#), [Bon Appetit](#) and [Travel & Leisure](#) have proclaimed it a "must see" visit, a world-class gastronomical center and "America's next great city." Traditionally the business center and transportation hub of the vast metropolitan Los Angeles area, the city's central core today is a vibrant place to live and work with scores of lounges, restaurants, galleries and world-class museums.

Since 2008, **Downtown Film Festival Los Angeles** (DFFLA) has grown up and beside its namesake community. Today, DFFLA is the oldest film festival held in downtown L.A. (or, "DTLA" as local residents call it), and the only major film organization headquartered in DTLA. The urban core of the Film Capital of the World has provided the backdrop for our film and cultural event for seven years.

Annually, the festival has offered dozens of film screenings, arts and entertainment activities, celebrity appearances, exhibitions, workshops and parties. The festival has earned a reputation for embracing the rich diversity of the people of DTLA. Programming is held throughout its culturally distinctive neighborhoods in venues that reflect the area's incredible and unique architecture. Early 20th century movie palaces, artist lofts in converted warehouses, the trendiest restaurants, and posh private lounges in gleaming glass and steel high-rises are all part of the mix. Attending the festival becomes much more than just a night at the movies, but rather an adventure through DTLA's constantly changing cityscape.



[Los Angeles Times \(April 2012\)](#)



Affluent young trendmakers?

We capture this market like no other event — in Los Angeles' highest-income ZIP code.

Who attends

Downtown Film Festival L.A.?

Downtown stakeholders, creative class, tastemakers and opinion leaders. In short: The most desirable primary target market in Southern California.

Survey Says:

Downtowners Have a Lot of Money, and They're Ready to Spend

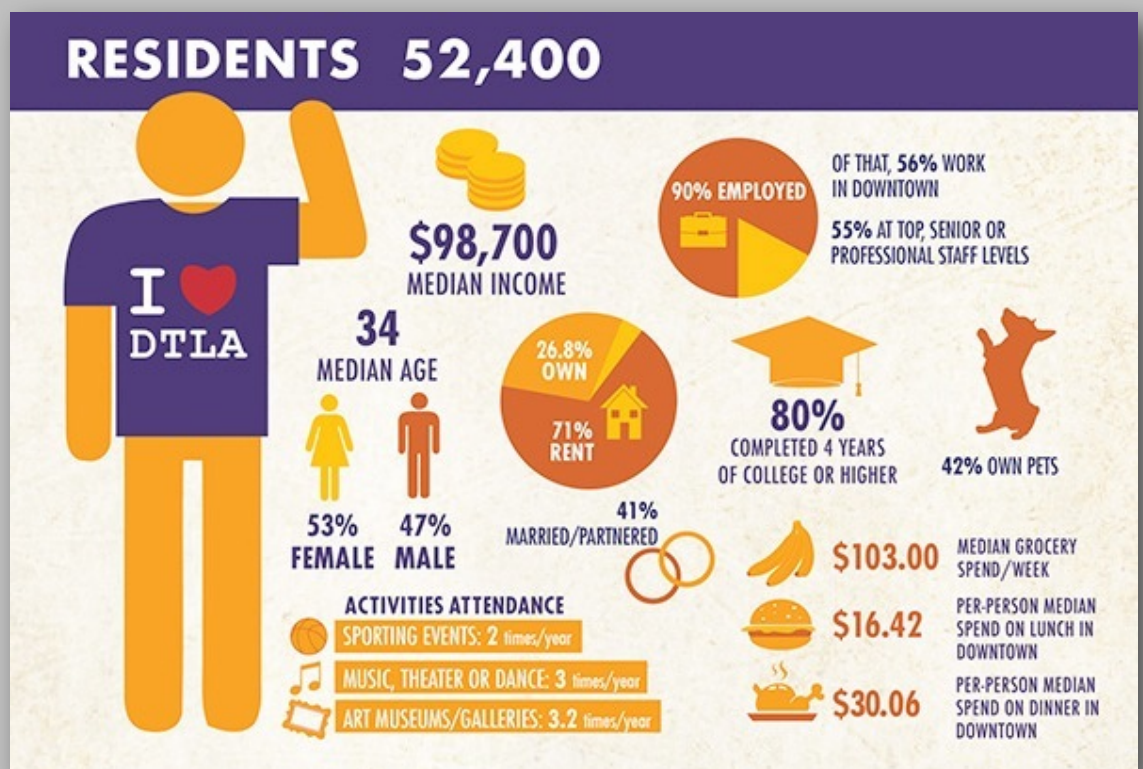
[Downtown L.A. News](#)

Demographic Survey Shows DTLA Is the New Manhattan

[DTLA Buzz](#)

Downtown Los Angeles Population Up 37%, Study Finds

[Bloomberg News](#)



Downtown Center Business Improvement District

dffla.com

A Showcase for Independent Films

In 2014, **Downtown Film Festival L.A.** screened more than 100 films from around the world — features, documentaries and shorts — many of which were Los Angeles, West Coast and U.S. premieres.

Each year, the festival features curated programs, which can be sponsored individually.

Music Documentaries

Over the years the festival has presented — frequently in conjunction with The Grammy Museum at L.A. Live — more than a dozen feature-length documentaries about the music industry. In 2013, the festival's Opening Night Gala Film was the U.S. premiere of a documentary about music impresario Arthur Fogel, the most successful concert promoter in the world, which was attended by film and music industry power brokers and celebrities.



Arthur Fogel, third from left, with members of U2.

Latino, Asian and African American Film Series

Each year, the festival presents film series that reflect DTLA's unique cultural diversity.

Architecture and Environmental Films

Los Angeles has a wide and divergent audience who are ardent architectural aficionados, and the festival has embraced their enthusiasm with architectural film series over the years. Likewise, the festival's celebrated "Sustainable L.A." series has a rich tradition of presenting documentaries on the cutting edge of environmental issues.

ArtWalk / Digital Art L.A.

Each year, the festival partners with the Los Angeles Center for Digital Art to present the largest showcase of digital content in Southern California. It's held during the DTLA ArtWalk, during which more than 25,000 Southern California descend upon the downtown.



Impressions

Showcasing your brand at **Downtown Film Festival L.A.** in the Creative Capital of the World assures maximum visibility. Below is a sample media program that can be customized to your specific marketing objectives:

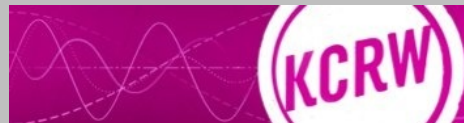
OUTDOOR

	INSERTIONS	IMPRESSIONS
Billboards	15	37 million
Bus shelters	25	27 million

PRINT

LA WEEKLY
LOS ANGELES
DOWNTOWN NEWS

	INSERTIONS	IMPRESSIONS
	2	430,000
	3	110,000



IMPRESSIONS **400,000**



	INSERTIONS	IMPRESSIONS
	125	1 million

ONLINE

	DFFLA Website (uniques)	Social Networking visits (est.)	DFFLA Ebase	Partner Groups' Eblasts	LA Weekly Film Circle committed email
IMPRESSIONS	225,000	150,000	50,000	150,000	12,000

dffla.com

Publicity & Social Media

The news media loves **Downtown Film Festival L.A.** because it embraces creative programming that pushes the envelope and established trends. Here is a sampling of media coverage from past festivals.



[Backbeat: L.A. Premiere of 'Who the F**K is Arthur Fogel?' Brings Out Guy Oseary, John Marx, Andy Summers, 'Stache and Mullet Photos](#)



[Los Angeles Times](#)

[Downtown Film Festival L.A. Celebrates Indie Film and Urban Renewal](#)

Additionally, the festival employs a team of social media experts to ensure your brand is spotlighted on Facebook, Twitter, Pinterest and other leading social media sites.



[Downtown Film Fest Celebrates the Resurgence of Downtown L.A.](#)



[Downtown Film Festival Los Angeles returns](#)



[Downtown Film Festival LA: Chinatown](#)



[Downtown Film Festival LA is an indie showcase of local talent](#)



['Chinatown' Screening in Union Station](#)

[Film Festival Focused on Central City Returns This Week](#)



[Downtown Film Festival L.A. Celebrates Indies and Downtown's Revitalization](#)

Venues that make a statement.

Downtown Film Festival L.A. is known for its array of unusual and historic venues. Our screenings and events are held in everything from private artists' lofts to the Los Angeles landmark Union Station. Here are some of the venues in DTLA used during the festival:



Downtown Independent



AT&T Center Theater



GRAMMY MUSEUM



Union Station



J.W. Marriott at L.A. Live



Exchange L.A.



The Brockman



dffla.com

The Edison

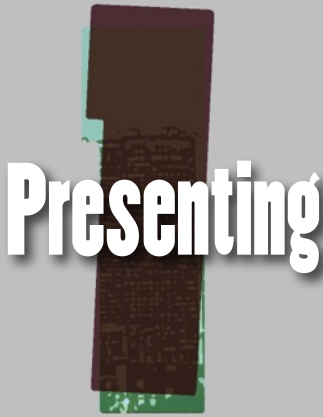
Plus

- Los Angeles Theater
- Palace Theater
- Museum of Contemporary Art, Grand Avenue
- Los Angeles Center For Digital Art



Sponsor Benefits

Downtown Film Festival L.A. offers the perfect platform to reach a creative, affluent trend-setting demographic in the heart of Los Angeles. You will connect on an emotional level with this enviable audience through a variety of live-event marketing vehicles, including:



1 Presenting

\$50,000 More than **65 million** impressions

Name/logo on:

- All advertising, printed materials
- 10-second cross-channel TV ads
- Radio spots
- Festival signage and banners
- Official festival trailer
- Screening introductions
- Press releases
- Hyperlink on DFFLA website

PLUS

- Full-page color ad in festival program
- Verbal acknowledgement at special events
- Branded cocktail party
- Product placement at events and in gift bags
- 8 All-Access festival passes



2 Premiere

\$25,000 More than **55 million** impressions

Name/logo on:

- All advertising, printed materials
- Festival signage and banners
- Screening introductions
- Hyperlink on DFFLA website

PLUS

- Co-sponsorship of filmmakers' reception
- Verbal acknowledgement at special events
- Product placement at events and in gift bags
- 5 All-Access festival passes



3 Supporting

\$10,000 More than **25 million** impressions

Name/logo on:

- Printed materials
- Signage and banners
- Screening intros
- Hyperlink on DFFLA website

PLUS

- 2 select sponsorships
- Product placement
- 5 All-Access festival passes



4 Local

\$5,000 More than **1 million** impressions

- Inclusion in "Made In L.A." program
- Hyperlink on DFFLA Website
- Distribution of marketing collateral during festival
- 2 All-Access festival pass

Our Sponsorship

As a sponsor of the 2015 **Downtown Film Festival L.A.** you will join a prestigious group of past and present sponsors. We are proud to have provided a platform for these and many other stellar brands since 2008:



Metro

FOX



GRAMMY MUSEUM
AT L.A. LIVE



Gensler

PACmUTUAL



THEMED Programming

Each year, the **Downtown Film Festival L.A.** reserves a portion of programming to specially themed screenings and events, which reflect the rich cultural tapestry of DTLA. These are among the programs to be featured in 2015:



Fashion + Film Downtown L.A. is the undisputed fashion capital of the West Coast and now recognized internationally as a nexus for emerging designers and trends. Spanning 90 blocks and anchored by the Fashion Institute of Design and Merchandise (FIDM), the [Fashion District](#) is home to hundreds of vendors and manufacturers. Against this bustling backdrop the festival will host a multi-faceted event revolving around fashion and film, including screenings of films about the industry, a runway show of new work by new designers, and a creative cocktail reception held in a retail-warehouse space.

Food + Film

In the last three years, DTLA has burst upon the world's culinary scene, garnering rave reviews from leading media brands like Bon Appetit, Travel & Leisure and The New York Times. But it's not just restaurants. Virtually every other day there is a farmer's market somewhere in DTLA, and established upscale grocers like Whole Foods and Trader Joe's, boutique markets like Urban Radish and Spring, and old school food emporiums including Grand Central Market have made DTLA a foodie's paradise. The 2015 festival will celebrate DTLA food culture with a "moveable feast" dinner-and-movie program.



Urban Ecology + Film

The festival has a long tradition of showcasing important new documentary films about urban ecology on topics that include environmentalism, urban planning, transportation and architecture. In 2015 the festival will combine film screenings with an architectural tour of downtown L.A. that looks at the past, present and future of the cityscape.



Other themes in 2015:

Music + Film

Art + Film

TV + Film

Animation + Film

PANELS & Parties

More than a collection of film screenings, the 7th annual Downtown Film Festival L.A. is a unique showcase for your organization's products or services.

The festival hosts a variety of events including industry panel discussions, interactive workshops, receptions, musical performances, exhibits and dance parties, all set against the dramatic backdrop of downtown Los Angeles' historic architecture. Call it edutainment or pure fun, these events offer experiential marketing vehicles to introduce your product or service to a savvy, "creative class" audience in the world's Creative Capital.

Panels & Workshops: Over the years, the festival has hosted informative discussions on a wide range of entertainment industry and related topics, including:

- Unmanned Aerial Cinematography
- Crowd-Sourcing Finance and Distribution
- Virtual Reality
- Indie Film Distribution and Marketing
- Special Effects (FX)
- Independent Film Finance
- Diversity
- Celluloid Ceiling (Women in the Film Industry)
- Urban Architecture and Sustainability



Parties & Receptions: It's no secret that industry parties are where the creative class really gets down to business. Downtown Film Festival L.A. has a well-earned reputation for hosting fantastic industry parties in off-the-wall, out-of-the-box, "must see" locations throughout the ever-evolving downtown Los Angeles urban landscape. What talk-of-the-town event can we create for you?

HOLLYWOOD Celebrities

As the leading showcase of independent cinema in downtown Los Angeles, **Downtown Film Festival L.A.** attracts high profile talent, which in turn drives media interest.



Harry Lennix was honored during the 2014 festival with the Independent Film Pioneer Award for his extensive work in independent cinema including two films, "The Algerian" and "Romeo And Juliet i\In Harlem," which premiered at the festival.



Sean Lennon's music video "Animals," featuring recording artist Charlotte Kemp Muhl, made its Los Angeles premiere at the 2014 festival.



At left, actor Adrien Brody and screenwriter Geoffrey Fletcher review scripts that have been submitted to the Bombay Sapphire Imagination Series, a short-film competition. The Downtown Film Festival L.A. was the 2013 venue for the world premiere of the winning films and a gala sponsored by Bombay Sapphire.



Contact

For more information and to schedule a meeting, contact info@dffla.com.