



Cinelounge
Presents

**2021 Film Festival
Sponsorship Kit**



Connecting the Industry with New Filmmakers

With Los Angeles re-opening on June 15, we are thrilled to be one of the first Film Festivals of the summer in the City of Angels.

CINELOUNGE PRESENTS 2021 is our inaugural foray connecting the Industry with new filmmakers who need to be known, whose work needs to be seen, and who literally blow our minds away and we can't wait to introduce them to everyone.

Making films is about getting your stories seen, Cinelounge Presents is about showing Hollywood the best we've discovered.





About Us

CINELOUNGE in the heart of Hollywood has been presenting new independent films for nearly a decade.

One of the only outlets (365 days a year, 7 days a week) for independent filmmakers to exhibit works in the entertainment capital of the world.

Cinelounge has built a solid industry reputation for being a place where new filmmakers are discovered, and begin careers in the business.



On-going Exhibitor and Distributor Partners



NEON



NETFLIX



amazonstudios

LIONSGATE



SCREEN MEDIA
FILMS



Gravitas
Ventures

RLJ

| Entertainment

F O C U S
F E A T U R E S



participant
media



Virtual & Venue Hybrid

In addition to presenting our festival **virtually**, our festival will also be presented **live** and **in-person** at our three premiere Hollywood venues including a **Drive-In**, an **outdoor rooftop** and our concept **cinema** on Sunset Boulevard.



A Celebration of Film (August 5 -8)

The Festival (*August 5 - 8*) will kick-off at one of our premiere venues in Hollywood with a red-carpet premiere followed by an exclusive after-party.

In addition to screenings, the duration of the festival will include **Q&A sessions, film seminars, panels, workshops**, networking **receptions** and culminate in an official **awards ceremony** and after-party celebration.

Our festival will bring together leaders in entertainment, industry professionals and film-lovers in what is set to be the ultimate celebration of thought-provoking content.



Our Mission

Since 2010, **Cinelounge** has exhibited and presented more than 3000 new films from over 46 countries at our venues in Los Angeles. Our mission continues that Cinelounge be an inclusive, diversity driven discovery platform for independent filmmakers and storytellers to connect with audiences, movie lovers and the entertainment industry.

With our Academy Award qualifying venues, the filmmakers we exhibit receive review recognition from **Variety**, **The Hollywood Reporter**, **The LA Times** plus can submit their films for the **Oscars**, **The Golden Globes** and **The Independent Spirit Awards**. We have countless examples of filmmakers who have launched their careers with us at Cinelounge.

Cinelounge Presents 2021 promises to be a full weekend where our guests can experience new films together, meet new contacts and celebrate cinema

HOLLYWOOD

The Entertainment Capital

CINELOUNGE PRESENTS

August 5th - 8th

Takes place in the heart of Hollywood during the peak of the Californian summer.

CINELOUNGE SUNSET BLVD

Festival Headquarters,
cocktail receptions & screenings

MONTALBAN ROOFTOP on Vine

Opening night party, large-scale
screenings

LAS PALMAS DRIVE-IN

Events, Screenings, Outdoor lounge

CINELOUNGE PRESENTS

We Create Talked About Events



Our events have brought together communities and been shared by LA's most celebrated pop-culture influencers.



Our events are covered by the best in LA..

Los
Angeles
Times

WE LIKE L.A.



NBC

DREAD

FILM
THREAT



Los Angeles
MAGAZINE

LA
ist

betterlemons



Engage Your Audience

Over the last five years Cinelounge has established itself as Hollywood's premier destination for all-things independent film. Our brand has grown exponentially as we have aligned ourselves with the leaders in entertainment.



On average we are searched on Google over **329, 000** per quarter. Total views **611, 000** (Q1 2021)



Our database consists of over **18, 000** newsletter subscribers



Over **880, 000** views



22,000 Twitter followers.



25K + admissions to our cinemas (2019).



Over **180, 000** impressions each month

Sponsor Levels and Packages

As a sponsor of Cinelounge Presents, you help us to provide the resources needed to make everything happen, as well as connect with your audience in a fun, vibrant and social environment.

Gold Sponsor | \$7,000

In addition to being our most celebrated sponsor, you will receive 10 VIP tickets to our opening/closing nights and the following perks;

Branding

Pre-show logo. Your logo appears before every film screening online and in person.

Logo and corporate name on the Festival program guide

Company logo on website with link

Logo on official step-and-repeat

Advertising

Up to 30 second commercial played before every film at our festival

Company/name featured on the Festival poster

Recognition included in all press releases

Premium booth in our virtual village

Marketing

Corporate profile in the official Festival program (online & print).

Corporate profile on our website

Sampling or collateral opportunities at our Festival.

Social Media posts



Silver Sponsor | \$5,000

Branding

Logo on official step-and-repeat & inclusion in press release.

Company logo on website with link

Standard booth in our virtual village

Advertising

Up to 15 second commercial played before every film at our festival

Half-page ad in festival program

Banner ad on our festival website

Marketing

Half-page ad in Festival program (online & print).

Sampling or collateral opportunities at our festival.

Dedicated E-Blast



Bronze Sponsor | \$2,000

Branding

Company logo on website with link

On-site activations

Standard booth in our virtual village

Advertising

Logo appears before every film

Recognition included in all press releases

Marketing

Quarter page ad in Festival program (online & print).

Sampling or collateral opportunities at our Festival.



Single Event Spotlight | \$1,500

Branding

Logo and/or corporate name on all advertising prior to screening.

Company logo on website with link

Advertising

Social media sponsored posts prior to screening.

Up to :30 second sponsor commercial before screening.

Marketing

Display booth/table at screening to include sampling or collateral opportunities.

Sampling or collateral opportunities at our festival.

Custom Sponsorship Opportunities

Passionate about a particular issue, genre or topic? We will match you up with a screening, event or panel as the sponsor of a themed program block.



Additional Branding

Speak to us about how we can incorporate your brand.



Product Sampling



Demonstrations



Branded Events



Happy Hours Mixers



Presentations

*For enquiries on additional branding opportunities, contact camilla@arenascreen.com



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