



69<sup>e</sup> FESTIVAL DE CANNES

FESTIVAL  
INTERNATIONAL DU FILM  
CANNES  
11-22 MAI 2016

CANNES FILM FESTIVAL EVENT  
MAY 2016  
SPONSORSHIP  
PROPOSAL

# THE CANNES FILM FESTIVAL

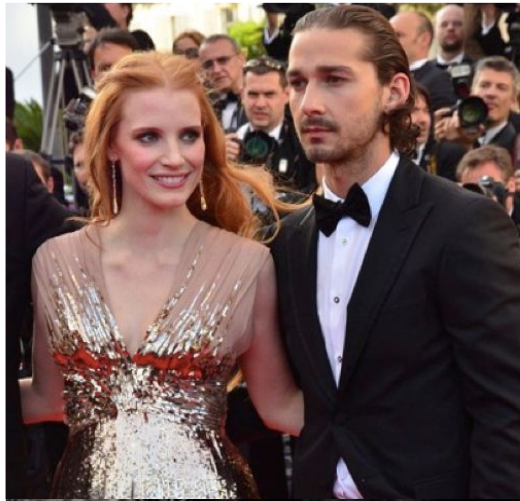
is the world's most illustrious event in cinema and fashion

## FACTS AND FIGURES

- 1 Billion dollar budget
- 30,000 guests
- 5000 Journalists
- 60m of red Carpet



FESTIVAL DE CANNES



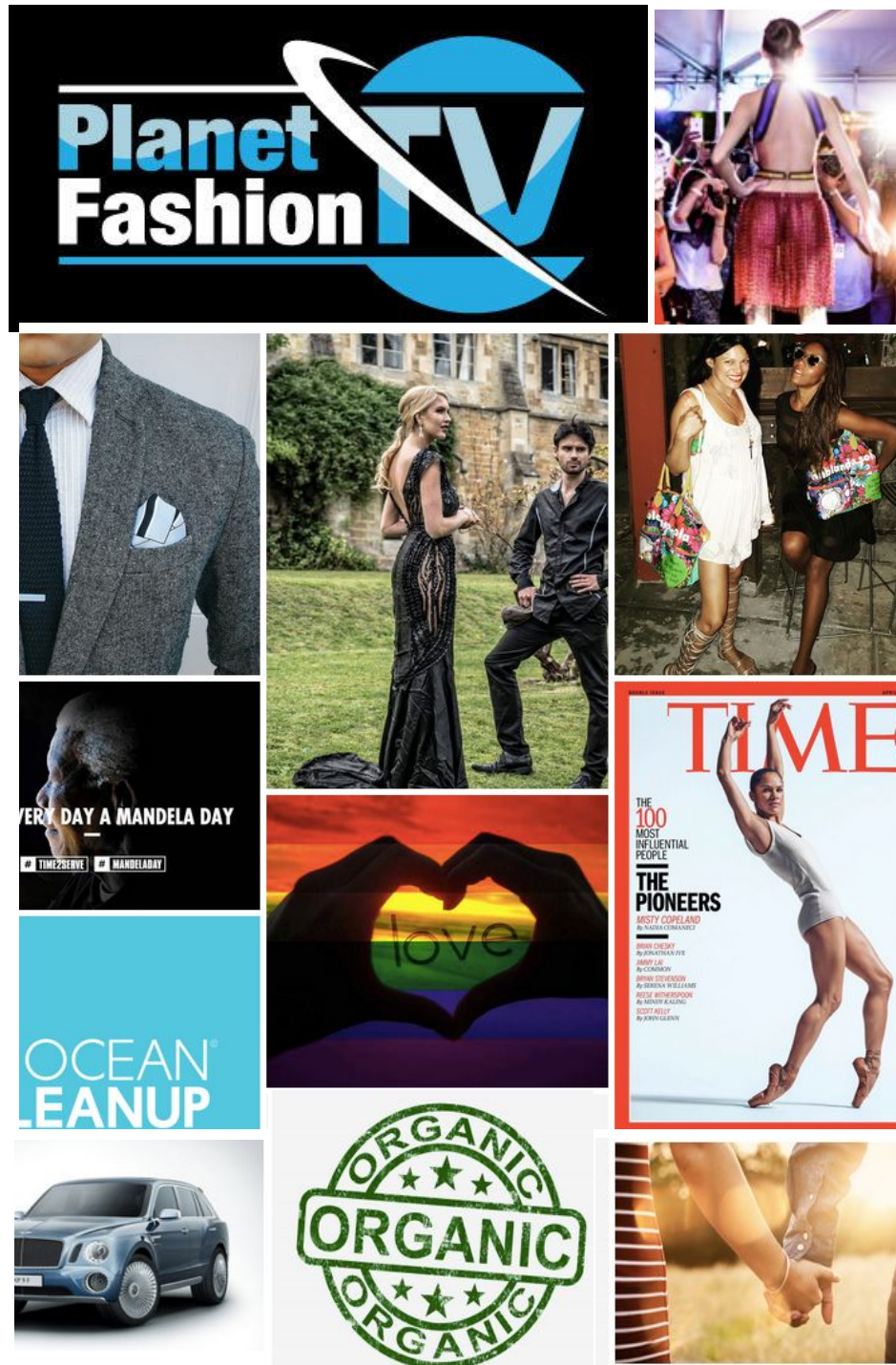
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# PLANET FASHION MEDIA, INC.

Owens and operates

- **The Website**, [www.planetfashiontv.com](http://www.planetfashiontv.com), an online fashion/lifestyle media portal and blog featuring columnists and various news sources. The site offers viewers insight into the latest global trends in niche markets and covers fashion, style, beauty, celebrities, music, art & culture, spirituality, travel and exclusive events. Offering an Online TV Channel with original programming, video blogs, and live event video streaming
- **The Television Series**. Planet Fashion TV is a half hour syndicated series in HD produced by Sea Star Films. It examines the culture of global style and design. Coverage includes fast segmented stories on art, architecture, luxury products, automotive, cutting edge eco-products, interior design, music, fashion, and cultural trends in different cities around the world. This is a travel meets style show.
- **Aired globally on the Lifestyle Network**: <http://lifestylenetwork.tv>, broadcast in Asia, Latin America and the US, Planet Fashion TV receives about 15 million viewers worldwide and recently the show has been licensed to Germany and Qatar overdubbed





# FOR 7 YEARS

Planet Fashion TV has successfully created fashion events around the world:

- Paris Fashion Week
- London Fashion Week
- Milan Fashion Week
- Miami Fashion week
- Art Basel
- The London Olympics
- The Cannes Film Festival.





# QLIK EVENTS

Qlik events have in-house capabilities to manage events globally, offering an extremely high-end and creative level of service.

We are able to cover all components of events management, including guest list and invitation management, sourcing venues and liaising with staff/ owners, negotiating cost and savings, creating themes and concept ideas, managing suppliers and production teams, food and menu concept, guest list management.

We can cover any events from larger audiences to smaller more intimate parties. Our expertise lies in listening to and taking the time to understanding the clients brief accurately, whilst having the experience to execute the clients vision beautifully.



[WWW.QLIK-EVENTS.COM](http://WWW.QLIK-EVENTS.COM)



**Naomi Campbell's 45<sup>th</sup> Birthday Party - We partnered with Fashion For Relief to produce a spectacular event in the South of France.**



# THE EVENT

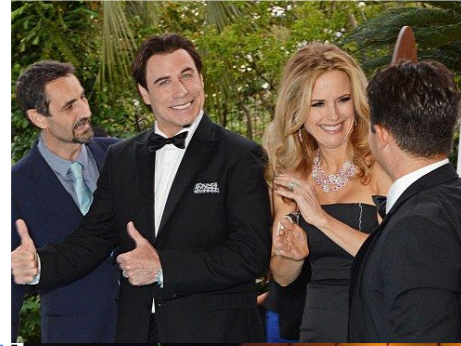
Planet TV have partnered with Qlik Events to host a spectacular evening with a VIP celebrity guest during the renowned film festival in the luxurious South of France

## VILLA SAINT-GEORGES

Villa Saint-Georges is located in the heart of Avenue du Roi Albert, the most exclusive and residential area of Cannes known as the Californie, only a few minutes drive from the Croisette and the beach

The property offers a main house and a side building "Orangerie" dedicated for VIP guests and a fabulous reception place with sea view on a side and pool view on the other side.

This building offers phenomenal possibilities to set up receptions, cocktails, corporate retreats, huge and special events.





# SPONSORSHIP OPPORTUNITIES

Place your brand with the best.  
Enhance your global recognition at the top  
exclusive events worldwide

## The benefits of sponsoring the events include:

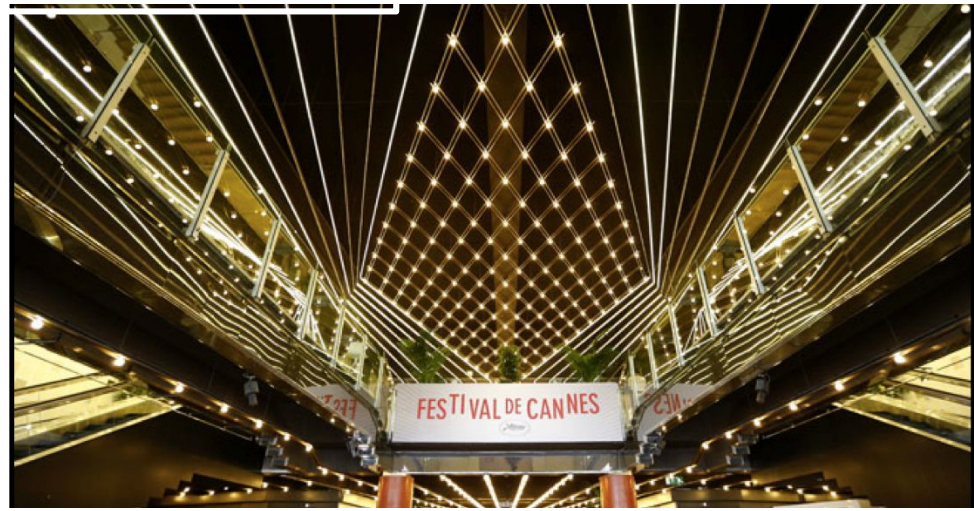
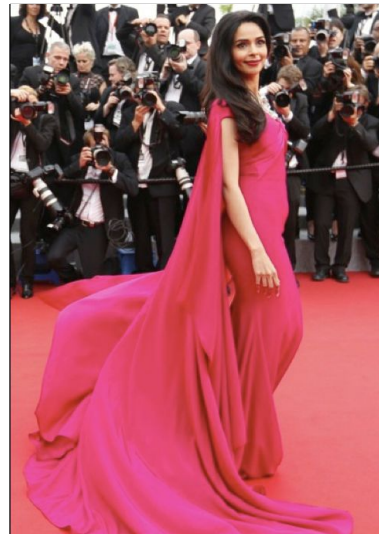
- Outreach to over 15 million people
- Pictures / Video with the brand product and celebrities and social media influencers
- Usually branded spots inside the show is valued at \$50,000 - as an event sponsor, your brand will be filmed and be in the show for no extra cost
- TV Broadcast to America, Europe Asia and Latin American
- Public Relations team will include PR package for the brand at the event
- Sampling/ or Product Displays
- Printing and Signage
- Brand will receive invitations to the events





# PRESENTING LEVEL

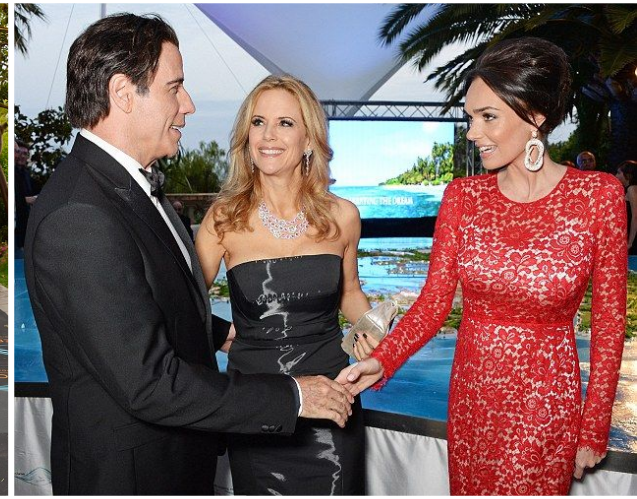
- **PRESENTING** Level sponsors enjoy prominent Brand logo and signage at the event.
- Meet and greet with VIP Guests.
- Introduction and announcement about Brand during the event.
- Branding on all printed material associated with the event including the invitations. Logo will be also be prominent on red carpet step and repeat board.
- **PRESENTING** Level sponsors will be given 10 guest invitations.
- Photos and Video Post Event.
- The **PRESENTING** Level sponsor will have the opportunity to have brand product exhibited at the event.
- All guests, including high profile celebrities, top film executives, fashion executives and media, will receive a special gift incorporating your product branded with the presenting Sponsor's logo.
- Dedicated press releases and press efforts made to promote Brand at the event.
- Social Media Promotion.





## PREMIER LEVEL

- Introduction and Announcement about Brand during the event.
- Branding on all printed material associated with the event including the invitations.
- Logo will be prominent on red carpet step and repeat board.
- **PREMIER** Level sponsors will be given 5 guest invitations.
- Photos Post Event.
- The **PREMIER** Level sponsor will have the opportunity to have brand product exhibited at the event.
- Brand highlighted in general press releases and press efforts made to promote the event.
- Social Media Promotion.



## SUPPORTING LEVEL

- **SUPPORTING** Level sponsors will be given 2 guest invitations.
- Photos Post Event.
- Brand highlighted in general press releases and press efforts made to promote the event. Social Media Promotion





# MEDIA PARTNERS

- Grazia
- The Hollywood Reporter
- Global Trend News
- OK Magazine
- Gala Magazine
- Star Magazine UK
- Access Hollywood
- Diva Donna Magazine
- CCTV
- Gioia
- MSNBC
- Fashion One
- Variety Magazine
- NBC Universal
- Fashion TV UK
- Fashion TV US
- Fashion TV Spain
- Getty Images
- Fashion Wire Press
- Vogue Spain
- RTL
- CTV
- ITN- London
- Daily Mail
- Uinterview



GRAZIA



# 2016 EVENT OPPORTUNITIES

Give your brand global recognition at the best events in the world

- Venice Film Festival
- Austin Grand Prix
- Sundance Film Festival
- Post Academy Awards
- Brazil Olympics