

MEETING DATE: September 15, 2015

AGENDA ITEM: **CC: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of the Asian World Film Festival; and (2) Approval of Related License Agreements.**

ATTACHMENTS

	<u>Pages</u>
1. Asian World Film Festival letter of request for assistance and information PowerPoint document.	1-22
2. Spreadsheet of City costs requested for fee waiver.	23



September 3, 2015

Dear Honorable City Council Members,

On behalf of the entire team at Asian World Film Festival, we are seeking City of Culver City Sponsorship of the Asian World Film Festival Oct 26- Nov 2, 2015.

Our Festival aims to draw audiences from all over Los Angeles as well as internationally to support foreign and independent films and we hope this partnership will further establish Culver City as a destination for the cinematic arts and cultural diversity.

The Asian World Film Festival will benefit the City of Culver City in the following ways:

Arclight Theatre Culver City

- In partnership with Arclight Cinema in Culver City, our Festival will hold over 25 screenings, panels and events over the course of seven days
- Arclight will also hold the prestigious Opening Night Film Ceremony and Closing Night Film Ceremony.
- The Asian World Film Festival has contracted services from Arclight

The Culver Hotel

- The Culver Hotel will serve as the Official Hotel Partner for the Festival
- The historic Culver Hotel will serve as the home base for festival registration, Filmmaker Lounge, Opening Night Red Carpet Gala, festival offices, parties and cocktail hours
- The Culver Hotel will host the Opening Night Red Carpet Gala for VIP guests and media

Culver City Local Economy

- The Festival will have positive financial impact to the local merchants with over 5000 expected attendees over the seven day period October 26 to November 2, 2015
- Local participating merchants will be featured on the Festival website (4500 hits/week) and Facebook page
- Local merchants will be featured in the program, 2000 copies to be circulated to all visitors
- Opening Night Red Carpet Gala
 - The evening will start off with an exciting red carpet that will draw 250 notable celebrities, distinguished guests, industry executives and top-tier media outlets to The Culver Hotel

- o The Festival's Opening Night Red Carpet Gala will include an awards presentation to notable talent for their contribution to the film industry and a special presentation from the Hollywood Foreign Press Association and acknowledgement of sponsors and Culver City
- American Red Cross Los Angeles Gala Dinner:
 - o Exclusive and intimate dinner co-hosted by the organization
 - o Dignitaries and distinguished guests from the City of Culver City invited to attend
- Closing night:
 - o Cocktail presentation in ArcLight Cinema lobby followed by closing night film
 - o Council member to officially "close the festival" at cocktail party

Community Involvement

- Partnering with area merchants, co-op ads will offer 15% off to badge holders, further encouraging Festival attendees to visit local restaurants and merchants
- Students with valid ID will receive free admission to films and expert panels at the Festival

Featured Information on Culver City as Heart of Screenland

- Culver City featured on all Festival press releases and media alerts
- Festival program, poster and postcards
- Designated page on Festival website about Culver City
- Other Festival signage
- Materials about the City of Culver City available in the Filmmaker Lounge
- Information about the City of Culver City in the welcome package for all Festival and media attendees

In return, the Asian World Film Festival requests the City of Culver City to consider providing the following in an official capacity:

- All special event permits required for the Opening Night Red Carpet Gala, which includes use of the closed-off portion of Old Washington Blvd. and any additional permits required during the Festival
- Staff time for marketing/promoting the Festival
- Mayor to officially "open the Festival" at the Opening Night Red Carpet Gala
- Mayor/Council Members to attend Red Cross dinner if desired
- Council Member to "officially close" the Festival at Closing Night

Please do not hesitate to contact us if you should have any questions, and we look forward to hearing from you.

Kind regards,

Georges N. Chamchoum
 Executive Festival Director & Programming
 1801 Century Park East, Suite 1200
 Los Angeles, California, 90067
 Dir.: 310-702-2203
 Email: jomin96@aol.com
www.asianworldfilmfest.org

Nadine Jolson
 Jolson Creative PR Group
 Director of Communications for Asian World Film Festival
 Dir.: 310-614-3214
 Email: jolsoncreative@mac.com



**ASIAN WORLD
FILM FESTIVAL**

Culver
CITY

CITY OF CULVER CITY
PROPOSED SPONSORSHIP



CULVER CITY: HOME OF THE FESTIVAL

The “Heart of Screenland” was chosen due to the City's historic ties to the motion picture industry.

In Partnership with ArcLight Cinema in Culver City as the main festival venue, it will hold over 25 screenings, panels and events throughout the eight days of the festival.

ArcLight will also hold the prestigious Opening Night Film Ceremony and Closing Night Film Ceremony.

The Culver Hotel will serve as the Official Hotel Partner for the Festival.

The Culver Hotel will host the Opening Night Red Carpet Gala for VIP guests and media.

SCHEDULE

ALL EVENTS ARE OPEN TO FESTIVAL GEN'L AND/OR VIP TICKETS HOLDERS

MON OCT 26	3:30PM	SET UP RED CARPET IN TOWN PLAZA
	6:30PM	RED CAREPT ARRIVALS IN TOWN PLAZA / CULVERY HOTEL
	7:30PM	MAYOR OF CULVER CITY OFFICALLY "OPENS FESTIVAL" REMARKS
	6:30-8PM	VIP GALA AT CULVER HOTEL (VIP TICKET HOLDERS ONLY)
	8:00PM	OPENING NIGHT FILM AT ARCLIGHT CULVER CITY
	8:30PM	BREAKDOWN RED CARPET
MON OCT 26 –MON NOV2	11AM-11PM	DAILY FILM FESTIVAL SCREENINGS AT ARCLIGHT CINEMA
	10AM-7PM	FESTIVAL OFFICES OPEN DAILY AT CULVER HOTEL
	11AM-6PM	FILMMAKER LOUNGE LOCATED AT CULVER HOTEL
	11AM-4PM	EXPERT PANELS – HELD AT FILMMAKER LOUNGE & ARCLIGHT
	5-7PM	DAILY COCKTAIL PARTIES AT CULVER HOTEL AND LOCAL RESTAURANTS
SUN NOV 1	6-9PM	RED CROSS DINNER (FESTIVAL CHARITY PARTNER) IN CULVER CITY
MON NOV 2	6:30PM	CLOSING NIGHT RECEPTION / AWARDS PRESENTED – ARCLIGHT LOBBY
	8:00PM	CLOSING NIGHT FILM – ARCLIGHT CULVERY CITY

CULVER CITY – HOME OF THE FESTIVAL

The historic Culver Hotel will serve the Official Hotel of the Festival

- Festival registration
- Filmmaker Lounge
- Opening Night Red Carpet Gala
- Festival offices
- Festival parties and cocktail hours

Throughout the Festival, several international filmmakers and media guests will be staying at The Culver Hotel and other area hotels.

The ArcLight Theatre will also host over 25 films screening and

- Festival ticket sales
- Volunteer headquarters
- Opening Night Film
- Closing Night Film Reception and Closing Night Film

FESTIVAL IMPACT ON CITY OF CULVER CITY

The Festival will have positive financial impact to the local merchants with 10,000 expected attendees over the seven day period October 26 to November 2, 2015

- Local participating merchants will be featured on the Festival website (4500 hits/week) and Facebook page
- Local merchants will be featured in the program, which will be circulated to all visitors
- Partnering with area merchants, co-op ads will offer 15% off to badge holders, further encouraging Festival attendees to visit local restaurants and merchants.
- Students with valid ID will receive free admission to films and expert panels at the Festival.

Since our Festival is geared towards Oscar® and Golden Globe voters, in addition to those distinguished guests, we will also have local and international patrons visiting the City of Culver City to attend the Festival.

ARC LIGHT[®]
C I N E M A S

CULVER CITY SPONSORSHIP

AS THE OFFICAL SPONSOR OF THE FESTIVAL – IN EXCHANGE FOR THE IN KIND CONSIDERATION – WE REQUEST IN AN OFFICAL:

- 1. ALL SPECIAL EVENT PERMITS REQUIRED FOR THE OPENING GALA, WHICH INCLUDES USE OF THE CLOSED OFF PORTION OF OLD WASHING BLVD AND ANY ADDITIONAL PERMITS REQUIRED DURING FESTIVAL**
- 2. STAFF TIME FOR MARKETING/ PROMOTING THE FESTIVAL**
- 3. MAYOR TO OFFICIALLY “OPEN THE FESTIVAL” AT OPENING NIGHT GALA**
- 4. MAYOR/COUNCIL MEMBERS TO ATTEND RED CROSS DINNER IF DESIRED**
- 5. COUNCIL MEMBER TO “OFFICIALLY CLOSE” THE FESTIVAL AT CLOSING NIGHT**

BUDGET SPENT IN CULVER CITY

- \$12K+ ARCLIGHT CINEMA CULVER CITY**
- \$20K OPENING NIGHT RED CAPRET GALA – CULVER HOTEL**
- \$15K CULVER HOTEL CONTACTED SERVICES**
- \$10K+ COCKTAIL PARTIES/EVENTS IN CULVER CITY**
- \$30K RED CROSS DINNER**
- \$5K CLOSING NIGHT RECEPTION ARCLIGHT CULVER CITY**

CROSS-MARKETING OPPORTUNITIES

Logo exposure: Sponsored by the City of Culver City (statement and logo) on:

- All Festival press releases and media alerts
- Festival program, poster and postcards
- Designated page on Festival website about Culver City
- Other Festival signage
- Materials about the City of Culver City available in the filmmaker lounge
- Information about the City of Culver City in the welcome package for all Festival and media attendees



**THEWRAP HAS JOINED FORCES AS THE OFFICIAL MEDIA PARTNER
OF THE ASIAN WORLD FILM FESTIVAL**

TheWrap is the leading digital news organization covering the business of entertainment and media. We have secured media support from participating outlets. Additionally, we will invite specialized media outlets to attend such as:

- **Local and national entertainment media like Variety, LA Weekly and The Hollywood Reporter**
- **Local media and news stations like KTLA, Daily News and Culver City Observer**
- **International media outlets like CCTV, Zee TV, Open Central Asia and Arabica**

ANTICIPATED MEDIA COVERAGE

Sponsored by the City of Culver City inclusion on all:

- **Press releases**
- **Media pitches**
- **All materials sent to the media and given to all media outlets for use in articles, TV, radio, social media and online publications**

All participating Culver City venues and merchants will also be included and on all of the Festival's social media channels (LinkedIn, Facebook, Instagram and Twitter).

IN THE CULVER CITY AREA

The Festival will create an “In the Area” dedicate page on the website, which will include useful information like:

- **Hotel accommodations in Culver City and nearby areas including Four Points by Sheraton Los Angeles Westside and DoubleTree by Hilton Los Angeles Westside**
- **A complete list of all Culver City merchants and restaurants with an indication of which are offering the 15% discount**
- **Parking and transportation information**
- **Post office and emergency service information**

OPENING NIGHT

RED CARPET GALA (Budget: \$20K)

We would invite a member of City of Culver City to officially open the Festival.

The evening will start off with an exciting red carpet that will draw 250 notable celebrities, distinguished guests, industry executives and top-tier media outlets to The Culver Hotel.

The Festival's Opening Night Red Carpet Gala will include an awards presentation to notable talent for their contribution to the film industry and a special presentation from the HFPA and acknowledgement of sponsors.

Guests will be escorted across the plaza to the ArcLight Cinema for the opening night film.



Opening Night Gala Monday Oct 26th 6:30pm - 8:00pm - Opening Night Film 8:00pm at AcrLight

Red Carpet areas in Town Plaza as indicated on map (proper permit will be requested) (set up 330pm-breakdown 830pm)

One 25 foot red carpet step & repeat media wall with closed off media pit

Two guest check-in tables

One 10 X 4 foot red carpet in front of theater

Use of closed off Washington Blvd for Red Carpet Valet Drop Off (proper permit will be requested)

OTHER SPECIALTY EVENTS

American Red Cross Los Angeles Gala Dinner :
Location TBD in the Culver City Area

Exclusive and intimate dinner co-hosted by the organization

- **Dignitaries and distinguished guests from the City of Culver City are invited to attend**

Closing night (5K):

- **Cocktail presentation in ArcLight Cinema lobby followed by closing night film**
- **Council Member “officially closes festival”**

ASIAN WORLD FILM FESTIVAL AUDIENCE

We are your window to the Asian World.

By also focusing on people who love cinema, especially foreign and independent films, we hope this partnership will further establish Culver City as a destination for Angeleno's.

Our Festival's anticipated audience is patrons from the Los Angeles Asian communities, members of the Hollywood Foreign Press Association (HFPA) and members of the Academy of Motion Picture, Arts & Sciences (AMPAS).

ASIAN WORLD FILM FESTIVAL VISION

WE CHAMPION, RECOGNIZE AND UNITE THROUGH CINEMA

The Asian World Film Festival (AWFF) brings the best of a broad selection of Asian World cinema to Los Angeles in order to draw greater recognition to the region's wealth of filmmakers, strengthening ties between the Asian and Hollywood film industries.

Uniting through cross-cultural collaboration, our festival champions films from 50 countries across Asia spanning from Turkey to Japan and Russia to India.

All films that participate in the Festival will have a unique chance to be guided through the challenging awards season, showcasing their foreign films to the Oscar® Academy, The Hollywood Foreign Press Association and all Guilds for enhanced exposure, media attention and awards consideration.

NON-PROFIT RECOGNITION

The Asian World Film Festival is organized under the non-profit organization, Aitysh USA.

Aitysh USA is a 501(c)(3) charitable organization founded by Sadyk Sher-Niyaz for the purposes of bringing creative film and art programs that will inspire, empower and connect community members and individual artists.

All financial contributions made to the Festival are tax-deductible.

ASIAN WORLD DEMOGRAPHICS

- 49% of Asian Americans have a Bachelor's degree or higher
- Asian Americans are most affluent and highest-educated minority in Los Angeles
- Los Angeles is the world's capital for independent film
- Asian films are the highest-grossing foreign language films
- 14.6% of the Los Angeles population is Asian
- 17% of firms working in Los Angeles are Asian-owned
- in 2010, Asians became the fastest growing immigrant population in the United States at 36%
- The average median salary of Asian Americans is 66K
- In 2012, independent films made 4.5 billion in North America, 41.7% of total box offices
- Of Asia, Japan has received 12 nominations and one award (plus three Honorary Awards), followed by Russia that has received nine nominations and three awards

ASIAN WORLD REGION

AWFF accepts Oscar® and Golden Globe submissions from 50 eligible Asian countries, in addition to outstanding films recognized in the international festival circuit.

A maximum of two films from each country may be selected for the Festival Program.



FIVE-YEAR PLAN

As part of the Festival's five-year plan, AWFF aims to make Culver City the center of all future events and the Festival hub by:

- Negotiating with ArcLight to ensure in following years the Festival secures the theater on weekend days
- Expanding school program to show free screening of select films from the Festival program in Culver City High Schools
- Establishing and building relationships with Culver City Downtown Business Association and Chamber of Commerce
- Developing partnership with the Culver City Historical Society to promote the city's unique history
- Creating special screening and cultural events to take place in Culver City throughout the year of other outstanding Asian films



ASIAN WORLD FILM FESTIVAL CITY COSTS FOR 2015

COSTS REQUESTED FOR WAIVER	2015 Costs
Property Rental Fees	
Old Washington Blvd	450.00
Town Plaza	0.00
In-Kind Staff Costs	
Staff Time (In Kind Cost for coordination, marketing)	1,000.00
Permit fee requested to be Waived	
Special event permit fee	\$45.00
Recycle Fee	125.00
TOTAL WAIVER REQUEST	\$1,620.00