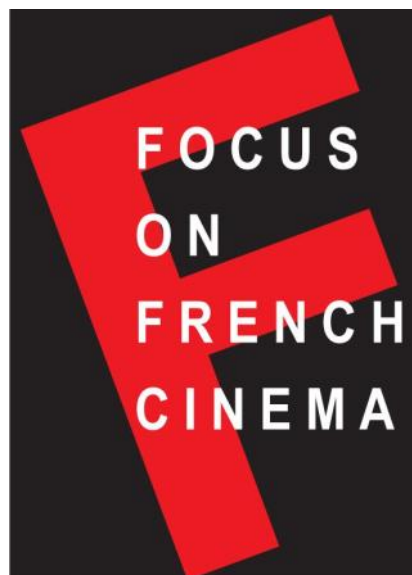


FOCUS ON FRENCH CINEMA

The Alliance Française of Greenwich
in partnership with
Purchase College, NY
presents

8th year



2012

March 23-25, 2012

@ the Performing Arts Center, Purchase College, NY

Contact: info@focusonfrenchcinema.com



Focus on French Cinema 2012
www.focusonfrenchcinema.org



Our Guests

See complete list page 10

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Our Mission

Focus on French Cinema is committed to **bringing People Together Through the Powerful Medium of Film**, by carrying the vitality of French and francophone cinema to its community.

FFC **celebrates the diversity** of French and francophone cultures by promoting film as artistic entertainment and a powerful storytelling medium.

Focus on French cinema **offers unique opportunities** to meet with directors and actors from France or Francophone countries which are part of this event.

FFC **provides an authentic learning tool** for conveying French Culture and language to teachers and students. It **fosters ties of friendship** between French and American cultures by reaching out to a large public of moviegoers, francophiles, francophones, and students.

Who we are

Founded in 2005, **Focus on French Cinema** is an independent festival which, in founding partnership with the Alliance Française of Greenwich, CT, screened 77 films in 7 years to nearly 20,000 spectators in the NY/CT tri-state area, featuring the best in French cinema.

The demographics of Greenwich and the greater New York Metropolitan area make the prestigious Performing Arts Center and SUNY Purchase - recognized for excellence in Liberal Arts Programming and an outstanding Film Department - the ideal venue for initiating and building upon such an artistic endeavor as **Focus on French Cinema**.

The interaction of teachers and students, and actors and directors in the logistics, presentations, and discussions of the festival, plays an important part in the **Focus on French Cinema** experience.

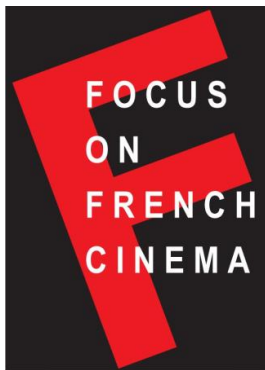
The event spreads over 3 days and takes place in the Pepsico Theater which holds 720 seats and is dedicated to Cinema. The Performing Art Center of Purchase College, NY is located 30 minutes from Manhattan.

Patronages

Focus on French Cinema is placed under the patronage of

- The Ambassador of France in the United States,
- The Consul General of France in New York,
- The French Cultural Services of the French Embassy in NY,
- Embassy of Francophonie to the UN.
- The Friends of Belgium in America
- The General Delegate of Quebec in NY,
- Focus on French Cinema received the patronage of **UNIFRANCE**, the official organization who promotes French movies in the world.





Media coverage

Our Communication Media

Where your Logo will be seen:

FFC website

E-marketing :

FFC bi-monthly newsletter
Eblasts

Social Medias

FACEBOOK,
TWITTER
YOUTUBE
BLOG

INVITATIONS & PROGRAMS:

7000 printed postcards
3000 e-invitations
2000 Printed programs

Our Audience

A COMMUNITY EVENT

Our audience is anchored in our community:
It is a diverse, educated and affluent public from Greenwich, Fairfield and Westchester Counties and the New-York City area.
The spectators include the large student community in the area, those who will count tomorrow.

DEMOGRAPHICS 2011

Audience: NY State: 45% CT State: 46%, Other: 9%
75% American spectators, international 25%

Now in its 8th year, 77 feature films have been shown to more than 20,000 spectators in 7 years.

STRONG PARTNERSHIPS with local organizations: Arts Centers, Theatrical events, Local movie theater that bring an art oriented audience. In 2010, a Partnership with Action Against Hunger (ACF/USA), a global humanitarian organization has been set up: FFC donates 10% of its net profit to help their action around the world.

PRESS:

Greenwich Magazine
New Canaan/Darien/ Westport Magazines
Westchester Wag
Connecticut Magazine
France Amerique,
France Today,
Service Culturels of the French Embassy
The Journal News
The New York Times, (Westchester & CT editions)
Westchester Magazine
Greenwich Time
The Stamford Advocate
The Greenwich Citizen
Greenwich Post (The Arts and Leisure supplement)
Rye Record.

Media WEB SITES

France Amerique
FRANCE TODAY
French Morning NY
Greenwich Magazine,
Greenwich Chamber of Commerce
Greenwich Community Answers
Panache
Larchmont Ledger
TV5Monde
Voilà NY

Other Websites

Action Against Hunger website
Alliance Francaise of Greenwich website
Avon Theatre website
FI-AF website
Greenwich Arts Council Website
& all our many partners communication tools

RADIO:

NPR (National Public Radio)
WGCH, Tony Savino morning show

Publicity

Ad Space Mall Network- Digital screens- Trumbull, New Jersey, Danbury
JCDecaux North America - Posters on revolving kiosks, Westchester and Stamford Malls
The Journal News, France Amerique, France Today





Focus on French Cinema **At a Glance**

7th annual

March 18-20, **2011**

12 films were shown in 3 days (**5 premieres**) to nearly **3500 spectators**,

David Schwartz, Chief Curator of the Museum of the Moving Image in New York City introduced the opening night movie *Copacabana* and conducted the Q&A that followed.

A very well attended Gala dinner (350 guests) sponsored by Champagne **Moët & Chandon** and by the prestigious « **Maitres cuisiniers de France** » - now an FFC tradition -joined this year by the **Academie Culinaire de France**: which made this year's gala the best ever, according to those who attended!

A tradition and now an FFC signature event, the « Breakfast with Directors » gathered together film lovers for a lively discussion with actors and directors, moderated by Professor Anne Kern.

New this year:

- A « step and repeat » podium set up in partnership with Moët & Chandon where the sponsors had the opportunity to have their pictures taken with our guests: everyone was welcomed, which transformed the gala into an even more exciting event.

- A very well attended Silent Auction offered patrons an array of exclusive items, from vacations and sailing excursions to sessions with a renowned photographer.

- The Closing Movie (*Small World* starring Gerard Depardieu) generated immense anticipation, as the film had not even been released in France when it screened at the festival.

- The Brunch on Sunday morning brought families together and was a huge success, with a strolling magician performing tricks after the screening of the Oscar-nominated animated film *L'illusionniste*.

This year's **Special Guests from France** brought a new generation of talent:

Mia Hansen-Løve: director, presented *Le Père de mes enfants* (*Father of My Children*), which received the **Prix Lumière** and was nominated in Cannes in 2009. Mia is one of the youngest and the most promising directors in France. Her first feature film *Tout est pardonné* (*All is Forgiven*) was also awarded the **Prix Delluc** for the best first feature. During the festival weekend, she conducted a Master Class where Purchase College students were able to ask questions and hear firsthand about her experiences as a filmmaker .

Lolita Chammah: Actress in *Copacabana*, the Opening Night Movie, **NY premiere**, Lolita starred with her mother Isabelle Huppert, who plays her mother in the film as well. Multi-talented, Lolita is also a stage actress, and has a burgeoning career as a director as well as a producer.

Marc Esposito: Director of *Mon Pote* (*My buddy*), **US premiere**, his fifth feature. After a career as a journalist and founding two French film magazines, he turned his talents to filmmaking, writing and directing his first feature (*Le cœur des Hommes 1 and 2*), both resounding popular successes in France.

Hal Hartley: Acclaimed American director and alumnus of Purchase College, who returned to his alma mater to salute Lolita Chammah, whose mother he directed in *Amateur* (1994).





Support us

YOUR SUPPORT WILL HELP YOU TO:

- Reach a large high end audience in a targeted, meaningful way for your company
- Raise your brand awareness within a high profile Community .

YOUR SUPPORT WILL HELP US TO:

- Bring to our audience unique world class films and US premieres that otherwise would not be screened in the US.
- Invite award winning actors and directors to share their passion with our public.

TOGETHER we can accomplish our goals and create a wonderful event!
Thank you !

Sponsoring Packages

PRODUCER

\$ 7,500

You will be listed as the Presenting Sponsor for the Gala

DIRECTOR

\$ 5000

You will be listed as the Patron for a Premier film and a guest

SCREENWRITER

\$ 3,000

You will Support one Première feature film: not including Opening Night movie

LEADING ACTOR

\$ 2,000

You will support One feature film

SUPPORTING ACTOR

:\$ 1 000

SCRIPT:\$ 500

FOCUS ON FRENCH CINEMA						
Sponsoring Packages 2012	PRODUCER	DIRECTOR	SCREENWRITER	LEADING ACTOR	SUPPORTING ACTOR	SCRIPT
	\$7500+	5,000	3,000	2,000	1,000	500
Sponsor Gala (*)mentioned in the program	*					
Sponsor Film and Guest(*)		*				
Sponsor Premiere film(*)			*			
Sponsor Film (not Premiere)(*)				*		
Personal acknowledgment on Banner on home page	*	*	*	*		
Logo on the invitation	*	*	*	*		
Logo on the posters	*	*	*	*	*	
Logo on the website (sponsors page)	*	*	*	*	*	*
Logo on the Still slide before the movies	*	*	*	*	*	*
Full page ad color in Program	*	*	*	*	1/2 page	1/4 page
VIP invitations	8	6	4	2	2	2
Reserved seats	*	*	*	*	*	*





Sponsor Registration Form

*New packages!
Better opportunities*

- PRODUCER*** Presenting sponsor of the Gala (\$7,500) _____
- DIRECTOR*** Patron for One Premiere film and Guest (\$5,000) _____
- SCREENWRITER*** Support One premiere Feature film (\$3,000) _____
- LEADING ACTOR*** Support One feature film (\$2,000) _____
- SUPPORTING ACTOR *** (\$1,000) _____
- SCRIPT*** (\$500) _____

**See sponsoring packages*

YOUR NAME: _____ **Contact** _____

COMPANY: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP-**

CODE: _____

TEL: _____ **EMAIL:** _____

If you wish to appear on our printed material, you need to provide the sponsorship form and the ad material by January 31, 2012. And sent it out to: info@focusonfrenchcinema.org

Ad material, logo and product will be supplied by sponsor: PDF file preferred, or JPG 300 DPI
Full page ad: 5.5 x 8.5" ,
Half page ad: 5.5 x 4,25",
Quarter page ad: 2.75 x 4,25"

Check should be made out to: Focus on French Cinema
 and sent to: Focus on French Cinema- Alliance Française of Greenwich,
 299 Greenwich Avenue, Greenwich, CT 06830

The Alliance Française of Greenwich is a non-profit organization (501) 3C

For more information on Focus on French Cinema, call us at **(203) 629 3644** and ask for Rebecca Kurish





FOCUS ON FRENCH CINEMA

March 23-25 2012

Advertising Form

Reg. Price	Before Dec 31	Advertising Space
<input type="checkbox"/> \$2500	\$2000	Inside cover page color *
<input type="checkbox"/> \$1000	\$850	Full page color *
<input type="checkbox"/> \$500	\$375	1/2 page color *
<input type="checkbox"/> \$250	\$200	1/4 page color
<input type="checkbox"/> \$125	-	1/8 page color - Business card format
<input type="checkbox"/> \$500		Display your product on a 36"sq table: March 24-25 only
<input type="checkbox"/> \$2000/day		35mm Ad screening of your product before each movie (March 24-25 only)

YOUR NAME: _____ **Contact** _____

COMPANY: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIPCODE:** _____

TEL: _____ **EMAIL:** _____

MASTERCARD/VISA/AMEX#: _____ **Exp date:** _____

Art work must be sent by **February 18th, 2012** to info@focusonfrenchcinema.com
Ad material, logo and product will be supplied by sponsor: PDF file preferred, or JPG 300 DPI

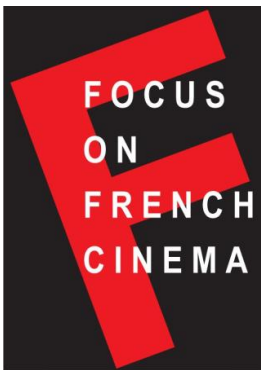
Full page ad: 5.5 x 8.5" ,
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For more information on Focus on French Cinema, write to info@focusonfrenchcinema.com
or call us at **(203) 629 3644** and ask for Rebecca





Our 2011 Sponsors

Become part of the Team!

Our Sponsors

Academie Culinaire de France
 Adspace Digital Mall Network
 Banque Transatlantique
 Délégation Générale du Québec in New York
 Issembert Companies Inc.
 Flora Family Foundation
 Raymond Debbane Family Foundation
 JCDecaux North America
 Les Maitres Cuisiniers de France
 Logfret, Inc.
 Moët & Chandon
 Norman Foundation
 Open Skies
 Organisation Internationale de la Francophonie
 Pernod Ricard
 Royce Foundation
 SDV (USA) Inc.
 Society of Friends of Belgium in America
 TV5 Monde
 William & Flora Hewlett Foundation

Silent Auction (main Items)

D'Artagnan, Avon Theatre, Domaine Clarence-Dillon, Courage B, Greenwich Music festival, Ben Larrabee, Fereshteh Priou, Philip Johnson Glass House, Metrowine, Meli-Melo, Opia, Restaurant Jean-Louis, Chuck and Deborah Royce, Trevor Shaw/ Zulu Nyala.

Gala

Champagne Moët & Chandon (Main Sponsor Of the Gala)
 Pernod-Ricard
 AMI brand LLC/Badoit Volvic
 Le Wine Shop
 Bière Balm

L'Academie Culinaire de France:

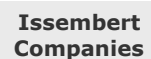
Laurent Richard (NY) Ritz-Carlton
 Eric Girerd (NY) L'Atelier du Chocolat
 Jean-Jacques Bernat (Brooklyn) Provence en Boite

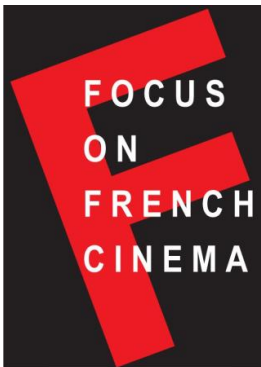
Les Maitres Cuisiniers de France:

Raymond Ost (Boston) Sandrine
 Jean-Pierre Vuilleret (New Haven) Union League Café
 Christian Delouvrier (NYC) La Mangeoire
 Jean-Louis Gérin (Greenwich) Restaurant Jean-Louis, JL to Go
 Claude Godard- (NYC) Madison Bistro
 Antoine Camin (NYC) La Goulue
 Wave Hill Breads
 White Toque
 Chocolats Neuhaus

Media Partners

France Amerique-France-Today
 The Advocate-Greenwich Time
 French Morning
 NewYork in French
 Voila New-York.com





Alliance Française of Greenwich

Alliance Française of Greenwich

www.afgreenwich.org

A non-profit organization founded in 1918 whose purpose is to:

- **Encourage and further the knowledge of French culture and language** through lectures, theater, cinema and scholarships...
- **Reinforce friendship** and cultural links between American and French and Francophone people through many events . It is :

A community of francophiles and francophones with over 300 members,

A school where adults and children learn French with native-speaking teachers,

A resource center that provides books, videos, DVDs & information about France,

An association that belongs to a network of more than 1700 Alliances Françaises in the world.



Purchase College

PURCHASE COLLEGE, NY www.purchasecollege.edu

A public college of 4000 students well known for its **strong commitment to the Arts and the Liberal Arts.**

A college with a **long history of excellence in film.** The percentage of Purchase College graduates who become feature film directors is among the highest in the country. **The Performing Arts Center** at Purchase College presents world-class artists with an incredible selection of performances.



Délégation générale - New York



& Institutions

CULTURAL SERVICES OF THE FRENCH EMBASSY

www.frenchculture.org

The Cultural Services of the French Embassy promote the best of French arts, literature, and education to cultural and academic institutions across the United States, with a strong focus on the contemporary.

DELEGATION GENERALE DU QUEBEC A NEW YORK

www.quebecusa.org

Established in 1940 , The Delegation's mission is to promote cooperation and good relations between Québec and major American institutions, and to provide Americans with the opportunity to learn more about Québec. .

SOCIETY OF FRIENDS OF BELGIUM IN AMERICA

Established in 2006 to identify, support and stimulate Belgo-American initiatives in the US, The Society exposes the richness of Belgium culture to the American public and promotes the Belgium in the US.

UNIFRANCE.

Unifrance is the organisation in charge of the promotion of French Movies in the world. Created in 1949, Unifrance is placed under the umbrella of CNC (Centre National de la Cinématographie.)

FFC Partners

ACTION AGAINST HUNGER (ACF-USA)

www.actionagainsthunger.org A leader in the

fight against malnutrition, ACF-USA works to save the lives of malnourished children while providing sustainable access to safe water and long-term solutions to hunger. With 30 years of expertise ACF-USA runs life-saving programs in over 40 countries .

AVON THEATER www.avontheater.com

Founded in 1939 and restored in 2004, the Avon Theatre is a non-profit, member supported cinema devoted to providing the community with the finest in new independent and foreign films, family films, cult favorites and classics.

FRENCH INSTITUTE ALLIANCE FRANCAISE

www.fiaf.org

Fiaf's mission is to create and offer New Yorkers innovative and unique programs in education and the Arts that explore the evolving diversity and richness of French Culture. Fiaf seeks to promote and generate new ideas and promote cross-cultural dialogue through partnerships.

GREENWICH ARTS COUNCIL

www.greenwicharts.org

A non-profit arts organization serving Greenwich and the surrounding communities for over 30 years which promotes the arts by nurturing artists and building audiences.

MAITRES CUISINIERS DE France

www.mcf-usa.com

A prestigious association of chefs, whose motto is to "preserve and spread the French culinary arts, encourage training in cuisine, and assist professional development". MCF are often given the highest classification in restaurant guides.



ANNEXE 2

Our Guests

- 2011:** Lolita Chammah, Marc Esposito, Mia Hansen-Love
2010: Sylvie Testud, Léa Fazer, Stéphane and Guillaume Malandrin
2009: Sophie Marceau, Jean-Michel Ribes, Christophe Lambert, Christian Bujéau
2008: Jocelyn Quivrin, Alice Taglioni, Jean-Marie Teno, Frank Mancuso, Boris Van der Gils
2007: Claude Brasseur, Michel Leclerc, Lionel Bailliu, Luc Picard
2006: Pascal Thomas, Jalil Lespert, Diane Kurys
2005: Coline Serreau, Patrick Gimenez, Philippe Muyl

Previously Featured Films

Films shown in 2011

- **Hadewijch** (Bruno Dumont)
- **Le Père de mes enfants** (Mia Hansen-Love)
- **Copacabana** (Marc Fitoussi)
- **Chicas** (Yasmina Reza)
- **Illégal** (Olivier Masset-Depasse)
- **Mon Pote** (Marc Esposito)
- **Un homme qui crie** (Mahamat Saleh Haroun)
- **Solutions locales pour un Désordre global** (Coline Serreau)
- **L'illusionniste** (Sylvain Chomet)
- **La dernière fugue** (Léa Pool)
- **Le bruit des Glaçons** (Bertrand Blier)
- **Je n'ai rien oublié** (Bruno Chiche)

Films shown in 2010

- **J'ai tué ma mère** (Xavier Dolan)
- **Gamines** (Eléonore Faucher)
- **Le Vilain** (by Albert Dupontel)
- **L'Empreinte de l'Ange** (by Safy Nebbou)
- **Où est la main de l'homme sans tête ?** (Stéphane & Guillaume Malandrin)
- **Versailles** (Pierre Schöeller)
- **Peurs du Noir** (Blutch, C.Burns, M.Caillou...)
- **La Première étoile** (Lucien Jean-Baptiste)
- **Le Herisson** (Mona Achache)
- **Sexe, Gumbo et beurre salé** (Mahamat Saleh Haroun)
- **Ensemble c'est trop** (Léa Fazer)
- **Rapt** (Lucas Belvaux)

Films shown in 2009

- **Entre les murs** (Laurent Cantet)
- **LOL (Laughing Out Loud)** (Lisa Azuelos)
- **Passe-Passe** (Tonie Marshall)
- **Le Crime est notre affaire** (Pascal Thomas)
- **Les Femmes de l'ombre** (Jean-Paul Salomé)
- **Les Liens du sang** (Jacques Maillot)
- **Magique** (Philippe Muyl)
- **Eldorado** (Bouli Lanners)
- **Musée haut, musée Bas** (Jean-Michel Ribes)
- **La Très très grande entreprise** (Pierre Jolivet)

Films shown in 2008

- **Le Malentendu colonial** (Jean-Marie Teno)
- **Molière** (Laurent Tirard)
- **Les Amitiés maléfiques** (Emmanuel Bourdieu)
- **Ensemble, c'est tout** (Claude Berri)

- **L'ivresse du Pouvoir** (Claude Chabrol)
- **Bluff** (Marc-André Lavoie & Simon Olivier Fecteau)
- **99 Francs** (Jan Kouven)
- **Contre-Enquête** (Franck Mancuso)
- **Coeurs** (Alain Resnais)
- **Nos jours Heureux** (Eric Toledano & Olivier Nakache)
- **Cow Boy** (Benoît Mariage)
- **Lady Chatterley** (Pascale Ferran)

Films shown in 2007

- **Le Héros de la famille** (Thierry Klifa)
- **Bon voyage** (Jean-Paul Rappeneau)
- **Viva Laldjérie** (Nadir Moknèche)
- **La Femme de Gilles** (Frédéric Fonteyne)
- **Je m'appelle Elisabeth** (Jean-Pierre Améris)
- **L'Audition** (Luc Picard)
- **Fair Play** (Lionel Bailliu)
- **La petite Jérusalem** (Karin Albou)
- **J'invente rien** (Michel Leclerc)
- **Un ticket pour l'espace** (Eric Lartigau)
- **L'Enfant** (Jean-Pierre and Luc Dardenne)
- **Un Dimanche à Kigali** (Robert Favreau)

Films shown in 2006

- **Le Petit Lieutenant** (Xavier Beauvois)
- **L'Anniversaire** (Diane Kurys)
- **Mon petit doigt m'a dit** (Pascal Thomas)
- **Brodeuses** (Eléonore Faucher)
- **Confidences trop intimes** (Patrice Leconte)
- **La Petite Lili** (Claude Miller)
- **Le Bonheur c'est une chanson triste** (François Delisle)
- **Les Sœurs fâchées** (Anne Leclère)
- **Monsieur N.** (Antoine de Caunes)
- **Moolaadé** (Ousmane Sembène)
- **Rois et Reine** (Arnaud Desplechin)

Films shown in 2005

- **Chaos** (Coline Serreau)
- **Papillon** (Philippe Muyl)
- **A la petite semaine** (Sam Karmann)
- **Comment j'ai tué mon père** (Anne Fontaine)
- **Ma femme est une actrice** (Yvan Attal)
- **Marie-Jo et ses deux amours** (Robert Guédiguian)
- **Un air de famille** (Cédric Klapisch)





How to Contact us

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● Newsletter	Antoine Bancharel	antoinebancharel@hotmail.fr	
● Sponsoring	Catherine Lamairesse	catherine.lamairesse@focusonfrenchcinema.com	203-485-0306
	Shoba Rutsaert	shoba@focusonfrenchcinema.com	
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	Frank Juliano	frank.juliano@focusonfrenchcinema.com	917-667-2014
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	Sylvia Kruizenga	SAK25@optonline.net	
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● School relations	Gail Covney	gail.covney@focusonfrenchcinema.com	203-618-8987
● Silent Auction	Fereshteh Priou	fereshteh.priou@focusonfrenchcinema.com	203-629-1340
● Ticketing	Rebecca Kurish	info@focusonfrenchcinema.com	203-629-3644
● Web	Eva Perello	theevasite@gmail.com	914-406-5645

Our Team

Executive Committee

Catherine Lamairesse	CHAIR
Antoine Bancharel	NEWSLETTER
Marc Brudzinski	PURCHASE COLLEGE
Gail Covney	SCHOOLS
Frank Juliano	PRESS
Sylviane Guerrier	PUBLICITY
Anne Kern	FESTIVAL WEEKEND
	SUPERVISOR & EMCEE
Patty Kinne	PROGRAM
Renée Ketcham	PRESS-PARTNERSHIP
Lynn Kuhn	GALA
Sylvia Kruizenga	PROGRAM
Laurence Mehaignerie	SELECTION COMMITTEE
Tatiana Mori	KICK OFF EVENT
Carmen Oquendo	PURCHASE COLLEGE
Eva Perello	E-COMMUNICATION
Isabelle Pinard	BLOG
Fereshteh Priou	SILENT AUCTION
Estelle Ratier	GUESTS
Anne-Christine Robine	MARKETING
Shoba Rutsaert	SPONSORS

List in formation

Selection Committee

Renée Ketcham, Catherine Lamairesse, Laurence Mehaignerie, Estelle Ratier

Advisory Committee

Adam Birnbaum
Lucie Chabrol-Nyssens
Bea Crumbine
Karen Dumonet
Jean-Louis Gérin
Deborah Royce
Ronnie Scharfman
David Schwartz
Greg Taylor
Etienne Touzot

List in formation

Our Founding Members

Philippe Muyl, French Director (2005)
Coline Serreau, French Director (2005)
Pascal Thomas, French Director (2006)
Founder
Catherine Lamairesse

