



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS
Los Angeles

Sponsorship Opportunities



BRITISH ACADEMY
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Los Angeles

BAFTA LOS ANGELES

**THE BRITISH ACADEMY OF FILM AND TELEVISION ARTS
SUPPORTS, DEVELOPS AND PROMOTES
THE ART FORMS OF THE MOVING IMAGE BY
IDENTIFYING AND REWARDING EXCELLENCE,
INSPIRING PRACTITIONERS
AND BENEFITING THE PUBLIC.**

As the only Anglo-American professional organization founded to promote and advance original work in film, television and interactive media, The British Academy of Film and Television Arts Los Angeles serves as a **link** between the Hollywood and British production and entertainment business communities.

A California non-profit public benefit corporation, BAFTA Los Angeles is a local organization with a **global reach**. As the L.A. branch of the British Academy of Film and Television Arts, headquartered in London, we represent not only our 1,200 members, but the full 6,500 Academy members based in the United Kingdom, New York and Los Angeles.

Membership in the Academy is both highly sought after and highly **exclusive** – applicants must be proposed and seconded by existing Academy members and thus represent the very top professionals in their various fields; from award winning writers, actors and directors, to key managers, network and studio executives and agents.

We host stellar parties and awards ceremonies, honoring achievement in film and television, and produce educational events and seminars for our membership. But we also seek to form a bridge between our industry and the **wider community**, offering scholarships, student film awards, high school Shakespeare workshops, inner-city screening programs and parties, putting our membership's incredible expertise to astounding effect in the Los Angeles community.



BRITISH ACADEMY
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MISSION AND PURPOSE

ANNUAL EVENTS



AWARDS SEASON TEA PARTY



BRITANNIA AWARDS



TV TEA



GARDEN PARTY



PR SOIREE



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THE PR SOIRÉE provides an annual opportunity for BAFTA Los Angeles to freshen its relationships with Hollywood's top publicists, agencies, and network and studio executives.

An exclusive, invite-only event held at the upscale Soho House in West Hollywood, it provides a chance to show off our year's work with our sizzle reel, thank our current sponsors and gain new partners by showing off our new plans and developments.

It has become a can't-miss date in the calendar of every publicist in town.

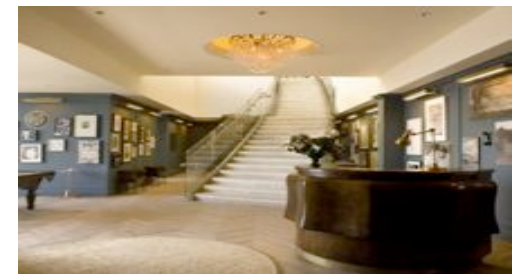
OPPORTUNITIES:

Product gifting

Product Display

Event Sponsor

Signage



THE GARDEN PARTY is a Membership event that celebrates the continuing success of the organization and offers Members a chance to gather with their friends and colleagues.

The Garden Party is held annually during the summer months in a serene garden setting, offering an intimate occasion for Members to enjoy champagne, taste great food, and have the opportunity to win a plethora of prizes as part of the event's fundraising activities.

This year's Garden Party will be the high point of BAFTA LA's 25th Anniversary celebrations and promises to be a particularly lavish event, with live music, historical exhibits from BAFTA LA's past, and many celebrity guests.

Proceeds support the BAFTA LA Scholarships for post graduate work in film and television.



Since 2003, **THE TV TEA** has been a major event in the lead-up to the Primetime Emmy Awards, the top US television award.

Honoring excellence in Television, the TV Tea is held the Saturday afternoon prior to the Sunday award and is attended by over 400 guests, comprised of A-List celebrities and top-level television executives, as well as current and past Emmy nominees and winners from the Commonwealth nations.

The event has become a highly desired invitation offering guests a chance to see old friends and create new relationships in a relaxed setting.

The event received substantial US and international press coverage and is considered a "must attend" event for publicity and award campaign strategies.

OPPORTUNITIES & BENEFITS

- Tickets to the TV Tea
- Sponsor Listing on event signage
- Corporate logo on the BAFTA LA Website promoting the TV Tea
- Corporate logo on step and repeat with BAFTA LA logo
- Preferential placement for signage
- Special section of hotel for photo display of video presentation



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THE TV TEA PARTY September 22, 2012

THE BRITANNIA AWARDS

were created in 1989 to celebrate the achievements of those who have made an outstanding contribution to excellence in the entertainment industry. Honors are given for excellence in film, directing and comedy, as well as for worldwide contribution to entertainment and for use of the moving image for humanitarian causes.



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THE 21st BRITANNIA AWARDS

November 7, 2012

THE BRITANNIA AWARDS

THE AWARDS

Recipients of the Stanley Kubrick Britannia Award for Excellence in Film are among the most legendary artists of Hollywood's modern era: **STEVEN SPIELBERG, TOM HANKS, GEORGE LUCAS, TOM CRUISE, ROBERT DE NIRO, SEAN PENN, WARREN BEATTY, CLINT EASTWOOD, JEFF BRIDGES** and **DENZEL WASHINGTON**.

In 2006, the Britannia Award for British Artist of the Year was added to honor outstanding contemporary British talent such as: **KATE WINSLET, HELENA BONHAM CARTER, EMILY BLUNT, RACHEL WEISZ, TILDA SWINTON** and **MICHAEL SHEEN**.

Our Britannia Award for Worldwide Contribution to Filmed Entertainment is reserved for the few extraordinary luminaries whose careers have had a truly global impact including: **KIRK DOUGLAS, RIDLEY AND TONY SCOTT** and **JOHN LASSETER** of **PIXAR**.



Through a special arrangement with the Chaplin family, in 2010 BAFTA LA introduced the Charlie Chaplin Britannia Award for Excellence in Comedy. **BETTY WHITE** was honored for her career spanning over 60 years. Last year, **BEN STILLER** became its second recipient and brought the house down with an hilarious acceptance speech.

The John Schlesinger Britannia Award for Excellence in Directing is awarded to a director whose work is distinguished by ingenuity. Past recipients have included: **ANTHONY MINGHELLA, CHRISTOPHER NOLAN, DANNY BOYLE, JIM SHERIDAN** and **PETER WEIR**.

THE PRESENTERS

Each year Hollywood's top talent flock to the Britannias to pay tribute to their colleagues and friends. Past Britannia presenters have included: **JULIA ROBERTS, HALLE BERRY, REESE WITHERSPOON, JOHNNY DEPP, SANDRA BULLOCK, BEN STILLER, BEN AFFLECK, ROBERT DOWNEY JR., AMY ADAMS, EWAN MCGREGOR, JACK BLACK, PAUL THOMAS ANDERSON, ANNETTE BENING, HELEN MIRREN, MARION COTILLARD, CAREY MULLIGAN** and **DAKOTA FANNING**.

Each presenter is chosen for their personal connection to the honoree, making the evening uniquely heartfelt and often hilarious.

THE TV SHOW

The Britannia Awards are a televised event seen throughout the world. In the US, **TV GUIDE NETWORK** airs both the Red Carpet special and the awards show on the weekend following the ceremony.

Highlights of the ceremony and backstage are also shown on tvguide.com. The live event and the television airings garner widespread media coverage.

THE EVENT

The Britannia Awards are held at the Beverly Hilton Hotel in Beverly Hills and are attended by 1,000 invited guests.

The black tie evening begins with a star-studded Red Carpet lined with key worldwide media outlets.

While guests enjoy a reception and Silent Auction outside the Ballroom, Honorees, Presenters and select guests mingle during Cocktail Hour at a hosted VIP Reception.

Guests and VIPs then proceed to the ballroom for dinner followed by the live Awards Show. A hosted After Party ends the evening.

HISTORY

The Britannia Awards began as a much smaller gala dinner, with just one honoree, and remained thusly until 1999. Early recipients included: **DUSTIN HOFFMAN, ANTHONY HOPKINS, MICHAEL CAINE, PETER USTINOV, JOHN TRAVOLTA** and **MARTIN SCORSESE**.

While they have evolved into a multi-award ceremony and Hollywood party, the unique appeal of the Britannia Awards remains its intimacy, conviviality, spontaneity and its classically British sense of proportion.



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THE 21st BRITANNIA AWARDS

November, 2012



**STANLEY KUBRICK BRITANNIA
AWARD FOR EXCELLENCE IN FILM**
WARREN BEATTY

**CHARLIE CHAPLIN BRITANNIA
AWARD FOR EXCELLENCE IN
COMEDY**
BEN STILLER



**BRITANNIA AWARD FOR
BRITISH ARTIST OF THE YEAR**
HELENA BONHAM CARTER



**JOHN SCHLESINGER BRITANNIA AWARD FOR
EXCELLENCE IN DIRECTING**
DAVID YATES



**ALBERT R. BROCCOLI BRITANNIA
AWARD FOR WORLDWIDE
CONTRIBUTION TO FILMED
ENTERTAINMENT**
JOHN LASSETER



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OUR 2011 HONOREES



Tables for your Executive Staff



Signature items at the VIP reception



Stage-side Gobos



Displays of your products
In the VIP Reception



Your product at the top tables,
in the hands of honorees



Your Name On The Red Carpet
Step & Repeat



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THE BRITANNIA AWARDS Sponsorship Opportunities



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BRITANNIA PRESS

THE AWARDS SEASON TEA PARTY

has a long tradition of recognizing the very best filmmaking talent by honoring the Golden Globe nominees and British and American Awards season nominees.

This uniquely elegant affair, held the day before the Golden Globes has become a staple fixture in the Awards Season calendar.

Our 450 guests include A-List celebrities, top producers, directors and writers, looking for both a respite from the demands of the Awards season and some timely exposure to the BAFTA Los Angeles membership during the BAFTA Film Awards voting period.

Attendees in the past two years have included Leonardo Di Caprio, Meryl Streep, Michelle Williams, Viola Davis, Charlize Theron, Glenn Close, Felicity Jones, Colin Firth, Ben Affleck, Jeremy Renner, Helena Bonham Carter, Nicole Kidman, Jeff Bridges, and Sir Ben Kingsley.



AWARDS SEASON TEA PARTY OPPORTUNITIES & BENEFITS

subject to negotiation

Bronze Sponsor

4 Tickets to the Event
Logo on signage
Item in goodie bag

Silver Sponsor

6 Tickets to the Event
Logo on signage
Item in goodie bag

Event Sponsor

Logo on Step and Repeat
Special section of hotel for product display or video presentation
6 Tickets to the Event
Item in goodie bag

Presenting Sponsor

Event Title Recognition
Logo on Step and Repeat
Corporate Sponsor Listing with corporate logo on event signage
Preferential placement for signage
Special section of hotel for product display or video presentation
Corporate logo on BAFTA LA website promoting the Awards Tea



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THE AWARDS SEASON TEA PARTY **January**

"Award Season regulars make time for a fun Tea in LA" - PopSugar



"a powder-keg's worth of star power and a bar full of gin" – Ministry of Gossip, LA Times

"It's nice being in a room with such inspiring, wonderful people to talk to."
– Andrew Garfield



"The sense of celebrating the good things the movie business does is what it's all about."
– Kenneth Branagh



"Bombay Sapphire was on hand to toast Michelle Williams" - JustJared



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TEA PARTY PRESS

BAFTA Los Angeles presents a year-round program of over **100 SCREENINGS** of the most recent film releases, selected television programs and classic films.

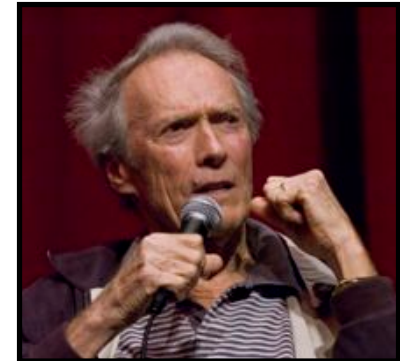
As the 1,200 members of BAFTA Los Angeles are eligible to vote in the prestigious Orange British Academy Film Awards, film studios and distributors work with the Academy to ensure our members see the films throughout the year.

Many screenings are followed by a private Question and Answer session where directors and actors discuss their behind-the-scenes experiences of the movie – a further indication of the industry's high regard for the Academy.

As company members, sponsors are invited to attend all of our screenings and events along with our voting members, offering unique insights into Hollywood mechanics as well as great networking possibilities.

OPPORTUNITIES

Official mention in:
Pre-screening mentions
Email blasts
Web postings
Signage



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SCREENINGS PROGRAM

BEHIND CLOSED DOORS

is an exclusive, members-only series of intimate conversations with Hollywood's elite.

Distinguished, renowned filmmakers join us for career-spanning interviews before a live theatre audience, chronicling their careers in the film and television industry.

Guests for these events have included Gary Oldman, Kathryn Bigelow, Tilda Swinton, David Cronenberg, Ronald Neame, Sir Ian McKellen and Ben Affleck.

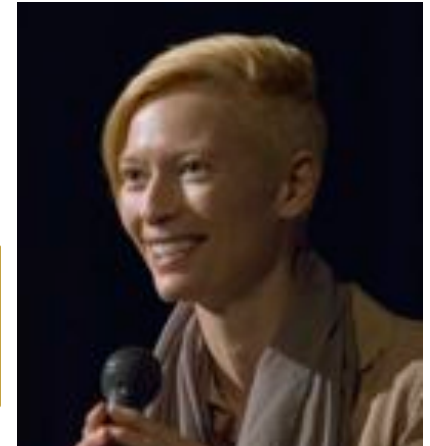
Behind Closed Doors provides our esteemed speakers with a unique opportunity to meet with the Academy on a personal level, outside of the PR hubbub that tends to surround awards season events. The conversation is regularly followed by a cocktail reception where attendees can chat face-to-face with the speaker.

All Behind Closed Doors events are videotaped and available to our members. Future events could also be available to the public.



"The only unappealing character in a movie of 50 appealing characters" – Ben Affleck, on his breakthrough role in *Dazed and Confused*

"I always, always wanted to write and never wanted to perform as I still don't" – Tilda Swinton



"35mm film is dead. Believe it. It's over. It's just a long, slow, agonizing death." – David Cronenberg

"The temperature would fluctuate, sometimes it would go down as low as 115" – Kathryn Bigelow recalls shooting *The Hurt Locker*



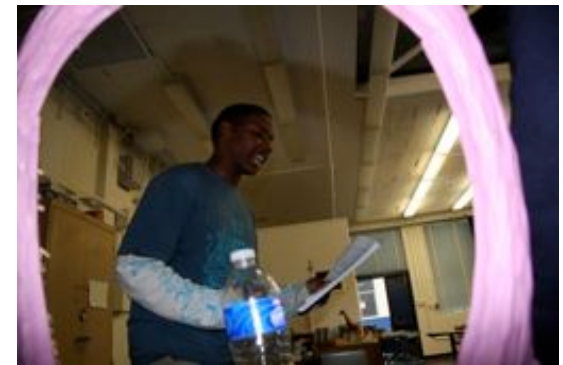
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BEHIND CLOSED DOORS

GIVING BACK



INNER CITY CINEMA / SHAKESPEARE IN THE HOOD / STUDENT FILM AWARDS
HELEN KELLER PARK HOLIDAY PARTY / INNER CITY SCHOLARSHIPS



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Working with the Department of Parks and Recreation, the Mayor's Office and Gang Reduction Development, BAFTA Los Angeles and Warner Bros. Pictures and Home Video provided free **SUMMER SCREENINGS** of entertaining family films to over 3,500 people in 6 county parks and 24 city parks around Los Angeles over nine weeks.



INNER CITY CINEMA is a thriving program which regularly provides free screenings of contemporary and classic films to over 200 people and brings filmmakers to speak with the families in South Los Angeles.



BAFTA LA's **SCHOLARSHIP** program has been the cornerstone of its charitable efforts since its founding. Our scholars have often gone onto incredibly successful careers. In 2012, we launched an ambitious new Scholarship designed to help a student through a full 3 year graduate program.

Ever since the free screenings began at Helen Keller Park, BAFTA Los Angeles has been hosting a **HOLIDAY CHRISTMAS PARTY** for the neighborhood. What started with 200 people attending has grown into an annual daylong event bringing together up to 3,000.



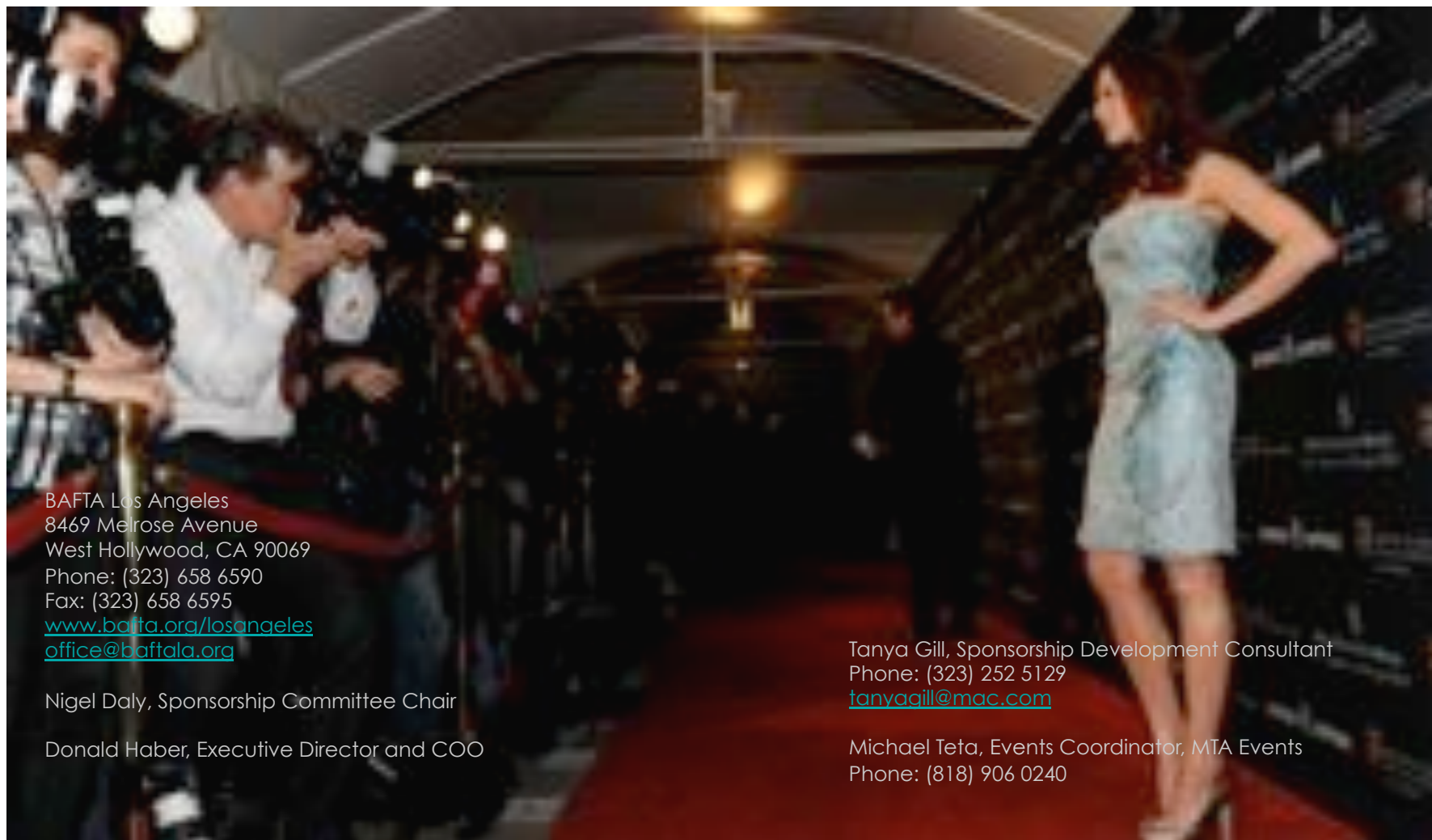
The **HERITAGE ARCHIVE** has produced and preserved in-depth interviews with many film and television professionals who have had a substantial career in the British film and television industry.

The library currently includes over 80 one-on-one, on camera interviews with British talent including Ken Annakin, Michael Caine, Derek Jacobi, Ken Loach, Ian McKellan, Malcolm McDowell, John Mills, Helen Mirren, Roger Moore, Ronnie Neame, Alan Parker, Ken Russell, John Schlesinger, Jim Sheridan and Michael York.



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EDUCATION AND OUTREACH



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