

Sponsorship Opportunities



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS
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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Los Angeles

MISSION AND PURPOSE

ANNUAL EVENTS



AWARDS SEASON TEA PARTY



BRITANNIA AWARDS



TV TEA PARTY



GARDEN PARTY



STUDENT FILM AWARD



BRITISH ACADEMY
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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 BRITANNIA AWARDS

THE AWARDS (part 1)

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

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

In 2010 BAFTA LA introduced the Charlie Chaplin Britannia Award for Excellence in Comedy. **BETTY WHITE** was honored and in 2011 **BEN STILLER** became our second honoree. The 2012 honorees were **TREY PARKER & MATT STONE** of *South Park* and *Book of Mormon* fame.



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THE BRITANNIA AWARDS

THE AWARDS (part 2)

The Albert R. Broccoli Britannia Award for Worldwide Contribution to Entertainment is reserved for the few extraordinary luminaries who serve as global ambassadors for our craft: **RONALD NEAME, KIRK DOUGLAS, RIDLEY AND TONY SCOTT** and **JOHN LASSETER** being among the most recent honorees.

In 2006, the Britannia Award for British Artist of the Year was added to honor outstanding contemporary British talent. This award recognizes talent in the prime of their careers, and honorees are treated to tributes from their heroes and closest colleagues alike. Honorees have included: **RACHEL WEISZ, KATE WINSLET, TILDA SWINTON, EMILY BLUNT, MICHAEL SHEEN, HELENA BONHAM CARTER** and most recently **DANIEL CRAIG**.



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THE BRITANNIA AWARDS

THE PRESENTERS

Each year Hollywood's top talent flock to the Britannia Awards to pay tribute to their friends and colleagues. Each presenter is chosen for their personal connection to the honoree, making the evening uniquely heartfelt and often hilarious.

Past Britannia presenters have included:

BEN AFFLECK	HARRISON FORD
STEPHEN SPEILBERG	ROGER CORMAN
JULIA ROBERTS	HALLE BERRY
ROBERT DOWNEY JR.	JOHNNY DEPP
SANDRA BULLOCK	BEN STILLER
AMY ADAMSEWAN MCGREGOR	
JACK BLACK	PAUL THOMAS ANDERSON
ANNETTE BENING	MARION COTILLARD
CAREY MULLIGAN	DAKOTA FANNING
JOSH GAD	OLIVIA MUNN
REESE WITHERSPOON	



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THE BRITANNIA AWARDS

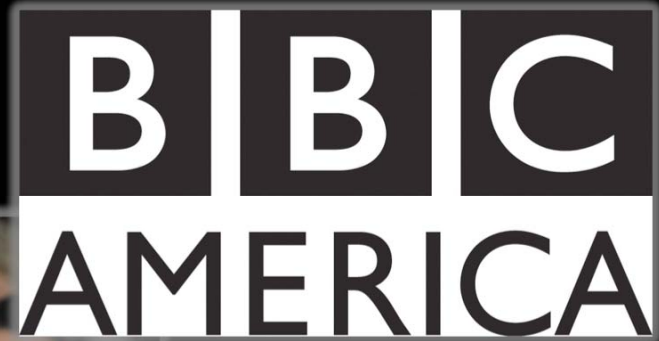
THE TV SHOW

The Britannia Awards are a televised event seen throughout the world. In the US, **BBC AMERICA** will air both the Red Carpet special and the awards show the day following the ceremony. The live event and the television airings garner widespread media coverage.

HISTORY

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

While it has 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 style.

The logo for BBC America, featuring the letters 'B B C' in a grid above the word 'AMERICA' in a larger font.

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THE BRITANNIA AWARDS

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 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.

HOST

Previous Britannia MCs have included: **WHOOPI GOLDBERG, ALAN CUMMING, STEPHEN FRY, HARRY SHEARER, ROGER MOORE, HUGH GRANT, ANGELA LANSBURY, CRAIG FERGUSON, MICHAEL SHEEN, and CARRIE FISHER.**



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THE BRITANNIA AWARDS



ALBERT R. BROCCOLI BRITANNIA AWARD FOR
WORLDWIDE CONTRIBUTION TO
ENTERTAINMENT

WILL WRIGHT



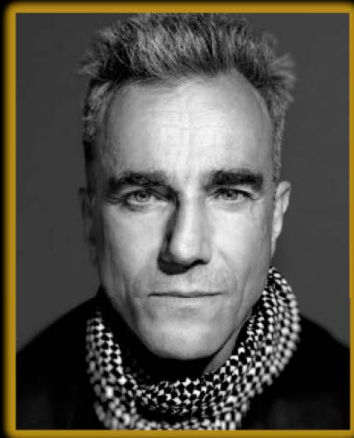
BRITANNIA AWARD FOR
BRITISH ARTIST OF THE YEAR

DANIEL CRAIG



JOHN SCHLESINGER BRITANNIA AWARD FOR
EXCELLENCE IN DIRECTING

QUENTIN TARANTINO



STANLEY KUBRICK BRITANNIA AWARD FOR
EXCELLENCE IN FILM

DANIEL DAY-LEWIS



CHARLIE CHAPLIN BRITANNIA AWARD
FOR EXCELLENCE IN COMEDY

TREY PARKER & MATT STONE



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2012 BRITANNIA AWARD HONOREES



"AS USUAL, BAFTA LA DEFINITELY KNOWS HOW TO PUT ON A FUN PARTY THAT HELPED REV UP THE COMING AWARDS SEASON" - LA Daily News

"A FUN NIGHT FOR ALL AND A CLASSY EVENT" - Hitflix

"DAKOTA FANNING, MARION COTILLARD AND OLIVIA WILDE KEPT THE GLAMOUR LEVELS HIGH" - Vogue.com



BRITISH ACADEMY OF FILM AND TELEVISION ARTS Los Angeles

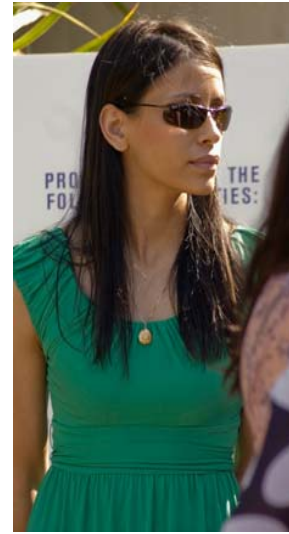
BRITANNIA PRESS

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 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.



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THE GARDEN PARTY
June 2, 2013

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 21, 2013

“Award Season regulars make time for a fun Tea in LA”

- PopSugar

“It’s nice being in a room with such inspiring, wonderful people to talk to.”
- Andrew Garfield



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



“The sense of celebrating the good things the movie business does is what it’s all about.”
- Kenneth Branagh



This event gets bigger every year, and keeps out-A-listing itself”
- Hollywood Reporter



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TEA PARTY 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.



OPPORTUNITIES & BENEFITS

subject to negotiation

Bronze Sponsor

- ☆4 Tickets to the Event
- ☆Logo on signage
- ☆Item in gift bag

Silver Sponsor

- ☆6 Tickets to the Event
- ☆Logo on signage
- ☆Item in gift bag

Event Sponsor

- ☆Logo on Step and Repeat
- ☆Special product or video display
- ☆6 Tickets to the Event
- ☆Item in gift 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
- ☆Corporate logo on BAFTA LA website promoting the Tea



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AWARDS SEASON TEA PARTY
January 2014

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

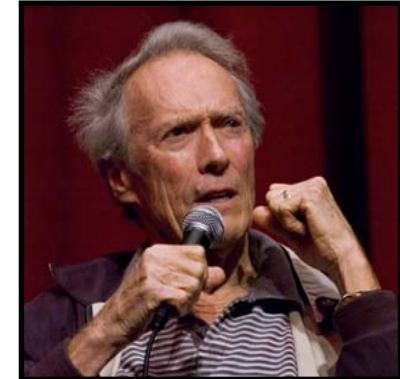
As the 1,200 members of BAFTA Los Angeles are eligible to vote in the prestigious Orange British Academy Film Awards, film studios and distributors work with the Academy to ensure our members see the films throughout the year.

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.



BRITISH ACADEMY
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BEHIND CLOSED DOORS

GIVING BACK



INNER-CITY CINEMA * INNER-CITY SHAKESPEARE PROJECT
BAFTA LA STUDENT SHORT FILM AWARDS
HELEN KELLER PARK HOLIDAY PARTY * INNER CITY SCHOLARSHIPS



BRITISH ACADEMY
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EDUCATION AND OUTREACH



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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