

FRANS FILMFESTIVAL  
**TAPIS ROUGE**

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**SPONSORSHIP KIT**

05 | 10  
NOV  
2020

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Building on the success of the first edition of Tapis Rouge Frans Filmfestival in 2019, we are pleased to announce that Tapis Rouge will be back this year and will take place from Thursday 5th until Tuesday 10th November 2020 !

## What is Tapis Rouge?

Tapis Rouge is a Film Festival created by two French cultural actors from Amsterdam, namely the Alliance Française Amsterdam and L'Echappée Belle foundation, both in association with Cinéart. Dedicated to all the cinephiles in the Netherlands, this festival has been designed to present the best new and recent French films. Tapis Rouge will be showing 15 films and 2 youth movies. A series of special events mile this festival week. To do so, Tapis Rouge is working with leading industry professionals i.e. major distributors and exhibitors, such as Pathé Nederland.

## Tapis Rouge 2019

With 18 films and 34 screenings, the 2019 edition has totalized 2510 viewers. Screenings took place mainly in Amsterdam. A limited programme was also shown in six major cities in The Netherlands. Many guests including Olivier Nakache, Éric Tolédano, Reda Kateb and Leïla Slimani were present for several highly successful special events. Philip Freriks was the ambassador of this first edition of Tapis Rouge Frans Filmfestival.

**TOTAL REACHES IN 2019 : 40 000+ REACHES 2 500+ VISITORS**

## Tapis Rouge 2020

With a broad spectrum of the most recent French language cinema, from popular movies to cutting-edge productions, Tapis Rouge 2020 will have several special events : sessions and encounters with film-makers and actors who will be present for several screenings, screenings for schools students and other events which will be announced at a later stage. Dedicated to all film-lovers in the Netherlands, this festival has been designed to present the best newly released French films. This year, the Tapis Rouge program is comprised of 17 films, including 2 films for a younger audience.





## Le Prix Tapis Rouge

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Major novelty for this new edition is the creation of a prize “Le Prix Tapis Rouge” for the best adaptation into film of a novel in the French language. Members of the jury are personalities, Dutch and French, of the cinema and literary world like Pierre Assouline, famous writer and member of the Académie Goncourt or Michel Crépu, the editor in chief of the prestigious La Nouvelle Revue française.

## Sponsors

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Sponsors for the 2019 Tapis Rouge Frans Filmfestival have included the French Ministry of Europe and Foreign Affairs, Unifrance, Thalys, BNP Paribas, Intertrust, TV5 Monde, Citroën and many other sponsors who have contributed their support in kind.

The French Ministry of Europe and Foreign Affairs, Unifrance and Hotel de l’Europe have already confirmed their support for the 2020 edition of Tapis Rouge.

Be part of this unique and exciting event celebrating the diversity of French cinema in the Netherlands: become a Tapis Rouge sponsor!

### LINE UP

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**5 Dutch premieres**  
**7 new films**  
**8 films released in 2020**  
**2 youth movies**

### DEMOGRAPHICS

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**Targeted audience:**  
**Age: 30+**  
**75% Dutch / 25% French**  
**Cinephiles, Francophiles**

### CINEMA KEY DATAS

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**Cinema attendances in Netherlands, 2018: 35,7M entries**

**2018 film releases in the Netherlands:**

- 66 Dutch films
- European films (excl. Dutch and French)
- 58 French films

## Tapis Rouge 2020 - Features

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7 DAYS

17 FILMS

40  
SCREENINGS

4 SPECIAL  
EVENTS

## What can we offer to your business?

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### 1/ Three sponsorship packages offering a whole array of benefits

- Complimentary tickets to the Opening Night with visiting directors/actors,
- Product placement & branding (subject to suitability) at all participating venues,
- Free entry to special events,
- Your logo present on our website,
- Page advertising in the festival brochure (circulation of 8,000),
- Branding on the special Festival ad reel before each screening, on posters and flyers.

### 2/ Tapis Rouge presenting sponsor

You may also become our exclusive “Presenting Sponsor” and have a special bespoke sponsor package.

### 3/ Tailor-made sponsorship package

We can tailor a specific sponsorship deal to suit your business needs such as exclusive corporate screenings to entertain your clients and VIP guests at a private screening.



FRANS FILMFESTIVAL  
**TAPIS ROUGE**

5-10 NOV 2020

**PATHE TUSCHINSKI - FILMHALLEN**

TAPISROUGEFRANSFILMFESTIVAL.NL

	BALCONY SPONSOR 1 000€	FRONT ROW SPONSOR 2 500€	RED CARPET SPONSOR 5 000€
VIP Invitations	2	4	8
Priority booking for the Opening night	X	X	X
Logo on the ad reel before all screenings	X	X	X
Logo on our newsletter	X	X	X
Add a gift in the goodie bag	X	X	X
Logo printed on Festival poster	X	X	X
Logo printed on programme booklet	X	X	X
Logo with hyperlink on Tapis Rouge website sponsors page	X	X	X
Facebook post mentioning your brand	X	2	2
Acknowledgement during the Opening Night	X	X	X
Logo in the festival report	X	X	X
Invitations for a special event		2	4
Flyers available for distribution on cinemas' premises		X	X
A half-page ad printed in the Tapis Rouge booklets		X	
Logo printed on flyers		X	X
Logo with hyperlink on Tapis Rouge website homepage		X	X
Logo with hyperlink on AFA website festival page		X	X
A mention of your brand in press release		X	X
Instagram post mentioning your brand		1	2
Slide or video ad in the ad reel before all screening		6"	15"
Possibility to brand the goodies bags		X	X
Logo with hyperlink on Tapis Rouge website homepage		X	X
Logo with hyperlink on AFA website festival page		X	X
Your banner paced at the Pathé Tuchinski for the Opening			X
A full-page ad printed in the Tapis Rouge Festival booklets			X

# RED CARPET SPONSOR

Sponsorship fee € 5 000 - Total value offered 11 014 €

## INVITATIONS

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8 VIP invitations for the Opening Night	200 €
4 invitations for a Special Event	44 €

## ADVERTISING SPACE

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A 15' slide or video ad in the adreel before all screenings	2 500 €
Your banner placed at the Pathe Tuschinski during the Opening Night	500 €
Your flyers placed at the theatre during the festival	450 €
E-letters: Your banner in: 1 festival e-letter + 1 AFA eletter + 1 EB eletter	900€
A full-page ad printed in the Tapis Rouge Festival booklets	1000 €
The opportunity to add a gift and a booklet in all goodie bags	350 €

## EXCLUSIVE RIGHTS

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Priority booking for the Opening Night (up to 20 VIP tickets and 50 regular tickets)	1 200 €
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## LOGO / REFERENCES

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Your logo printed on: Tapis Rouge Festival posters, flyers, and programme booklets	1 000 €
Your logo with hyperlink on: Tapis Rouge website homepage, Tapis Rouge website sponsors page, AF Amsterdam website festival page	1 420 €
A mention of your brand in one press release	300 €
Social Media posts mentioning your brand: - 2 on Facebook (Tapis Rouge FB or one of the 2 organising partners dedicated FB posts) - 2 on Instagram (Tapis Rouge or one of the 2 organising partners dedicated stories)	900 €
Acknowledgement during the opening night speech	150 €
Your logo in the festival report	100 €

## OPTIONAL

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Red carpet and Front row sponsors have the possibility to brand the goodie bags of the Opening Night of the Festival (700 pieces).	Upon quote
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# FRONT ROW SPONSOR

Sponsorship fee € 2 500 - Total value offered 6 467€

## INVITATIONS

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4 VIP invitations for the Opening Night

100 €

2 invitations for a Special Night

22 €

## ADVERTISING SPACE

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A 6' slide or video ad in the adreel before all screenings

1 000 €

Your flyers placed at the theatre during the festival

450 €

E-letters: Your banner in: 1 festival e-letter + 1 AFA eletter + 1 EB eletter

900€

A half-page ad printed in the Tapis Rouge Festival booklets

600 €

The opportunity to add a gift and a booklet in all goodie bags

350 €

## EXCLUSIVE RIGHTS

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Priority booking for the Opening Night (up to 10 VIP tickets and 25 regular tickets)

600 €

## LOGO / REFERENCES

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Your logo printed on: Tapis Rouge Festival posters, flyers, and programme booklets

1000 €

Your logo with hyperlink on: Tapis Rouge website homepage, Tapis Rouge website sponsors page, AF Amsterdam website festival page

1 420 €

A mention of your brand in one press release

300 €

Social Media posts mentioning your brand:

675 €

- 2 on Facebook (Tapis Rouge FB or one of the 2 organising partners dedicated FB posts)

- 1 on Instagram (Tapis Rouge or one of the 2 organising partners dedicated stories)

Acknowledgement during the opening night speech

150 €

Your logo in the festival report

100 €

## OPTIONAL

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Red carpet and Front row sponsors have the possibility to brand the goodie bags of the Opening Night of the Festival (700 pieces)

Upon quote

# BALCONY SPONSOR

Sponsorship fee € 1 000 - Total value offered 2 545 €

## INVITATIONS

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2 VIP invitations for the Opening Night **50 €**

## ADVERTISING SPACE

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Your logo in the adreel before all screenings **300 €**

E-letters: Your logo in: 1 festival newsletter, 1 AFA newsletter, 1 EB newsletter **300 €**

The opportunity to add a gift in all goodie bags **350 €**

## LOGO / REFERENCES

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Your logo printed on: Tapis Rouge Festival posters and programme booklets **800 €**

Your logo with hyperlink on: Tapis Rouge website sponsors page **270 €**

1 Facebook post mentioning your brand **225 €**

Acknowledgement during the Opening Night speech **150 €**

Your logo in the post-festival report **100 €**

## EXCLUSIVE RIGHTS

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Priority booking for the Opening Night (up to 25 regular tickets) **350 €**

# ONLINE COMMUNICATION

## Tapis Rouge

-  [info@tapisrouge.nl](mailto:info@tapisrouge.nl)
-  [www.tapisrouge.nl](http://www.tapisrouge.nl)
-  [Tapis Rouge Frans Filmfestival](#)
-  [@tapisrouge](#)

## L'Echappée Belle

-  [info@echappeebelle.nl](mailto:info@echappeebelle.nl) (1 100+ subscribers)
-  [www.echappeebelle.nl](http://www.echappeebelle.nl)
-  [L'Echappée Belle](#)

## Alliance Française Amsterdam

-  [bonjour@afamsterdam.nl](mailto:bonjour@afamsterdam.nl) (5 100 subscribers)
-  [www.afamsterdam.nl](http://www.afamsterdam.nl)
-  [Alliance Française Amsterdam](#) (1 500 followers)
-  [@alliancefrançaiseamsterdam](#) (1 700 followers)

## Le Temps Retrouvé

-  [info@letempsretrouve.nl](mailto:info@letempsretrouve.nl) (1 500+ subscribers)
-  [Le Temps Retrouvé](#)
-  [@letempsretrouveamsterdam](#)

## Le Francofil

-  [www.lefrancofil.nl](http://www.lefrancofil.nl)

## Cinéart

-  [www.cineart.nl](http://www.cineart.nl)

## French Ministry of Europe and Foreign Affairs

-  [Ambassade de France aux Pays-Bas](#)

## Pathé Nederlands

-  [www.pathe.nl](http://www.pathe.nl)

# OUR TEAM 2020



## PIERRE PASCAL BRUNEAU

A former lawyer and now owner of Le Temps Retrouvé, the French bookstore of Amsterdam, Pierre-Pascal Bruneau is the founder of L'Échappée Belle, a foundation for the promotion and development of the French language and culture with ANBI status. L'Échappée Belle organizes many cultural events including evenings with major French writers, conferences, lectures, and screenings of classic French movies as well as running a small café/community center in Amsterdam. Starting the Tapis Rouge Frans Filmfestival flowed logically from the weekly Cinémathèque programmed by the foundation in the Ketelhuis cinema in 2017/2018/2019. L'Échappée Belle receives support from and, in some instances, works jointly with l'Institut Français des Pays-bas.

+31 (0) 611380291  
ppb@echappeebelle.nl

*L'Échappée Belle*



## CARINE BOUGNAGUE

Carine Bougnague, Managing Director of the Alliance Française Amsterdam (AFA), has previously been the head of the Alliance Française of Perth, in Australia, where she has organized a sizeable French Filmfestival and is thus bringing invaluable expertise to Tapis Rouge. Carine Bougnague founded the AFA in 2017.

Part of a worldwide network of 835 French schools & cultural centers, AFA specialises in teaching French as a foreign language and promoting French culture. AFA is teaching to an international audience, at all levels & ages General and specific French, conversation workshops, French exams preparatory courses, private lessons, children courses, and is the official examination centre for French certifications in Amsterdam.

+31 (0)20 - 523 0742  
direction@afamsterdam.nl

*af* | Alliance Française  
Amsterdam



## MARC SMIT Programing & Distribution

Marc Smit is the co-manager and joint owner of, one the main film distributor in the Benelux. CINÉART is the leading distributor of French films in The Netherlands. CINÉART had a key role in organizing the opening of tapis Rouge at the Tuchinski Pathé Cinema, and in particular for making available Hors Normes, as an exclusive feature and première in The Netherlands. Olivier Nakache and Éric Toledano, Hors Normes directors, as well as Reda Kateb, one of the two leading actors of the film, were on stage at the Tapis Rouge opening. CINÉART distributes more than 30 films per year in the Netherlands, among which many have received prestigious awards including Oscar and the Cannes Golden Palm. CINÉART's focus is to support and release films that tell great stories and give meaning.

info@cinéart.nl

*cinéart*

# OUR PARTNERS

## MEDIA PARTNERS

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*Leven in*  
**frankrijk**

The magazine *Leven in Frankrijk* puts France in the spotlight. It is published six times a year with reports on known and less known regions. It offers an overview of dream houses, interiors and gardens, interviews with French, Dutch and Belgians who live in France with great attention to art, culture and French cuisine. Each edition contains many tips and addresses of experts for a memorable stay in France.

**TV5MONDE**

TV5Monde is a French television network, broadcasting several channels of French language programming. It is an approved participant member of the European Broadcasting Union.

## MAIN PARTNERS

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*cinéart*



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RÉPUBLIQUE FRANÇAISE

MINISTÈRE  
DE L'EUROPE ET DES  
AFFAIRES ÉTRANGÈRES

DE  
**FILMHALLEN**



# GET IN TOUCH!

## GENERAL ENQUIRIES

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## PRESS

Petra van HORSSSEN . Petra LETTERBOER  
Film Incompany  
info@filminc.nl

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## OFFICE AND REGISTERED ADDRESS

Keizergracht 529, 1017DP Amsterdam  
C/O Stichting L'Echappée Belle  
ANBI n°856008576  
<https://www.echapeebelle.nl/homepage/pourquoi-lechap-pee-belle/>

**MAKE CONTACT WITH OUR TEAM IF YOU WANT TO BECOME A SPONSOR OF THE TAPIS ROUGE FESTIVAL**

**LET'S WORK TOGETHER**

