



DIFF. DaVinci International Film Festival®

DAVINCI 24 INTERNATIONAL FILM FESTIVAL

# DAVINCI

INTERNATIONAL FILM FESTIVAL®



EXPERIENCE THE DIFF

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[davincifilmfestival.com](http://davincifilmfestival.com)



# EVENT OVERVIEW

PARIS

## FILM ASIA

ONE NIGHT ONLY LIMITED SEATING

**Proposed dates:** Q4 2024 or Q1 2025

**Location:** Paris, France

**Theme:** Inaugural DIFF-Paris - Showcasing Asian Cinema

**Format:** Single-day event featuring:

- Block of Short Films
- Feature Film
- Filmmaker Q&A
- Black Tie Gala After Party

**Target Audience for Inaugural Event:**

- HNW industry professionals and cinephiles in Paris
- Asian culture enthusiasts, Asian filmmakers
- Fashion and luxury brand representatives
- Film industry executives

**Proposed Venues:**

Le Grand Rex  
Le Champo  
Pantheon  
Studio 28  
Louxor  
Pagode





# BUSINESS MODEL

## EUROPEAN BRANDED FESTIVAL

### Revenue Streams:

#### Financial Sponsorships:

- Secure high-end sponsorships from luxury brands, fashion houses, and corporations targeting the affluent audience. These sponsorships will cover a range of benefits and activation including logo placement, product promotion, and hospitality opportunities at the event.
- Target potential title sponsor(s) like Ferrari, Cartier, Channel, etc. (*ideally a high-end Italian brand*)

#### Ticketing:

- Offer tiered ticketing with VIP options for premium seating, access to exclusive lounges, and meet-and-greet opportunities with filmmakers and industry professionals.

#### Partnerships:

- Collaborate with the venue (Eg., Champs-Élysées) with potential profit-sharing on concessions or merchandise sales.
- Partner with airlines and hotels to offer travel packages for attendees.

#### Submissions: (2025 Ed — )

- The DaVinci platform call for entries period, open to global participation.

#### Merchandise:

- DaVinci International Film Festival - Paris branded merchandise.





# BUSINESS MODEL

## EUROPEAN BRANDED FESTIVAL

### Success Metrics:

- **Ticket Sales:** Sell-out of all ticket tiers, with a strong showing in VIP categories.
- **Sponsorship Revenue:** Secure sponsorships that cover significant portion of event expenses.
- **Media Coverage:** Generate positive media attention in France and international publications.
- **Industry Recognition:** Establish DIFF-Paris as a prestigious event within the European film festival circuit.
- **Audience Feedback:** Positive, 5-Star reviews and high satisfaction from attendees.

### Sustainability:

- The DaVinci International Film Festival team will produce the event, leveraging their existing, award-winning platform past-performance and expertise to minimize cost.
- Focus on high-value sponsorships and premium experiences to ensure financial viability for the one-day event (Inaugural event).

### Future Expansion:

- This inaugural event serves as a springboard for a full-fledged DIFF-Paris in 2025, replicating the successful and highly-anticipated Los Angeles event/model with a multi-day screening, competitions, and executive industry panels.

### Key to Success (Inaugural DIFF-Paris Ed.):

- **Glamorous Appeal:** Curate a sophisticated and stylish event that aligns with a high-end venue, elevated sponsor brands, and target audience expectations.
- **Asian Cinema Focus:** Create a unique and exciting experience by showcasing the best of Asian cinema attracting a dedicated niche audience segment. This highly-targeted approach will allow event producers and programming to focus on applying the experience for year one.
- **High-Profile Partnerships:** Collaborate with reputable brands and organizations to enhance the events credibility and reach.
- **Execution Excellence:** Deliver a flawless event that exceeds attendee expectations and leaves a lasting impression.

By implementing this business model, DIFF-Paris has the potential to become a premier cultural event. The single-day event in Q4 focusing on Asian cinema will introduce the festival to Europe as a high-end, exclusive event and set the stage as a permanent fixture in the European film festival scene.





# ABOUT DAVINCI

*"RAISING THE BAR ON THE FESTIVAL CIRCUIT."*

The DaVinci International Film Festival (DIFF), is produced by 501(c)3 nonprofit DaVinci Film Foundation Inc., as a prestigious annual event, celebrating global independent cinema with its renowned Leo Awards.

Held at the world-famous Grove in Los Angeles, this 5-star platform extends its reach beyond film, recognizing creative excellence across disciplines like music, architecture, and invention.

DIFF fosters industry connection through star-studded red carpets and exclusive executive panels featuring industry events: FilmBC, FilmAsia, The Creativity Conference, and the Writers' Corner.

In 2024, DIFF honored Michael J. Fox with its inaugural Visionary Award® for his excellence on and off camera, and his profound impact on humanity worldwide.

## DEMOGRAPHICS

DaVinci International Film Festival (DIFF) target audience is a highly engaged group of independent filmmakers. This demographic skews towards females (60%) and typically falls within the 25-65 age range.

These are intelligent and accomplished industry professionals, with the majority boasting college and advanced degrees with annual salaries exceeding \$100,000.

Many are seasoned entertainment professionals who actively participate in the festival circuit. They largely come to DIFF seeking more than just competition; they crave enriching and elevated experiences, opportunities to gain traction for their projects, and valuable networking connections to propel their careers forward.





# METRICS

DaVinci International Film Festival (DIFF) boasts impressive growth in its short time on the scene.

The platform has consistently doubled, and in some cases even quadrupled, its reach from year to year. This remarkable trajectory extends through the challenges of a virtual format during COVID, with DIFF remaining profitable every year and maintaining a debt-free operation.

The 6th Edition in February 2024 saw attendance soar to over 3,000 for the weekend event, doubling the prior year even amidst industry disruptions. Major press outlets like Getty Images, The Hollywood Reporter, and the Los Angeles Times covered the festival, further solidifying its position.

The sold-out Awards Ceremony and packed mixers and after-party demonstrate the passionate community DIFF has cultivated.

# TRAJECTORY

Building on its impressive track record, DaVinci International Film Festival (DIFF) is poised for even greater accomplishments. The highly-anticipated 7th Edition in 2024 will see DIFF achieve the prestigious designation of Academy® Qualifying film festival, a major boon for participating filmmakers.

Furthermore, the ambitious Board of Directors is setting its sights on international expansion, bringing the renowned Leo Awards to new markets. This strategic move promises to solidify DIFF's position as a leading platform for global independent cinema.





# PARTNERS

DaVinci International Film Festival (DIFF) is a powerhouse when it comes to event production. Our leadership team boasts extensive global experience, and we've cultivated a network of industry partners to ensure every DIFF event, including DIFF-Paris, is executed flawlessly. This translates to high-caliber productions delivered on time and within budget.

DaVinci's leadership team boasts the co-founder of the Sundance Film Festival, multiple Emmy and BAFTA-winning producers, and an award-winning live event production company, leveraging their global networks and industry expertise.





# OPPORTUNITY

Our Marquee position is a single year (1) rotation as a co-branded partner for the festival in all collateral and promotional content including but not limited to digital (online), print, radio, and TV spots. Our “PRESENTING” sponsor will have prime logo visibility along side the DIFF brand on our Official websites and in print. In addition, the Marquee also includes the package below:

- Year-round Marquee logo placement on all collateral and dedicated Sponsor page with click-through
- Logo on DaVinci billboards in Los Angeles for 90 day ad run with an estimated 7 million impressions
- Logo featured on festival Step-and-Repeat banners
- Company name & logo on DIFF programs, press releases, publications, websites, newsletter, and email blasts
- Live link on all DIFF electronic communications
- Logo placement on Official DIFF website and preroll for each screening
- Logo placement on Official DIFF Online festival homepage banner
- Logo on Festival Badge Credentials
- Commercial for festival preroll
- Twelve (12) All-Access, VIP passes for screenings, parties, and events
- Program inclusion (Full Page Ad)
- Panel and Jury participation (Optional)
- Gift bag inclusion
- Dedicated on screen and venue footprint marketing
- Acknowledgement at Gala After Party
- Dedicated social media promotions and partnership announcement
- Dedicated email blast to DIFF database
- Leo Award® presenter\*\*
- Multi-year opportunity

Contact us to learn more about the DaVinci Marquee “Presented By” sponsorship position: [partners@davincifilm.org](mailto:partners@davincifilm.org)



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**“[DIFF] Doing it Right!”**

- Scott Simonsen

Winner of the Academy of Motion Pictures®  
Nicholl Fellowship



- FilmFreeway

**“Raising the Bar on the  
Festival Circuit”**

- Veritas Film & Television

**“A Next-Level Fest”**

- Los Angeles Times

**“First Class All the Way”**

- Martini Studios

**“There’s something very DIFFerent  
and SPECIAL about DaVinci”**

- Annetta Marion

Emmy & BAFTA Award-Winner







## DIFF6 SHOW REEL



[partners@davincifilm.org](mailto:partners@davincifilm.org)

**EXPERIENCE THE DIFF™**



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