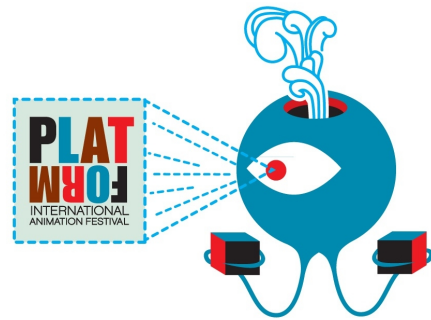


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**PLATFORM FESTIVAL, INC.**  
A 501(c)3 nonprofit organization  
Federal Tax ID: 26-1929740

**Los Angeles Office**  
2002 Tuna Canyon Road  
Topanga, CA 90290 USA

**Festival Director: Irene Kotlarz**  
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## **PLATFORM INTERNATIONAL ANIMATION FESTIVAL, October 26-28 2012 REDCAT Theater, Downtown Los Angeles**

### **OVERVIEW:**

Platform is an internationally acclaimed animation festival founded in 2007; our first major event was held in Portland, Oregon, and was the first multi-platform animation festival in the world as well as the biggest animation festival in the US.

We are now planning an event in Los Angeles in collaboration with Cal Arts and the REDCAT Theater, part of the Walt Disney Concert Hall complex Downtown, [www.redcat.org](http://www.redcat.org), The festival will showcase some of the most exciting and innovative new animated films and talent as well as celebrating animation's heritage. A unique feature will be the introduction of a new generation of curators, a group of Cal Arts animation students working in collaboration with Festival Director Irene Kotlarz, and representing the fresh taste and sophistication of the internet generation of animation artists.

The program will include screenings and panels devoted to contemporary internet culture, including a presentation by internet sensation PES; also selections of the best shorts and graduation films from Annecy 2012; a 40 year retrospective of Cal Arts animation originally presented at Annecy this year; and the first major Los Angeles retrospective of surrealist stop-motion pioneer Ladislav Starewitch, whose much-loved tale of insect infidelity, *The Cameraman's Revenge* debuted exactly one hundred years ago. Cal Arts' Music department will provide live music with Starewitch's early silent films.

We are offering sponsorship opportunities at different levels for these events. All sponsors will receive recognition on the Platform website, in all press and publicity material, and onsite at the event, complimentary VIP tickets and the following specific benefits:

#### **1. PRESENTING SPONSOR: \$25,000**

- Top tier prominent name and logo recognition as "Presenting Sponsor" on website, onsite, on all print, press and publicity material
- Verbal recognition at Opening, and all major screenings and events
- Complimentary VIP seating and invitations to all events
- First option to host events such as Opening Night or Saturday Night party

- Possibility of integration into festival program, and ‘first look’ at film entries
- Naming rights to special event or program
- Option to distribute merchandise or gifts

Cont/ ...

## 2. MAJOR SPONSOR: \$10,000

- Prominent name and logo recognition as “Major Sponsor” on website, onsite, and on all publicity material.
- Verbal recognition at major events
- Complimentary VIP tickets and invitations to all events
- Naming rights to special event or program
- Option to distribute merchandise or gifts

## 3. EVENT SPONSOR:

For the following individually priced flagship events:

- **FESTIVAL OPENING: LADISLAW STAREWITCH RETROSPECTIVE: \$5,000**  
featuring 35mm archival prints from France; personal appearance by Starewitch’s granddaughter, who still has some of his original puppets; silent films accompanied by live music from Cal Arts music dept.
- **KATSUHIRO OTOMO in person: \$5,000**  
A rare and exclusive personal appearance and interview with the most celebrated creator of Japanese manga and anime, presenting the US premiere of his new short film **COMBUSTIBLE**; (presented in association with ASIFA Hollywood)
- **LIFE AFTER COLLEGE: Panel \$5,000**  
Following the screening of two Cal Arts Animation retrospective programs covering 40 years worth of student films by some of the top artists in the business, a panel of some of the featured artists explaining their trajectories between college and becoming successful contenders in the world of animation
- **BEST OF WORLD ANIMATION: \$2,000**  
Two programs selected from Annecy 2012 :Short Films, and Graduation Films

- **PES: \$2,000**  
A personal selection and presentation of films by internet sensation PES

**Benefits:**

- Name and logo recognition as “Event Sponsor” attached to individual event, and Platform as a whole, on website, onsite, on all publicity material
- Complimentary tickets and invitations to all events
- Option to distribute merchandise or gifts

**4. PARTY SPONSOR: Costs variable**

Our festival will include a number of parties and receptions that are items for sponsorship, to which sponsors can attach their names and logos. Costs will vary depending on the sponsor’s budget and wishes. Please contact the Festival Director, Irene Kotlarz, irene@platformfestival.com 310 455 3903, to discuss further.

**They include:**

- **OPENING NIGHT PARTY, Friday October 26**
- **SATURDAY NIGHT PARTY, October 27**
- ~~Cal Arts Alumni party, Sunday October 27 (taken)~~

**Benefits include:**

- Name and logo recognition on invitations and onsite at event
- Name and logo recognition on festival website and publicity material
- Complimentary tickets at screenings
- Option to distribute merchandise or gifts

**5. FESTIVAL PATRON: \$1,000**

- Name and logo recognition as “Patron” on website and onsite, and on publicity material
- 2 complimentary tickets (subject to RSVP) to all and invitations to all events

**6. FRIEND OF THE FESTIVAL: \$500**

- Name recognition as “Friend” on website, onsite and on select publicity material
- Complimentary ticket (subject to RSVP) per screening, and invitation to all events

