



## Third Yerevan International Film Festival

### Festival Partnership Offer Package

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## **Festival aims and goals**

GOLDEN APRICOT Yerevan International Film Festival was founded in 2004.

The main goals of the festival are:

- ü To contribute to the development of the national film production;
- ü To propagate the best examples of the World Cinema in Armenia;
- ü To present and propagandize the Armenian cinema in Armenia and abroad;
- ü To import new technologies into the Armenian Cinema;
- ü To discover new names;
- ü To establish connections with professional organizations and festivals both in the region and abroad
- ü To develop international cooperation in the field of cinema;
- ü To establish connections with Armenian Diaspora;
- ü To organize festivals, seminars, master classes, etc.

From the first day of its establishing, the organization has realized a number of programs, the most important of which is the DIRECTORS ACROSS BORDERS project. Since 2005, the European Cultural Parliament has been patronizing the project.

The festival has received extensive positive feedback and secured its constant place among international film festivals. Its program includes an annual competition section called the ARMENIAN PANORAMA, which is a unique way of presenting the cinema of the Diaspora. Besides, Armenian Film programs have been presented at KINOSHOK International Film Festival in Anapa, Russia (September 2004), and the 7<sup>th</sup> International Film Festival in Buenos Aires, Argentina (April 2005). The Program is to be also held in Germany, Japan, Iran, Russia, Uruguay, Argentina, Georgia and other countries.

For additional information please visit [www.gaiff.am](http://www.gaiff.am).

## **List of the Founders and Organizers**

**FOUNDERS:**

Ministry of Foreign Affairs of RA  
Ministry of Culture & Youth Affairs of RA  
Ministry of Economic & Trade of RA  
“Hayastan” All - Armenian Fund  
h1 State Public TV of Armenia  
Film Development Foundation  
Armenian Association of Film Critics &  
Cinema Journalists  
The Benevolent Fund for  
Cultural Development  
Moskva Cinema  
Nairi Cinema  
Hayfilm Studio  
S. Parajanov Museum  
SIL Group  
National Cinematheque  
Paradise Agency

**GOLDEN APRICOT  
INTERNATIONAL FILM FESTIVAL  
CHAIRMAN**

Atom Egoyan

**HONORARY CHAIRMAN**

Vartan Oskanian, Minister of Foreign Affairs of RA

**BOARD OF TRUSTEES**

Alexan Harutyunyan  
Gevorg Gevorgyan  
Naira Melkumyan  
Karen Tshmarityan  
Aram Mehrabyan  
Arsen Ghazaryan  
Garegin Nushikyan  
Khachatur Sukiasyan  
Bagrat Sargsyan

**DIRECTOR**

Harutyun Khachatryan

**ART DIRECTOR**

Susanna Harutyunyan

**PROGRAM DIRECTOR**

Mikayel Stamboltsyan

**EXECUTIVE BOARD**

Chairman

Roland Sharoyan

Ararat Mahtesyan

*Police Department RA*

Shahen Hovasapyan

*State Tax Service of the RA*

Gagik Khachatryan  
*Customs State Committee of the RA*

Nora Nercessian  
Cambridge, Massachusetts

Alex Sarkissian  
«Golden Apricot» LA office

**ARTISTIC BOARD**

Susanna Harutyunyan  
Mikayel Stamboltsyan  
Martin Adoyan  
Mikayel Dovlatyan  
Garegin Zakoyan  
Hrant Hovhannisyan  
Ararat Sargsyan  
Zaven Sargsyan  
Hakob Avetikyan  
Albert Yavuryan  
Albert Mkrtchyan  
Karen Gevorgyan  
David Muradyan  
Armen Mazmanyan  
Levon Malkhasyan

**PARTNERS**

European Cultural Parliament,  
British Council, Armenia  
Open Society Institute Assistant Foundation - Armenia  
The Federal Agency for Culture and Cinematography  
of the Russian Federation  
Jan Frijman Fund, The Netherlands

### List of GOLDEN APRICOT 2005 participants

Name	Country	Name	Country
Arshil Egoyan	Canada, Toronto	Nishtha Jain	India
Arsine Khanjian	Canada, Toronto	Smriti Nevatia	India
Atom Egoyan	Canada, Toronto	Vahe Berberyan	USA
Jean-Pierre Rehm	France, Marcel	Frederic Alexanian	USA
Flavia de la Fuente	Argentina	Paula Gaminde	USA
Eduardo Antin	Argentina	Gaga Chkheidze	Georgia, Tbilisi
Abbas Kiarostami	Iran, Tehran	Gia Saginadze	Georgia, Tbilisi
Deborah Young	Italy, Roma	Manana Suradze	Georgia, Tbilisi
Krzysztof Zanussi	Poland, Warsaw	Nina Anjaparidze	Georgia, Tbilisi
Liane Van Daal	The Netherlands, Amsterdam	Salome Dadunashvili	Georgia, Tbilisi
Jos Stelling	The Netherlands, Amsterdam	Suzanne Khardalian	Sweden
Ann Thompson	U.K., London	Kiril Razlogov	Russia, Moscow
Simon Field	U.K., London	Mrs. Razlogova	Russia, Moscow
Peter Wintonick	Canada, Montreal	Yelena Yatsura	Russia, Moscow
Mira Wintonick	Canada, Montreal	Anushavan Salamanian	Romania, Bucharest
Ludmila Cvikova	The Netherlands, Prague	Ileana Stănculescu	Romania, Bucharest
Peter van Buren	The Netherlands, Amsterdam	Anna Melikian	Russia, Elista
Nikita Mikhalkov	Russia, Moscow	Andrey Tarasenko "KTV"	Russia, Moscow
Denis Baglay	Russia, Moscow	Lilia Valeeva "KTV"	Russia, Moscow
Leonid Vereshyagin	Russia, Moscow	Victor Silyaev "KTV"	Russia, Moscow
Roman Balayan	Ukraine, Kiev	Svetlana Khokhryakova	Russia, Moscow
Sergey Lazaruk	Russia, Moscow	Boris Mitic	Serbia, Belgrade
Hakob Kirakosyan	Russia	Jack Cahill	USA
Bahman Kiarostami	Iran, Tehran	Steve Sanguedolce	Canada
Siddiq Barmak	Afghanistan, Kabul	Garine Torossian	Canada
Marina Golbahari	Afghanistan, Kabul	Erez T Yanuv Barzila	Canada ( Istanbul)
Jeppe Ronde	Denmark	Galina Antoshevskaya	Russia, St.Petersburg
Nora Nersisian	USA	Olga Sherwood	Russia, St.Petersburg
Serge Avedikian	France	Alena Solntseva	Russia, Moscow
Simon Abkarian	France, Paris	Aram Heknian	USA
Annett Schütze	Germany	Armen Ohannesian	USA
Andris Grinbergs	Latvia, Riga	Arno Yeretzian	USA
Yeşim Ustaoglu	Turkey, Istanbul	Karnik Gregorian	Germany
Ozkan Alper	Turkey, Istanbul	Bella Galumova	Germany
Sheila Whitaker	U.K., London	Carmen Labaki	Lebanon
Alek Sargsyan	USA	Carmen's Fiance	Germany
Yang Chao	China	Kristiina Daivdjants	Estonia
Fred Kellemen	Germany, Berlin	Marco Basso	Estonia
Gulsim Aldongarova	Kazakhstan, Almati	Brigitta Daivdjants	Estonia
Gary Conklin	USA	Fred Tribolet	France
Alexandra Conklin	USA	Boris Hayrapetyan	Russia/Armenia
Lucrezia Conklin	USA	Mladen Krstevski	Macedonia
Maria Vedinyapina	Sweden	Vasil Zafircev	Macedonia
Marianna Haltberg	Sweden	Fow Pyng Hu	Amsterdam
Mujde Arslan	Turkey, Istanbul	Gholamreza Ramezani	Iran, Tehran
Shahin Bazil	Iran, Tehran	Jeon Chan Il	S. Korea

## **List of GOLDEN APRICOT 2006 guests and events**

The list of special guests for this year's festival includes Jean-Luc Godard (France), Moritz de Hadeln, who has been the director of the world famous festivals of Berlin, Venice, Locarno, and Nyon for many years; Sandra den Hamer, Director of the International Film Festival in Rotterdam, Peter Scarlet, Director of the New York Tribeca Film Festival; Hollywood star Shon Penn, and many others. The list of Festival's special guests is growing day by day.

The list of this year's festival jury members includes such celebrities as Atom Egoyan; Kim Dong-ho, Director of the Pusan International Film Festival; Yanike Alhund, Director of the Goteborg International Film Festival; Aline Tashchyan, film observer of the Millet newspaper; Yervand Gianikian; Vitali Manski; Godfrey Reggio, and Pirjo Honkasalo. The mentioned persons are frequent guests and jury members at many world famous film festivals, such as the Cannes, the Golden Globe, the Berlinale and others. More than 500 participants will be invited in the year 2006.

More than 50 events will be realized within the scope of the Festival, among which are the following:

- exhibitions
- press conferences
- seminars
- master classes
- receptions
- open air concerts
- parties
- advertising campaigns

Around 120 films (at least two times each) will be screened in 8 different cinema halls.

- Both local and foreign TV channels, such as Canal +, Euronews, Cultura, ORT, MIR, RTR, etc., will be present at the events.
- On festival days, about 10,000 articles will be published in well-known local and foreign newspapers, magazines and posted on the Internet.

## **Advertising opportunities:**

Advertising will be provided for a year in the region and abroad, by means of spot screenings commercials, disseminating leaflets, publishing catalogs and brochures, maintaining a web site devoted to the event, distributing T-shirts, pens, hats with logo and other promotional materials

- Advertisement spot screenings in Russia, USA, Iran, Lithuania, Turkey and Georgia (the best festival films will be shown in these countries)
- Advertisement spot screenings in Vanadzor, Gyumri and Stepanakert
- Commercial broadcast on 12 Armenian TV channels during 2 months
- Commercial broadcast on 6 Armenian radio stations during 2 months
- 30 street banners sustained for 2 to 4 months
- Placing of advertisements in all festival venues
- Running commercials in cinema halls prior to 300 film screenings
- Placing the festival advertisements and the festival logo with local newspapers and production of the following:
  - catalogues
  - invitations
  - guidelines
  - lists of films
  - guest and participant badges
  - pens and bags
  - T-shirts and hats
  - pins and other advertising materials
- Placing the festival banner on the festival's official web site during one year
- Commercials spots on TV including everyday interviews with festival guests and indicating the festival's banner

As well as:

- Live satellite broadcast of the festival opening and closing ceremonies
- Exhibition openings
- Everyday press conferences
- Everyday seminars
- Receptions organized for stars
- Parties
- Everyday open air concerts and events

## **Partnership Offer Package**

The package includes extensive mutually profitable advertising opportunities:

- A partner's half a page size logo(s) will appear in the festival annual catalogue, which will be sent to all the Cinema Centers and national cinematheques of the world and will be distributed among all the festival participants and partners;
- Only a partner's logo will be printed on invitations, list of films, guidelines and banners;
- Advertisements will be placed in cinema foyers during everyday press conferences and open air events;
- Radio and TV commercials will be run on 12 Armenian channels for 2 months;
- Advertisement spot screenings along with other spot screenings will appear in Yerevan, Vanadzor, Gyumri and Stepanakert;
- The advertising will be placed in the city center during 2 months;
- The banner will be posted on the festival web site during one year with link(s) to the partner's web site;
- 2 logos can be advertised if they both belong to the same company;

Both the duration of advertising and the amount of advertising materials are negotiable till May 15.

**The package price: \$10,000 – \$20,000**

## **Sponsorship Offer Package**

The package includes exclusive advertising opportunities and mutually profitable contracts:

- Advertisement spot screenings in Vanadzor, Gyumri and Stepanakert;
- Commercials on 10 Armenian TV channels and 6 radio stations;
- 20 screenings of advertisement spots in cinema halls;
- the banners of the sponsor placed in cinema halls, foyers, at everyday press conferences, seminars, open air events, parties, receptions, opening and closing ceremonies;
- festival banners with the sponsor's logo will be placed in the city center for 2 months;
- only a sponsor's logo will appear on festival T-shirts, pins, bags, posters, invitations for opening and closing ceremonies, receptions, etc.;
- the sponsor will be provided with 1 or 2 annual festival catalogue color pages for advertisements;
- the sponsor's banner will be placed on the festival web site for a year, with link(s) to the partner's web site;
- the sponsor's logo will be printed on about 10-25 cars at guests' disposal;
- possibility of 4 advertising campaigns with product and other advertising material presentations at open air events, parties and exhibitions;
- sponsor's products will be printed on a separate page in the festival daily newspaper;
- the sponsor's logo will be broadcast by foreign media;
- only the sponsor's logo will be broadcast during interviews with important guests and movie stars;
- exclusive seat selection opportunities for sponsors at all the events;
- 2 logos can be advertised if they both belong to the same company;

Both the duration of advertising and the amount of advertising materials are negotiable till May 15.

**The package price: \$25,000 – \$45,000**

## **General Sponsorship Offer Package**

The package includes all advertising opportunities.

The festival provides:

- advertisement spot screenings in USA, Russia, Iran, Lithuania, Turkey and Georgia (the best festival films will be shown during the most famous film festivals in these countries);
- advertisement spot screenings in Vanadzor, Gyumri and Karabagh;
- the festival Grand-Prix will be handed to the winner by a star on behalf of the general sponsor;
- only the general sponsor's name and advertisement spot will be broadcast at the opening and closing ceremonies;
- general sponsor's commercials and logo will be broadcast on 12 Armenian TV channels for 2 months;
- commercials on 4 Armenian radio stations will be run for 2 months;
- the general sponsor's logo will be placed on 20 festival banners in different regions of Armenia for 2-4 months;
- the general sponsor's banners will be placed in all festival venues;
- 300 screenings of advertisement spots will be broadcast in cinema halls prior to films screenings;
- only the general sponsor's logo can be printed on all festival publications: the main pages of the festival catalogue, invitations, guest and participant badges, pens, hats and other promotional materials;
- the general sponsor's banner will be placed on all the pages of the festival's web site for a year;
- the general sponsor's banner will be placed near special guests and stars during TV broadcasts;
- the opening and closing ceremonies will be broken with general sponsor's commercials broadcast by the satellite;
- possibility of running 1-6 advertising campaigns with product and other advertising materials presentations at open air events, parties and exhibitions;
- only the general sponsor's logo will be placed on Golden Apricot cultural and international relations letters for a year;

Only the general sponsor's name will be announced at:

- festival opening and closing ceremonies;
- openings of exhibitions;
- receptions;
- parties;
- everyday open air concerts and events.

**The package price: \$50,000 – \$100,000**