



CANNES 2011

SPONSORSHIP PROPOSAL

The Pavilion provides a sponsor with an integrated solution to maximize their presence in the film festival arena and to underline their commitment to the next generation of filmmakers.

WELCOME TO CANNES AND THE AMERICAN PAVILION

INTRODUCTION

The Cannes Film Festival is the most important event in the international film calendar. Each year, over 20,000 industry professionals and over 4,000 journalists attend the 12-day Festival.

Since 1989, The American Pavilion has been the hub of American activity at the Film Festival. The Pavilion is a sponsor-focused organization providing corporate partners with direct access to industry professionals as well as the next generation of filmmakers.



Serving as a communication and hospitality center for the thousands of entertainment industry professionals in Cannes during the Film Festival, The Pavilion provides an impressive array of facilities and services to the international film community. For the corporate sponsors of The Pavilion, the dozens of exhibitors and office holders, and the thousands of participants, The Pavilion accommodates the need for information, orientation, and

recreation. For the duration of the festival, The Pavilion provides both a dynamic business environment and an opportunity to relax in comfortable surroundings.

THE AMERICAN PAVILION OFFERS

- Prime real estate in the heart of the Festival, creating an ideal setting in which to meet customers
- Ongoing branding and visibility to the thousands of industry professionals doing business and socializing in The Pavilion throughout the 12-day Festival
- A platform for launching new products and promoting existing products
- The opportunity to leverage success stories via programming such as panel discussions and screenings of projects
- A framework for building relationships within the filmmaking community through client entertainment
- Strengthened positioning for an organization as an educator in the film community





PRESENTING SPONSOR

BENEFITS

- Naming rights of The American Pavilion
- Category exclusivity
- Inclusion of logo on all print advertising, electronic media and printed materials
- Inclusion of logo on “step and repeat” signage at entrance to The Pavilion
- Branded apparel worn by staff of 200
- Festival accreditation for up to six representatives
- Ten invitations to red carpet screenings
- Access to nightly cocktail parties in The Pavilion’s corporate apartment



SUSTAINING SPONSOR

OPPORTUNITIES

Student Program
Bar & Restaurant
Media Terrace
Membership Services
Green Room
Conference Center
Wireless Café
Greening

BENEFITS

- Category exclusivity
- Inclusion of logo on all print advertising, electronic media and printed materials
- Festival accreditation for up to four representatives
- Five invitations to red carpet screenings
- Access to nightly cocktail parties in The Pavilion’s corporate apartment



SUPPORTER

OPPORTUNITIES

10 X 10 Exhibit Space
Product Sponsorships including coffee, wine, beer and spirits
Media Partnerships
35 X 5 banner on Corporate Apartment, overlooking the red carpet

Start page in American Pavilion Wireless Café
Logo on directors’ chairs in American Pavilion Conference Center
Hosting of a panel discussion in American Pavilion Conference Center

BENEFITS

- Inclusion of logo on all print advertising, electronic media and printed materials
- Festival accreditation for up to two representatives
- Access to nightly cocktail parties in The Pavilion’s corporate apartment



ADDITIONAL OPPORTUNITIES

Cocktail parties, press luncheons and late-night parties
Junket space on Media Terrace

Inclusion of publications in The American Pavilion Newsstand
Branded lanyards distributed to Pavilion members

Table toppers on 40 tables throughout The Pavilion
Brochure and Literature Display
Poster Sites

PRESENTING LEVEL SPONSORSHIP OPPORTUNITIES






BENEFITS

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SUSTAINING LEVEL SPONSORSHIP OPPORTUNITIES

BENEFITS

-  Category exclusivity
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-  Access to nightly cocktail parties in The Pavilion's corporate apartment

Available sponsorships:

WORLDWIDE STUDENT PROGRAM

BAR & RESTAURANT

MEDIA TERRACE

MEMBERSHIP SERVICES

GREEN ROOM

CONFERENCE CENTER

WIRELESS CAFÉ

GREENING

BENEFITS

Category exclusivity

Inclusion of logo on all print advertising, electronic media and printed materials

Festival accreditation for up to four representatives

Five invitations to red carpet screenings

Access to nightly cocktail parties in The Pavilion's corporate apartment



Since 1989, The American Pavilion has offered film students from around the world the opportunity to attend The Cannes International Film Festival. Following a four-day orientation, students work with The American Pavilion, with a Pavilion sponsor or with one of the many entertainment companies doing business at the Festival. In addition to their work assignments, students participate in educational programming, including roundtable discussions with industry professionals and pitch sessions. Further opportunities include Festival screenings, student screenings and industry receptions and parties.

✦ Naming rights to program, offering exclusivity at the Festival as well as, and year-round exclusivity and visibility through on-campus recruiting, direct mail and online promotions

✦ On-site branding opportunities including student apparel, tote bags and gift items

✦ Distribution of promotional materials and products

✦ Opportunity to host events, educational seminars and industry mixers for these up-and-coming filmmakers

✦ Opportunity for sponsor to interact directly with students, building one-on-one relationships and gathering feedback

✦ Opportunity to develop brand loyalty early in customers' careers

BENEFITS

Category exclusivity

Inclusion of logo on all print advertising, electronic media and printed materials

Festival accreditation for up to four representatives

Five invitations to red carpet screenings

Access to nightly cocktail parties in The Pavilion's corporate apartment



The American Pavilion's bar and restaurant is the preferred meeting place in Cannes for creative and business professionals. It offers an unparalleled promotional opportunity for the forward thinking sponsor. Each day more than 1,000 guests enjoy appetizing light meals, comfortable surroundings and a dynamic business environment. Featuring two outdoor terraces, the bar and restaurant offers an ideal location for dining, meeting or relaxing between screenings.

- Ongoing branding and visibility throughout daily restaurant business (over 1,000 guests per day) events such as press luncheons, cocktail receptions and late-night parties
- Opportunity to customize décor, creating branded environment in a highly trafficked space

- Featuring signature menu items and drink specials to promote a product, brand or restaurant
- Positioning at the hub of activity for industry executives, journalists and filmmakers in Cannes

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The American Pavilion Media Terrace provides a beautiful seaside location for celebrity interviews, photo shoots, and private parties.

The Media Terrace is made available to journalists, publicists, photographers and news crews throughout the Festival. Festival attendees can reserve the space for private functions and sponsors may use the space for client entertainment. Past shows using the space have included Access Hollywood and AMC's Sunday Morning Shootout, as well as numerous news outlets. Celebrity guests have included Faye Dunaway, Robert Duvall, Hugh Hefner, Ron Howard, Norah Jones, Andie MacDowell, Michael Moore, Martin Scorsese and Harvey Weinstein.

▀ The Terrace is elevated on the south side (sea side) of The American Pavilion providing a scenic background for celebrity interviews, televised satellite links to the U.S. and photo calls.

▀ Opportunity to promote brand to journalists, publicists and celebrities, via gifting and direct interaction

▀ Steady stream of celebrity traffic

▀ Heightened visibility with the international press

BENEFITS

Category exclusivity

Inclusion of logo on all print advertising, electronic media and printed materials

Festival accreditation for up to four representatives

Five invitations to red carpet screenings

Access to nightly cocktail parties in The Pavilion's corporate apartment



The American Pavilion provides an impressive array of services to accredited members. Members register in advance or onsite to receive access to The American Pavilion and services such as wireless Internet, computer services, trade publications and daily US newspapers. Members use The American Pavilion as a “home base” throughout the festival.

The Pavilion also offers Red Carpet Membership, an upgraded program that provides access to a private terrace area, reserved seating for all Industry in Focus panel discussions and In Conversations, dedicated computers and invitations to nightly cocktail parties in The Pavilion's corporate apartment.

Logo placement on all of The Pavilion's correspondence with members, including registration materials, e-blasts and daily Festival updates

Logo placement on Pavilion badges, worn by thousands of members throughout the Festival

Prominent signage at Pavilion entrance

Positioning as a provider of key services to the entertainment industry

BENEFITS

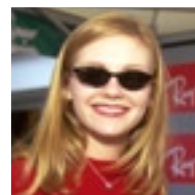
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Access to nightly cocktail parties in The Pavilion's corporate apartment



Photos, left to right, at The American Pavilion: Bill Paxton, Greg Kinnear, Kirsten Dunst, Colin Firth, Chloë Sevigny

The American Pavilion Green Room provides a relaxing oasis for celebrities participating in Pavilion events. Celebrity guests enjoy the Green Room prior to and following Industry in Focus Panel Discussions, In Conversations, media events and private parties.

- During late-night events, the Green Room is used as a VIP lounge, catering to celebrity clientele.
- Opportunity to promote brand to journalists, publicists and celebrities, via gifting and direct interaction

- Photo opportunities of celebrities with products
- Opportunity to customize décor, creating branded environment
- Positioning as a high-end hospitality brand

BENEFITS

Category exclusivity

Inclusion of logo on all print advertising, electronic media and printed materials

Festival accreditation for up to four representatives

Five invitations to red carpet screenings






Access to nightly cocktail parties in The Pavilion's corporate apartment



MORGAN FREEMAN AND ROGER EBERT



One quarter of The American Pavilion's space is devoted to the Conference Center, which seats 120. The Conference Center is used for press conferences, panel discussions, screenings, receptions and luncheons. Two series, In Conversation and Industry In Focus are produced and programmed by The American Pavilion. Past participants have included Kevin Bacon, Francis Ford Coppola, Ron Howard, Anjelica Huston, Morgan Freeman, Michael Moore, and Sean Penn (see attached list). Sponsor logos are displayed on the "step and repeat" backdrop, featured prominently in all celebrity press coverage.

-  Ongoing branding and visibility
-  Opportunity to reach members of key demographic in Cannes
-  Opportunity to leverage success stories
-  Heightened visibility with the international press
-  Opportunity to showcase product or service offerings within framework of high-profile programming and events

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Five invitations to red carpet screenings

Access to nightly cocktail parties in The Pavilion's corporate apartment



The Wireless Café is one of the most popular services in The Pavilion. Featuring the fastest internet service in Cannes, the Wireless Café serves a critical need for Festival patrons to check e-mail. From early morning until closing time, visitors take advantage of the free and efficient connections.

Prime exposure on start page

Signage in highly trafficked area of The Pavilion

Positioning at The Pavilion's technological hub

Naming rights

BENEFITS

Category exclusivity

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Five invitations to red carpet screenings

Access to nightly cocktail parties in The Pavilion's corporate apartment



Since 2006, The American Pavilion has created an eco-friendly environment in Cannes. The Greening Sponsorship makes the procurement of sustainable materials and a Pavilion-wide recycling system possible. Sponsors' branding is featured on signage throughout the Pavilion and on T-shirts worn by "green team" of student filmmakers collecting recycling throughout the Festival.

- Identification as exclusive Greening Sponsor in all signage, advertising, press, and promotional materials
- Branded t-shirts, tote bags and accessories for "Green Team" of students

- Branded recycling containers in The American Pavilion
- Full page ad in the Los Angeles Times announcing sponsor's involvement

BENEFITS

Category exclusivity

Inclusion of logo on all print advertising, electronic media and printed materials

Festival accreditation for up to four representatives

Five invitations to red carpet screenings








Access to nightly cocktail parties in The Pavilion's corporate apartment






This unique work-study program brings together culinary students, apprentices and young professionals from throughout the U.S. Past participants have had the opportunity to meet with such renowned chefs as France's Roger Verge (Moulin de Mougins) as well as American chefs Bobby Flay, Mario Batali and Rocco DiSpirito. The culinary crew prepares up to 1,000 meals per day—for lunches, dinners, receptions, parties and other special events. Prior to the Festival, participants enjoy tours to wineries, restaurants and outdoor markets along the Riviera.

- Naming rights to program, offering exclusivity at the Festival as well as year-round exclusivity and visibility through on-campus recruiting, direct mail and online promotions
- On-site branding opportunities including student apparel, tote bags and gift items
- Distribution of promotional materials and products
- Opportunity to host events, educational seminars and product demonstrations for these up-and-coming chefs
- Opportunity for sponsor to interact directly with students, building one-on-one relationships and gathering feedback
- Opportunity to develop brand loyalty early in customers' careers

SUPPORTING LEVEL SPONSORSHIP OPPORTUNITIES

-  10' x 10' Exhibit Space
-  Product Sponsorships including coffee, wine, beer and spirits
-  Media Partnerships
-  35' x 5' banner on Corporate Apartment, overlooking the red carpet
-  Start page in American Pavilion Wireless cafe
-  Logo on directors' chairs in American Pavilion Conference Center
-  Hosting of a panel discussion in American Pavilion Conference Center

BENEFITS

-  Inclusion of logo on all print advertising, electronic media and printed materials
-  Festival accreditation for up to two representatives
-  Access to nightly cocktail parties in The Pavilion's Corporate Apartment

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The high volume of traffic in The American Pavilion offers exhibitors a prime setting in which to showcase established brands, as well as to introduce new products and services.

Product sampling, presentations and demonstrations of new technologies—with the opportunity for hands-on experience—are just a few of the possibilities. Basic units measure 10' x 10' and include a desk, seating and locking storage. The space may be configured as a three-sided exhibition area or as an enclosed office with a door.

Telephones, computers, video players, and other equipment can be made available. The American Pavilion works closely with each exhibitor to meet specific goals and marketing objectives. Please call The Pavilion to discuss your requirements.

➤ Opportunity to showcase products

➤ Staffing assistance

➤ 10 x 10 office or exhibition space in The Pavilion

➤ Direct interaction with potential customers

BENEFITS

Inclusion of logo on all print advertising, electronic media and printed materials

Festival accreditation for up to two representatives

Access to nightly cocktail parties in The Pavilion's Corporate Apartment



The American Pavilion's Bar and Restaurant, one of the most popular gathering places in Cannes, offers sponsors the opportunity to showcase products with category exclusivity. Categories include coffee, champagne, soft drinks, spirits, water and wine.

▀ Prominent visibility through branded cups, napkins, etc.

▀ Signage throughout bar area

▀ Logo placement on menus

▀ Events scheduled throughout the Festival for sampling of products to Festival attendees

▀ E-blasts to Festival attendees promoting food and drink specials and sampling events

BENEFITS

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Access to nightly cocktail parties in The Pavilion's Corporate Apartment



VIEW FROM THE CORPORATE APARTMENT

Overlooking the red carpet, the Corporate Apartment is open for a private catered cocktail reception every afternoon prior to the premiere screening. Guests include industry professionals, journalists and sponsors. Sponsorship includes the 35' x 5' banner space on the terrace of the apartment, visible to the thousands of Festival attendees gathered on the red carpet.

Branding of daily cocktail reception for sponsors, industry professionals and other invited guests

Logo featured on printed invitations distributed each day

35' x 5' banner seen by thousands waiting to enter the Palais des Festivals

BENEFITS

Inclusion of logo on all print advertising, electronic media and printed materials

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A sponsor's URL is featured as the start page of 15 computers in The Pavilion's Wireless Café, ensuring prime branding in one of The Pavilion's most popular locations.

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The American Pavilion Conference Center hosts an average of two events per day for the 12-day festival, including the popular Industry in Focus and In Conversation series. Director's chairs in the audience seating area are branded with a sponsor's logo, providing ongoing visibility and valuable positioning.

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CISCO HOSTED A PANEL ON THE FUTURE OF DIGITAL FILMMAKING



The American Pavilion can offer a turnkey presence for a sponsor hosting a panel discussion. Programming, promotion and inclusion in all schedule announcements are among the benefits of this opportunity. Panel discussions feature executives from sponsor's company alongside high-profile members of the entertainment industry.

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Access to nightly cocktail parties in The Pavilion's Corporate Apartment



Since its founding in 1989, The American Pavilion has been a source of up-to-date information for its members. A variety of media partners distribute their publications in The American Pavilion Newsstand, which is positioned near the entrance to The Pavilion. Publications are prominently displayed in this prime location.

ADDITIONAL OPPORTUNITIES



Cocktail parties, press luncheons and late-night parties



Junket space on our media terrace



Branded lanyards distributed to The Pavilion members



Table toppers on 40 tables throughout The Pavilion



Brochure and literature display



Poster sites



Newsstand placement at The Pavilion

Presenting Sponsor	\$300,000.
Sustaining Sponsor.....	\$50,000–\$100,000.
Supporting Sponsor.....	\$15,000–\$25,000.
Additional Opportunities.....	prices vary call for further information

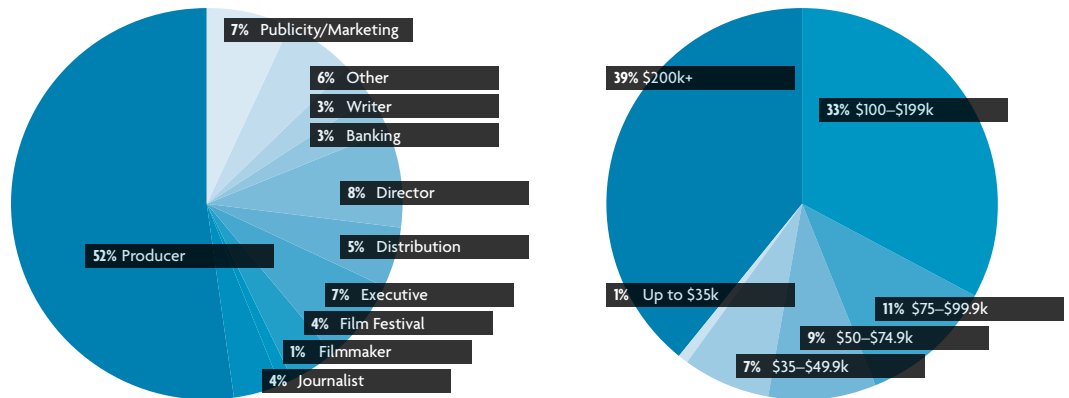


ADDITIONAL INFORMATION

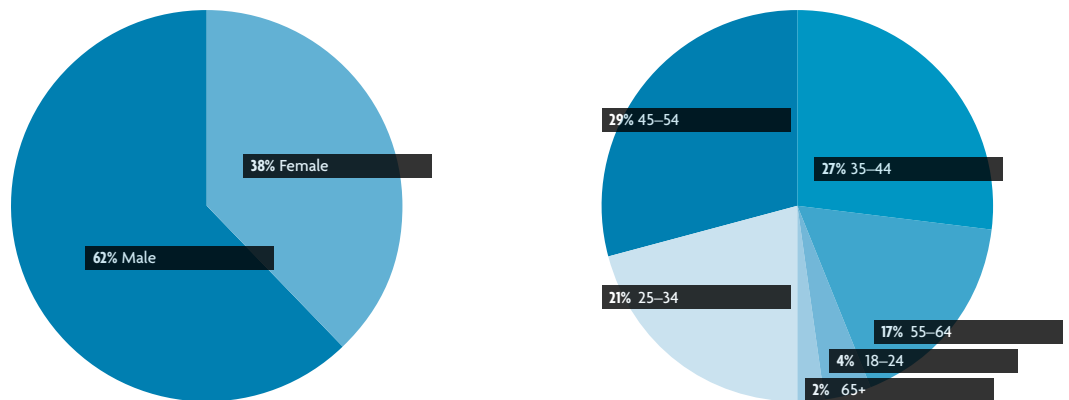
ATTENDEE DEMOGRAPHICS

The Pavilion draws a primarily affluent and influential membership

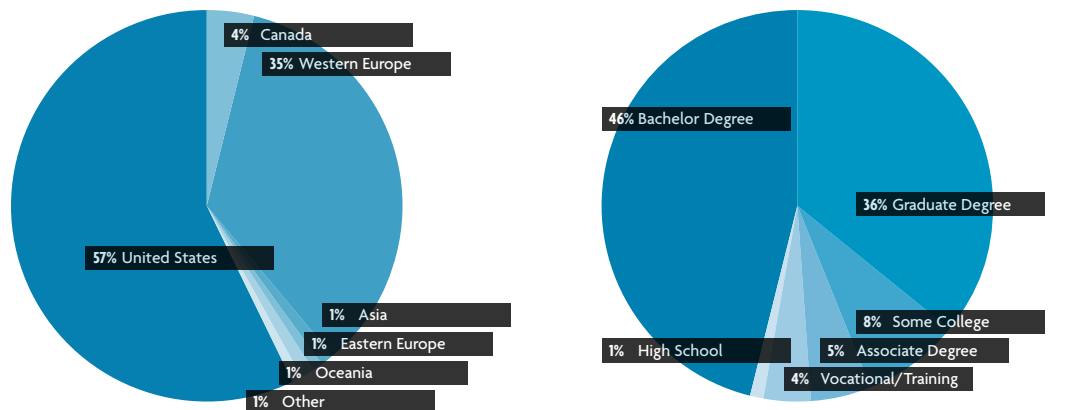
PROFESSIONS & INCOMES



GENDER & AGE



NATIONALITIES & EDUCATION





Industry in Focus and In Conversation are a series of candid talks between celebrities and high-profile journalists. Drawing standing-room only crowds, it is often broadcast on closed-circuit monitors throughout The Pavilion, and is widely covered by the global press.

Robert Altman	Director
Ellen Barker	Actress
Peter Bart	Publisher, <i>Variety</i>
Lawrence Bender	Producer
James Cameron	Director
Francis Ford Coppola	Director
Willem Dafoe	Actor
Claire Danes	Actress
Lee Daniels	Director
Robert Duvall	Actor/Director
Roger Ebert	<i>Chicago Sun Times</i>
Colin Firth	Actor
James Franco	Actor/Director
Stephen Frears	Director
Morgan Freeman	Actor
Whoopi Goldberg	Actress
Ryan Gosling	Actor
Ethan Hawke	Actor/Director
Dennis Hopper	Actor
Ron Howard	Director
Angelica Huston	Actress
Norah Jones	Actress
Jude Law	Actor
Tommy Lee Jones	Actor/Director
Spike Jonze	Writer/Director
Charlie Kaufman	Producer/Director
Harvey Keitel	Actor
Kevin Kline	Actor
John Leguizamo	Actor/Writer/Director
Sherry Lansing	Producer
Mike Leigh	Director
Julian Lennon	Director
Matt Lauer	The Today Show
Doug Liman	Director
Michael Moore	Writer/Director
Randy Newman	Singer/Composer
Nick Nolte	Actor/Director
Bill Paxton	Actor/Director
Brett Ratner	Director
Christina Ricci	Actress



Joan Rivers
 Tim Robbins
 Martin Scorsese
 Mira Sorvino
 Uma Thurman
 Billy Bob Thornton
 John Waters
 James Woods
 Harvey Weinstein
 Billy Zane
 Rosanna Arquette
 Kevin Bacon
 Michael Barker
 Benjamin Bratt
 Duncan Clark
 Robert Dowling
 Cassian Elwes
 Rob Friedman
 Ed Frumkes
 James Gianopulos
 Mark Gill
 Geoff Gilmore
 Piers Handling
 Spike Lee
 Dylan McDermott
 Andie MacDowell
 Ross McElwee
 Amir Malin
 Sean Maloney
 William Mechanic
 Sam Moore
 Edward James Olmos
 Mark Ordesky
 Tony Perkins
 Keith Pon
 Frank Rose
 Kyra Sedgwick
 Robert Shaye
 Kevin Smith
 Steven Soderbergh
 Tim Sweeney
 Quentin Tarantino
 William Thompkins
 John Turturro
 Jack Valenti
 Wim Wenders
 Michelle Williams

Comedienne/TV Commentator
 Actor/Director
 Director
 Actress
 Actress
 Actor/Director/Writer
 Director
 Actor
 President, Miramax Pictures
 Actor
 Actress/Director
 Actor/Writer
 Co-President, Sony Pictures Classics
 Actor
 President Columbia Tristar
 Publisher, *The Hollywood Reporter*
 VP William Morris Agency
 President, Paramount Pictures
 President, Warner Bros. International
 President, International, 20th Century Fox
 President, Warner Independent Pictures
 Director, Sundance Film Festival
 Director, Toronto International Film Festival
 Director
 Actor
 Actress
 Director
 President, Artisan Entertainment
 Senior VP, Intel Corp
 President and COO, Fox Filmed Entertainment
 Singer
 Actor/Director
 President, Fine Line Features
 Editor-in-Chief, AlwaysOn.com
 Senior Technology Director, Sun Microsystems, Inc.
 Wired Magazine
 Actress
 Chairman and CEO, New Line Cinema
 Director
 Director
 Director of Tech. Marketing, New Business Group, Intel Corp.
 Director
 Chief Marketing Officer, VP Entertainment Imaging, Eastman Kodak
 Actor
 President, MPAA
 Writer/Director/Producer
 Actress

MAY 22, 2007

news

Fest seems open to green trend

'A unique opportunity' to get the message out

By Scott Roxborough

With the festival screening of Leonardo Di Caprio's "The 11th Hour" and last year's premiere of Al Gore's "An Inconvenient Truth," it's obvious that environmental documentaries have found favor with Cannes' programmers.

Less obvious is whether the message of these films is having any effect on Cannes and the hordes of film execs swarming the Croisette. The green message of "11th Hour" stands in sharp contrast to the tones of CO2 emissions and mountains of trash produced during the festival.

"Cannes is an icon of waste and consumption, but it is also

WIREIMAGE.COM



The AmPav has a 40-member "Green Team" of students trawling the international pavilion and Cannes hotels, collecting recyclables.

french connection



green day

In honor of a Competition documentary, the American Pavilion opts for a more environmentally friendly presence this year

julie Sisk, founder and director of the hugely popular American Pavilion — a home away from home for thousands of Americans during the Festival de Cannes — found out firsthand this year that it's not easy being green.

"I don't want to scare people off from doing it, but it's hard to do," she says. "It's expensive." Sisk is referring to her efforts to "green" the American Pavilion this year from top to bottom in an attempt to leave behind less of an ecological footprint. Creating a more environmentally friendly Pavilion has been Sisk's goal since 1993, but she says that until this year, she hadn't been able to get the kind of corporate sponsorship necessary to make that dream a reality.

"We've had this idea for a really long time because we create an enormous amount of waste when we're in Cannes," she says. "We've been trying to do it ourselves; for the last four or five years, we've just been recycling, and even that's really hard to do there. We've had to truck all the recyclables to Marseilles, two hours away."

Through the years, Sisk has remained convinced that much more could be done if she could only secure the resources. This year, after approaching "every car company, every company that says they're green, all the obvious companies you would go to" for support and getting turned down, she finally lucked out. Paramount Classics, in conjunction with its new global warming documentary "An Inconvenient Truth," which will be screening Out of Competition at Cannes, offered to sponsor the Pavilion's greening efforts.

For the first time to date, the Pavilion will use corn-based, biodegradable cups, plates, cutlery and napkins instead of virgin paper, plastic or Styrofoam. Its floors will be covered in reusable, environmentally friendly carpeting, donated by Atlanta-based Interface Int., rather than the typical disposable kind. And the Pavilion's "carbon footprint" will be offset by "Inconvenient Truth" production company Participant Prods., which will purchase renewable energy credits, used to build wind turbines, in an amount equal to the Pavilion's energy usage.

Sisk is hoping that all the time and effort that has gone into improving her company's environmental impact — which has earned the "Green Seal" of approval from the Environmental Media Assn. — will have a payoff beyond Cannes.

"I really feel that one of the things that we've created there is this amazing platform," Sisk says. "There are probably 30 other pavilions in Cannes, and if they see our efforts, they may follow suit. And we're just one festival amidst thousands. All the film-festival directors from all over the world come to Cannes, and if they take note and say, 'Wow, look at what the American Pavilion is doing,' maybe they'll take that back to wherever they're from and green their events."

— Trisha Tucker

Dealmaking

Rubbing the Right Elbows

U.S. marketers bring taste of home to Cannes.

What do Steven Spielberg, Roger Ebert, and Tootsie Roll have in common? They'll all be in the American Pavilion in Cannes, France, this month.

So will Coca-Cola, Kodak, and seven other sponsors eager to reach Hollywood's elite. The Pavilion is home base for Americans working the Cannes Film Festival, and marketers spend \$25,000 to \$150,000 to give studio

execs a taste of home. It's tightly targeted marketing, delivered subtly in an airy tent.

"Sponsors get to establish a relationship with the entertainment industry at a very high-profile event," says Julie Sisk, director of American Pavilion Inc. "It has the added cachet of being very glamorous, and in a very cool place."

Sisk created the American Pavilion in 1989 after camping out in the British Pavilion to work. A fundraiser for film

festivals, Sisk used her contacts with corporate sponsors to launch a location for Americans. Coke, Kodak, and Midnight Express Courier Service were first on board, and continue as sponsors. AT&T and Delta have sponsored for nine years, Ray-Ban and Evian for two. New this year are Blockbuster Video and Meridian Vineyards.

"In the beginning we had a shopping list of sponsorships people could buy — the bar, the business center, the media terrace," Sisk says. "Now we sit down with a sponsor to find out its branding objective, then set up a program to achieve it."

Take the Emerging Filmmakers program. The Pavilion developed a work-study program for film students eager to attend the festival. Sisk used to draft student volunteers to staff the kitchen and do seat work in and around the Pavilion. These days, 100 students pay \$1,500 to intern at the festival, while another 25 receive grants from Kodak. The film marketer had been helping fund student volunteers, and was eager to host a more formal education program. (The kitchen is staffed by 15 students from the Culinary Institute of America; in the old days it was volunteers whose parents owned a deli, or



NO PLACE LIKE HOME: Americans at Cannes gather at the Pavillion to pop Tootsie Rolls and speak English.

THE PAVILION IN THE PRESS



FLICKS AND KNICKS: Director Spike Lee caught NBA games between screenings last year.

had some other dubious foodservice experience.)

Kodak also sponsors the Pitch Room, where studio execs agree to sit for an hour and hear pitches from anyone. "These are people it would take months to see through normal channels," Sisk says.

"We got the strategy straight from our European colleagues, especially the Italians: Wherever your customers are, shadow them around the world," says John Mason, director of Kodak's Worldwide Student and Emerging Filmmakers programs. "In the U.S., we were reluctant to adopt that. We'd look at Cannes and think, 'We're going to go party for two weeks — is this really what we want to spend our money on?' But it's a great chance to meet people we'd have trouble meeting through regular business channels."

Ray-Ban concurs: "The contacts we've made at Cannes

have led to exciting, lucrative opportunities for us," says Norena Barbella, director of entertainment marketing. "Movies are one of those things that transcend international borders. All our regions can leverage entertainment tie-ins."

Ray-Ban hosts the Media Terrace, where reporters stage interviews with American celebs — who are asked to wear Ray-Bans in exchange for using the facilities. Ray-Ban fans flocked to the terrace last year when word got out that the company was giving away sunglasses for interviews.

The glam factor makes for a hard sell sometimes. "People say, 'I couldn't possibly suggest this to my boss — he'll think it's just a junket,'" Sisk says. "It's definitely for companies interested in a very specific demographic."

The Cannes Film Festival is mostly government-sponsored, with only about 15 percent of its

operating budget funded through corporations, Sisk estimates. That makes the Pavilion one of very few places to stage brand exposure. It's an English-language oasis especially suited to American brands.

"Americans love to see products from home," Sisk explains. "Even if they've only been gone 18 hours, they walk in here and go crazy to see a Snickers bar. It makes them feel comfortable right away."

Some American icons, like Tootsie Rolls, get to the Pavilion for free. Sisk ships hundreds of pounds of candy to the Pavilion each year. Most gets pilfered en route, but the Tootsie Rolls always get through. They've become a tradition with the Pavilion crowd.

"My theory is that the thieves can't tell what they are," Sisk says.

— Betsy Spethmann

FOREIGN AFFAIRS

When U.S. marketers want to reach Hollywood's players, they set up shop in the American Pavilion at Cannes.

If Spike Lee wants to check on the progress of his beloved New York Knicks during the Cannes International Film Festival next month, he need only head down to the beach and the big-top tent that houses the American Pavilion.

There he'll likely find, as he has for the past several years, a satellite feed of National Basketball Association playoff games, as well as almost any American product or service he could desire. And Lee won't be alone. Virtually every visiting director, actor and executive from the U.S. film industry will stop by at some point in the two-week run of the festival, which kicks off May 12.

Now in its sixth year, the Pavilion has become a Cote d'Azur fixture for the American film community. The opening of the tent each year has evolved into a gala event, with stars such as Holly Hunter and Whoopi Goldberg hosting the proceedings.

But the Pavilion has also become the place to be seen for U.S. corporations eager to make contacts with Hollywood. Among the marketers willing to pay anywhere from \$1,000 to \$100,000 in sponsor fees are Delta, Apple, MCI, Coca-Cola, Eastman Kodak, Corona, *Entertainment Weekly* and CNN.

Most of the sponsors say the Pavilion gives them unique access to the film industry. And while they admit it's difficult to quantify just how rubbing shoulders with Jamie Lee Curtis, Dennis Hopper or Edward James Olmos will pay off down the line, they believe that in an industry which lives and breathes relationships and connections, it can't hurt.

"The thing companies need to understand about Cannes," says John Spence, worldwide manager of marketing communications/motion pictures and TV for Kodak, "is that while the main competition gets all the glitter, there are actually five sidebar competitions and a huge film market. The people attending all these other events are customers and would-be customers." And most of these customers, he says, find their way to the Pavilion, which is open to anyone accredited for the festival: filmmakers, producers, film distributors and media.

The Pavilion is the brainchild of Julie Sisk, who still remembers her first trip to Cannes for the festival a decade ago when she was with the American Film Institute. "We had such a miserable time," she

says, because there was no place to go for help with even the simplest things, like making a phone call, or getting a message that was understandable.

Her idea was to provide a place where U.S. film executives could drop by for a sandwich, rent a mailbox for phone and fax messages, get a French-speaking intern to help with dinner reservations, host a party, entertain a client, conduct a press conference, use a bank of computers or just hang out.

The Pavilion is designed for business and pleasure, and sponsors say part of its success is due to Sisk's knack of figuring out what will draw the crowds. Last year, New Line Cinema asked Sisk to throw a party for its film, *Menace II Society*, and she erected graffiti-covered storefronts on the site. When the festival fell during the final episodes of *Twin Peaks* one year, she arranged to have the shows broadcast at the Pavilion, and provided cups of coffee and pieces of cherry pie.

The bulk of the Pavilion's sponsors have already targeted the film industry as a potential market. Communications is an obvious match. New sponsor MCI jumped in with a major commitment to the VIP Center (a business/communications area) and will use the Pavilion to promote its WorldPhone service. "The type of clientele that frequent the American Pavilion are prime prospects for this MCI service," says Terry Macko, director of international card marketing for MCI. "They're truly international travelers. The communications center not only gives us visibility, but it allows people to use the product. It was a perfect fit that way."

Midnite Express, an overnight delivery service that caters to the entertainment industry (the company once delivered a package by snowmobile to a remote film location) has been associated with the Pavilion almost from the beginning. "It's always been a really good place for people to go who aren't that familiar with the area," says Christine Jeary-Storrey, president of Midnite Express. "People walk in and feel comfortable. It's been great for networking."

Sponsorships, which are exclusive for each category, can be as simple as displays and brochures or as elaborate as office and exhibition space. Some marketers run infomercials on the tent's video monitors; others put messages on T-shirts worn by the interns.

"Most corporations want to have some relationship with the film industry," says Sisk. "But they see Cannes as international. What they don't realize is that for those two weeks much of the American film industry is there and within reach." ■



HOLLYWOOD



CONFIDENTIAL

BY BETSY SHARKEY

THE SPECIALS OF BREVARD COUNTY

FLORIDA
TODAY

PUBLISHED IN BREVARD COUNTY

INSIDE FOOD

■ Southern California wineries greet visitors with a friendly welcome and a wine glass, 2E.
■ Restaurant inspections give you the low-down on conditions at area eateries, 3E.

THURSDAY, September 3, 1998

SECTION E

FROZEN FOOD REVIEW

Cascadian Farm Organic Veggie Bowl
Fiesta Casserole is nutritious, filling and flavorful, 2E.



Cookbooks offer easy recipes for gourmet meals

Readers want to share their favorite cookbooks.
"My favorite is definitely *Joy of Cooking*," writes Jean Atkins of West Melbourne. "I had an old paperback copy for years and years, and just got the new hardcover edition. ... I'm thrilled!"



CAROL JOSE COOKS' EXCHANGE

"I love *Off the Menu*, by Anderson and Kornberg, published by Blue Note Publications of Cape Canaveral in 1997," writes Lucille Ferguson of Merritt Island. The Roast Pork Roast (Page 65) is Ferguson's favorite in the book. "So easy, yet makes a beautiful presentation for a company meal. There are really easy recipes in this book that make you look like a gourmet cook."

"My favorite cookbook is *Cooking Healthy with a Mac in Mind*, by Joanne M. Lund, written Marjorie E. Wenger of Rockledge. It contains recipes for healthier meals that the family enjoys, which don't take a lot of preparation time. Wenger wants to know if anyone knows where to buy sugar-free vanilla instant pudding. She has found only the chocolate flavor is sugar-free instant mixes. She needs along a Banana Split Pie recipe from her favorite cookbook that will light up your next dessert menu."

Reader D. J. Spadaro of Indian Lake would like a prize-winning Manhattan Oam Chowder recipe. Anyone have one?

"HELLO!" writes Joseph Cecil of Mims. "Nowhere can I find a recipe for how to bake Italian Bread for 10 loaves or less. HELLO!" Okay, can any of you Italians out there solve Cecil's problem?

Thanks to all of you who brighten our Cooks' Exchange mailing with recipes, helpful hints and suggestions, and answers to other readers' requests. Here's the most recent batch.

For Elizabeth Power of Merritt Island, in search of Open Pit Barbecue Sauce: Two readers have found some. Betty Symons of Rockledge found it in Publix on U.S. 1, Rockledge. "Ask the manager to order you a case of it," she advises Power. Reader Anne Fritz of Melbourne Beach also located our favorite barbecue sauce at Publix Foods in the Indivicta Shopping Center. "A new stock of the product is delivered from Miami every six weeks," she advises. So, now thanks to you, Power can make her family's favorite barbecue again.

Kitty Moore of Merritt Island will be happy to have the recipe for Baked Potato Soup sent in by Denise Watson of Melbourne.

■ Recipes, 2E.
Cooks' Exchange appears the first Thursday of every month. Write to: Cooks' Exchange, Food section, Florida Today, P.O. Box 41000, Melbourne, FL 32901-0000; or fax 321-462-0020.

Editor's note

Cooks' Exchange welcomes recipe or cooking information requests, recipes, helpful hints, helpful kitchen and cooking tips, sharing of new gadgets, spices or ideas from readers. Florida Today is unable to kitchen test reader recipes. Please print, and double check your recipes for legibility, accurate measure, exact size and logical preparation order of ingredients and steps before sending.

Internship in France serves student chefs a chance to saute for celebrities

By Carol Jose
For FLORIDA TODAY

Student chefs not only can gaze at the stars, but cook for them, too. Can you cook? Do you like glitter and glamour, dazzling stars and gorgeous gowns, big yachts and powerful producers, and lots of sex, skin and beach? Well, that's all there, but it's not what you'll find if you look behind the scenes at the American Pavilion at the Cannes International Film Festival in France, where the stars, producers and other movers and shakers of the movie industry hang out for lunch and special parties every year in mid-May. What you will find is a miniature kitchen and 16 dedicated American student chefs, some of whom have met before, trying to work together in the chaos to put out lunches and cater parties for the hot pulls of the film industry.

If you're a student chef or a recent graduate of a recognized culinary school, one of the chefs cooking for the stars next year might just be YOU. There were no Florida chefs in this year's list, but there could be next year. Read on to find out how to apply.

The American Pavilion, founded in 1989, is the crossroads of the festival and has become the center of activity, business and social gathering for thousands of Americans and others who travel each year to attend the Cannes International Film Festival.

In many ways, cooking at the festival is a baptism of fire for young student chefs, but they eat it up. Literally.

They're there on a two-week internship program, a sure idea backed by the organizers of the American Pavilion at the festival.

"You've got to eat it before you serve it," said Joe Bookwiler of Mims, Wyo., a student of Southeastern Culinary Institute in Ariens, who has been the finishing touches on a salad. "It's a chance for us to get experience in a real commercial kitchen, and you get to meet some pretty incredible people, and see this side of France."

Spectable people? For instance? "Roger Verge, the famous French chef, took us to his Moulin des Miroirs restaurant in the first days we were here, and then we got to visit some vineyards and markets, and learn about local produce. That was just the beginning. Then came the stars."

Names such as Martin Scorsese, John Travolta, Don Johnson, Bill Pullman, William Hurt and Mira Sorvino fly through the air.

Chef JoAnn Gutierrez, who hails from Chicago, struggles to dip strawberries into melted chocolate in a crowded corner of the limited kitchen workspace. "You have to learn to adapt and be creative here. There's hardly room to turn around." The kitchen shares with Joe Blauvelt of the National Center for Hospitality in Louisville, Ky., busy arranging fruit on a plate.

"We didn't see Leonardo DiCaprio, but we did a press luncheon for Mira Sorvino," added Leah Su Pudukas of



Photo by Larry Lewis, for FLORIDA TODAY

LEAH SU PUDOKAS, a recent graduate of the Culinary Institute of America in Hyde Park, N.Y., serves guests at the American Pavilion terrace dining area at the 1998 Cannes International Film Festival in France.



BEHIND THE SCENES, Joe Blauvelt of Kentucky places the final garnish on a fruit course in the kitchen.

Sleepy Hollow, N.Y., a March graduate of the Culinary Institute of America in Hyde Park, N.Y. "We served duck breast, a fruit tray with Tawnee Root reese, marinated chicken sandwiches, a pasta

sand and green beans with steamed baby artichokes in a beurre blanc sauce."

"Yeah, they cleaned their plates," added Bookwiler. "At first we got nervous, because none of the stars would eat when we served them, and we thought maybe they didn't like our food. But they ate when there were no reporters or photographers around. They don't want photos taken of them while they're eating."

We can relate. What star wants a glamour shot with a spot of spinach smothered in the middle of that million-dollar smile?

In addition to the trip to France, the excitement of the film festival, and learning on-the-job how to be creative in a minimal kitchen, the interns get to attend some of the parties and pre-

Cook in Cannes

■ WHAT: The American Pavilion Culinary Program, open to 10 top-rated student chefs from recognized U.S. culinary schools.
■ WHERE: American Pavilion at the annual Cannes International Film Festival in France.
■ WHEN: Two weeks each May.
■ BENEFITS: A trip to France, attending the film festival, on-the-job culinary training, daily breakfast and attending parties and premieres with the stars.
■ WHAT'S EXCLUDED: Round-trip airfare to France, and lunch and dinner daily.
■ WHO'S ELIGIBLE: Culinary students attending or recently graduated from an accredited culinary school.
■ TO APPLY: For an application or more information, call program organizer Esther Harvey at the American Pavilion in Culver City, Calif., at (310) 837-4500; or write: Culinary Program, American Pavilion, 4102 Harter Ave., Culver City, CA 90232.

mierces — yes, even some of the black-tie affairs — with the stars.

The student chef internships include everything except airfare and daily lunch and dinner, and are open to 10 top-rated student chefs from recognized U.S. culinary schools. Esther Harvey, organizer of the program, says she hopes to increase the number of internships to 15 "as soon as we can find a major sponsor and expand our kitchen space." The American Pavilion Culinary Program is in its infancy; this was only its second year. But the program is growing fast.

Many of the students find themselves tapped for interesting assignments afterward as a result of their experience cooking at the Cannes International Film Festival. Sandra Suris of the Cooking and Hospitality Institute of Chicago will go on to an internship at Spago Restaurant in Chicago. Alex Proj of Lake Tahoe, Calif., who graduated from the California Culinary Academy in San Francisco, was hoping for a two-week internship with famed French Chef Alain Ducasse in Monte Carlo.

"We'll also try to help them set up meals for next year's interns," said Proj. "Ideally, the program will get a major kitchen appliances sponsor, and an overall sponsor by next year, so we'll have a better kitchen. It was pretty hectic this year; we had not much in the way of equipment, but we survived."

"Let's go," someone called, and they all dashed from the kitchen to the outdoor terrace tables, bearing a hot dish of Cressini di Tagliatelle, Chicken Quenelles with citrus/chutney mayonnaise, duck, salmon and chicken salad, a colorful Fruit Plate of melon, strawberries, kiwi fruit, oranges and yellow apples with a yogurt dressing, and Gutierrez's chocolate-dipped strawberries for a party of six. The star guest being interviewed by E! Entertainment Network didn't eat, but all the others cleaned their plates.

■ Recipes, 2E.