

# Festival Cortinametraggio 2018

## partner & sponsor



CONTINI  
GALLERIA D'ARTE



BASTIANICH

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**Cortinametraggio** is one of the most influential short film festivals in Italy, reputation earned thanks to the **12 previous** editions, important partners, consolidate relationships in the movie business, medias and entrepreneurial – in addition to a prestigious location as Cortina d'Ampezzo.





























## Current Key Strength

- Prestigious partners and locations
- VIP arrangement, with the attendance of many celebrities during the festival days
- Excellent quality of content proposals
- Enthusiastic participation of authors, artists and directors.
- During the festival, marvelous turnouts to the screenings



# 2018 Edition





# The Program

In addition to the shorts and music videos sections of the 2018 edition it has been added the branded content category, in which, creativity and cinematography, will meet with company's communication and products, meanwhile the web series section has been renamed *web stories* to reward the creativity and directors that gain their relevant public only form the web.

During the festival, high level workshops and masterclasses will be organized to increase the event's professional aspect.



## Communication and Dissemination

The Festival's communication, thanks to the consistent expansion of organization and resources, will be strengthened by means of dissemination and distribution on the digital platforms and social networks, both in terms of live broadcasting and channels available to the public on **Youtube, Vimeo, Facebook, Instagram, Twitter**. The **program envisages an overall reach of 30 millions contacts in one year**. The specialized press office, presence at the Venice Film Festival and numerous events in Italy will consolidate the renown and prestige of the Festival.



# Detailed Program



# 1

The workshops will take place during the mornings and afternoons (3 hour sections) **From Monday to Wednesday**, (10am/1pm – 3pm/6pm) whereas **Thursday and Friday** the workshops will take place only during the morning (10am/1pm) due to the conjunction of the cinema program. The night at the movies, from Monday to wednesday, will be dedicated to works out of the competition and to special events (long movies, monographic events)



## The contest

2

The screening of the competing works will be concentrated with a double show during **Thursday** and **Friday, Saturday** the award ceremony and re-screening of all the winning works will take place at 6pm, with a private gala dinner to follow, to enable the public, who participates only Saturday, the enjoyment of all the most important works, therefore without having to give up working appointments.

The selected works will be screened in the main Italian cities so to expand the public.





# Summary contest sections

- Shorts
- Music Videos
- Web Stories
- Branded Entertainment

The winner of each section will receive a money prize connected to a sponsor.



## The Seminars

Will be dedicated to the professional branch of the movie industry, to the creative world of advertising agencies, to the companies communication experts.

In collaboration with the Experimental Film Society (Rome), and other leading formation realities.

Workshops and seminars will cost 250 € for every specific course, with the opportunity to subscribe a 800€ membership that gives access to all the workshops planned, in addition to the vip pass for the entire event.

# Italian Celebrities



## DIRECTORS

Paolo Genovese, Carlo e Enrico Vanzina, Francesco Munzi, Massimo Cappelli, Antonio Morabito, Max Croci, Luca Miniero.

## ACTORS

Maria Grazia Cucinotta, Alessandro Preziosi, Gabriella Pession, Lino Banfi, Eleonora Giorgi, Luigi Lo Cascio, Michela Andreozzi, Chiara Mastalli, Lillo Petrolò, Laura Morante, Edoardo Leo, Violante Placido, Francesco Pannofino, Anna Falchi, Fausto Sciarappa, Cristiano Caccamo, Tea Falco, Mariacristina Heller, Francesca Cavallin, Fiammetta Cicogna, Gianni Ippoliti, Fabio Troiano, Margherita Buy, Antonia Liskova, Tosca d'Aquino, Giorgio Pasotti, Max Vado, Marco Palvetti, Giorgia Wurth.

## SIGERS / SONGWRITERS

Tommaso Paradiso dei *The Giornalisti*, Calcutta, Matteo Maffucci degli *Zero Assoluto*, Donatella Rettore, Joan Thiele, Joe Victor, Papa Dj Buddha Bar Monte Carlo.

## TV & RADIO JOURNALISTS

Maurizio Di Maggio - Radio Monte Carlo, Rosaria Renna – Speaker Radio Monte Carlo, David Parenzo – Radio 24, Boris Sollazzo freelance journalist, Laura Delli Colli President of SNGCI, Margherita Ferrandino – Rai 3, Lorenzo di Las Plassas – Rai News 24, Baba Richerme - Rai 1, Antonello Sarno – Canale 5.





## Company relations

For the year 2017 the system of partnership with the companies has been renovated, with the goal to stimulate and enhance participation and satisfaction, with specific attention dedicated just to them.

Three degrees of participation named Vip, Brand sponsor and partner will be introduced. In addition we planned an organization to evaluate ad hoc projects to develop during the year or during the event.





## «Vip» Partner

- Display of the brand's logo in all the communication materials dedicated to the event Cortinametraggio (advertising posters, screenings, catalogue, website, facebook and instagram of the event). On the digital channels the mention will be connected to the company's supplementary information.
- 2 entry pass «with reserved seatings» to the event and workshops, invitation to the gala dinner.



## «Brand» Partner

- Display of the brand's logo in all the communication materials dedicated to the event Cortinametraggio (advertising posters, screenings, catalogue, website, facebook and instagram of the event).
- Screening of the Company's commercial during the Festival and collateral events during the year, including the ones in the cinemas affiliated to Cortinametraggio (estimated public 20.000 persons)
- Sponsor presentation speech during the final awards ceremony.
- 6 free passes with reserved seatings to the screenings, events and workshops, 2 invitations to the gala dinner.
- Supply of authorized material with the consent form the organization for the personal social and web channels during the event (with the support a professional figure dedicated)



## «Partner»

In addition to all the services of the Brand sponsorship:

- Nomination of a special award.
- Exhibition space/corner at the Grand Hotel Savoia, the event's and public relations headquarter.
- 3 double rooms reserved from Thursday (arrival) to Sunday (departure) at the Grand Hotel Savoia  
(with breakfast, every additional room can be booked by the organization, see next slide)



## «partner special events»

Cortinametraggio during the whole year and during the event, includes numerous special events that can be designed in accordance to the company's requirements.

These special events can be constructed together, and the value shall be subject to a prior estimate.



## Sponsorship «special requests»

An estimate, according to the needs, with a consultant dedicated for the festival.

# Room request, hospitality, trips



The organization has the support of a booking agency with a special pricing for the partner companies, to encourage the invitation of guests to participate at the festival (entry pass included).

- Hotel 5 stars Grand Hotel Savoia
- Hotel 4 stars Cortina city center
- Hotel 3 stars Cortina city center

A transfer (car/bus) to Cortina is arranged from the main Italian cities, therefore everybody has the chance to reach easily the Festival.

# Collateral Events



For the 2018 edition, Cortinametraggio provides a series of collateral events (being developed)

- Ski competition between actors and celebrities,
- Morning walk with the participants to get to know each other
- Photo exhibition to fall in love even more with the movie industry, opening cocktail the first day of the event.
- Music concert
- Presentation of artists and directors to the press, companies and producers.
- Cocktails and light lunches offered from companies, with presentation and product tasting in Cortina.



# CONTACTS



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