NOLLY IN HOLLY WOOD WOOD

A CELEBRATION OF NIGERIAN CINEMA

www.nollywoodinhollywood.com

NOLLY WOOD IN HOLLY WOOD

PRESENTED BY

SCHOOL OF CINEMATIC ARTS, UNIVERSITY OF SOUTHERN CALIFORNIA

THE SCHOOL OF CINEMATIC ARTS AT THE UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES IS THE MOST REPUTABLE FILM AND MEDIA SCHOOL IN THE WORLD. ESTABLISHED AS A JOINT VENTURE WITH THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES IN 1929, THE ALUMNI ARE LEADERS IN THE EXECUTIVE AND CREATIVE SECTORS OF THE INDUSTRY; HAVE WON MORE ACADEMY AND EMMY AWARDS THAN ANY OTHER PROGRAM AND AT LEAST ONE ALUMNUS HAS BEEN NOMINATED FOR THE ACADEMY AWARDS EVERY YEAR.

THE AMERICAN CINEMATHEQUE

THE AMERICAN CINEMATHEQUE IS A NON-PROFIT ORGANIZATION DEDICATED TO SHOWCASING CINEMA ON THE BIG SCREEN, AND RUNS THE HISTORIC 1922 EGYPTIAN THEATRE (HOLLYWOOD'S MOST PRESTIGIOUS THEATRE) AND THE 1942 AERO THEATRE IN SANTA MONICA. IT PRESENTS ANNUAL SHOWCASES OF FILMS FROM SPAIN, ARGENTINA, GERMANY, CANADA AND ITALY AS WELL AS MANY FILMS SERIES, RETROSPECTIVES, PREMIERES AND SPECIAL EVENTS.

O2A MEDIA INC.

O2A MEDIA, INC. IS A FILM/TELEVISION/NEW MEDIA PRODUCTION COMPANY BASED IN LOS ANGELES, WITH SATELLITE OFFICES IN NIGERIA, KENYA, THE UNITED KINGDOM, NEPAL, ISRAEL AND THE PALESTINIAN TERRITORIES. THE EXECUTIVE PRODUCER/PRINCIPAL PARTNER IS OSE OYAMENDAN, A NIGERIAN-AMERICAN AWARD-WINNING FILMMAKER WHOSE EXPERIENCE SPANS THE FIELDS OF FILM, TV, JOURNALISM, ADVOCACY AND POLITICAL COMMUNICATIONS.

USC School of Cinematic Arts

AMERICAN CINEMATHEQUE

O2A MEDIA INC

THE EVENT: NOLLYWOOD IN HOLLYWOOD - A CELEBRATION OF NIGERIAN CINEMA

WHAT: THE TOP 3 NOLLYWOOD FILMS IN 2021/2022 AS SELECTED BY A DISTINGUISHED JURY WILL BE SCREENED OVER A WEEKEND IN LOS ANGELES TO THE HOLLYWOOD FILM INDUSTRY, INTERNATIONAL MEDIA, NIGERIANS IN THE DIASPORA AND AMERICAN AUDIENCES. IT WILL INCLUDE A BUSINESS ROUNDTABLE, PANEL DISCUSSIONS, NETWORKING AND PROMOTIONAL EVENTS.

WHERE: LOS ANGELES, CALIFORNIA

WHEN: SEPTEMBER 23 & 24, 2022

AUDIENCE: NIGERIAN DIASPORA, HOLLYWOOD FILM INDUSTRY, AFRICAN DIASPORA, BUSINESS AND POLITICAL LEADERS, AFRICAN-AMERICAN COMMUNITY, INTERNATIONAL AND LOCAL MEDIA, MOVIE FANS AND MORE.

NOLLYWOOD IN HOLLYWOOD

CONTACT: OSE OYAMENDAN EXECUTIVE PRODUCER/PRINCIPAL ASSOCIATE O2A MEDIA, INC.

645 BALBOA AVENUE, SUITE 3B, GLENDALE, CA 91206, +1 323-828-7810. EMAIL: schalz@gmail.com

HIGHLIGHTS

• THE ACADEMY (ORGANIZERS OF THE OSCARS) EXTENDS MEMBERSHIP TO NIGERIAN PROFESSIONALS FOR THE FIRST TIME EVER.

• OVER 5M ONLINE ENGAGMENT • OVER 250 MEDIA REPORTS AND MENTIONS • COVERAGE BY THE FOREIGN MEDIA

• ATTENDANCE BY HOLLYWOOD AND NOLLYWOOD STARS • ATTENDANCE BY THE NIGERIAN AND AFRICAN DISAPORA

• EXPOSURE TO TENS OF THOUSANDS OF TOURISTS ON HOLLYWOOD BOULEVARD AND MORE.

KEY MEDIA EVENTS

- OPENING NIGHT FILM AT THE EGYPTIAN THEATER
- LIVECAST OF EVERY EVENT ON SOCIAL MEDIA, WITH THE EXCEPTION OF THE SCREENINGS
- OFFICIAL ANNOUNCEMENT OF EVENT IN NIGERIA
- NOLLYWOOD SUPERFAN EVENTS IN NIGERIA (IN COLLABORATION WITH QUALIFIED SPONSORS)
- DEPARTURE EVENT IN NIGERIA
- SHORT DOCUMENTARY ON EVENT
- VIDEO AND IMAGES ON SOCIAL MEDIA

POSSIBLE ACTIVATION POINTS

- SUPERFAN HOLLYWOOD – SUPERFAN WILL FILM HIS/HER EXPERIENCE AND POST ON ALL SOCIAL MEDIA HANDLES
- TIE-IN TO THE ACADEMY AWARDS
- A PROMOTIONAL CAMPAIGN AROUND THE EVENT
- SEND-OFF EVENT FOR FILMMAKERS, ACTORS AND ACTRESSES IN LAGOS
- SOCIAL MEDIA AND MOBILE ACTIVATION
- POST-EVENT ACTIVATION.

WHY SPONSOR NOLLYWOOD IN HOLLYWOOD

- OPPORTUNITY TO EXPAND CUSTOMER BASE
- OPPORTUNITY TO ESTABLISH A RELATIONSHIP WITH NIGERIANS IN DIASPORA, A MULTI-BILLION DOLLAR GROUP WITH LARGE PRESENCE IN THE LOS ANGELES COUNTY
- OPPORTUNITY TO BE PART OF THE BIGGEST AFRICAN CULTURAL EVENT OUTSIDE AFRICA
- OPPORTUNITY TO IDENTIFY WITH NOLLYWOOD AND HOLLYWOOD AT A SINGLE EVENT
- EXPOSURE TO THE INTERNATIONAL MEDIA
- OPPORTUNITY TO AIR A COMMERCIAL AT EVERY SCREENING AND ON EVENT'S SOCIAL MEDIA SITES
- INCLUSION IN EVERY PROMOTIONAL MATERIAL
- OPPORTUNITY FOR PROMOTION WITH A SINGLE EVENT ACROSS TWO LARGE MARKETS – NIGERIA/AFRICA AND UNITED STATES OF AMERICA
- EXHIBITION BOOTH AT THE EVENTS, INCLUDING ON THE HISTORIC HOLLYWOOD BOULEVARD.
- ASSOCIATION WITH THE UNIVERSITY OF SOUTHERN CALIFORNIA, ONE OF THE TOP-15 UNIVERSITIES IN AMERICA AND ITS' GROWING NIGERIAN STUDENT POPULATION.
- ASSOCIATION WITH THE AMERICAN CINEMATHEQUE, THE INDUSTRY'S MOST PRESTIGIOUS SCREENING VENUE

SPONSORSHIP PACKAGE OFFER

- LOGO EXPOSURE ON ALL PRE AND POST MARKETING AND COMMUNICATION MATERIALS INCLUDING POSTERS AND BANNERS

- PARTICIPATION IN MEDIA EVENTS AND ACKNOWLEDGMENT IN MEDIA RELEASES.

- BRANDING OPPORTUNITIES – LOGO ON EVENT BANNERS, WEBSITE AND SOCIAL MEDIA HANDLES

- SPONSOR'S COMMERCIALS BEFORE EVERY SCREENING AND ON ALL SOCIAL MEDIA HANDLES

- EXHIBITION BOOTH AT THE HOLLYWOOD BOULEVARD SCREENING WITH EXPOSURE TO TENS OF THOUSANDS OF TOURISTS FROM ALL OVER THE WORLD.

- EXHIBITION BOOTH AT THE FAMOUS NORRIS THEATER, THE THEATER OF THE SCHOOL OF CINEMATIC ARTS, UNIVERSITY OF SOUTHERN CALIFORNIA – VENUE OF SCREENINGS OF FILMS BY FAMOUS ALUMNI LIKE GEORGE LUCAS, ROBERT ZEMECKIS, BRYAN SINGER, JOHN SINGLETON AND MANY OTHERS.

SPONSORSHIP CATEGORIES

DIAMOND
$30,000.00

Co-Presenter Title

THREE (3) Retractable Banners at Event

Logo on Website, Banner, Social Media Handles as Co-Presenter

SIX (6) VIP Invites

TEN (10) Regular Invites

Exhibition Stand at events

Speaking Opportunity at Event

60' Promotional Video at Screenings

GOLD
$20,000.00

Co-Sponsor Title

TWO (2) Retractable Banners at Event

Logo on Website, Banner, Social Media Handles as Sponsor

FOUR (4) VIP Invites

EIGHT (8) Regular Invites

Exhibition Stand at events

Introduction at event

45' Promotional Video at Screenings

SILVER
$15,000.00

ONE (1) Retractable Banner at Event

Logo on Website, Banner, Social Media Handles as Co-Sponsor

FOUR (4) VIP Invites

SIX (6) Regular Invites

30' Promotional Video at Screenings

Mention at event

BRONZE
$7,500.00

Mention in all Media

Logo on Website, Banner, Social Media Handles

TWO (2) VIP Invites

FOUR (4) Regular Invites

Mention at event

#NOHO IN THE NEWS

Watch out Hollywood, Nollywood is coming to town for a festival of African film

LINK: https://www.latimes.com/entertainment/movies/la-ca-nollywood-visits-hollywood-20190319-story.html

Air France partners Nollywood in Hollywood film festival

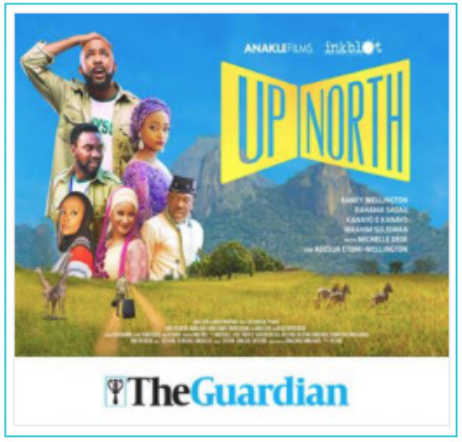
LINK: https://lifestyle.thecable.ng/air-france-partners-nollywood-in-hollywood-film-festival/

The weekend Nollywood took over Hollywood

LINK: https://www.premiumtimesng.com/entertainment/nollywood/322703-the-weekend-nollywood-took-over-hollywood.html

Nollywood in Hollywood Showcase was a Whole Vibe! Here's All You Missed from #BNxAirFranceinHollywood

LINK: https://www.bellanaija.com/2019/03/nollywood-in-hollywood-showcase-was-a-whole-vibe-heres-all-you-missed-from-bnxairfranceinhollywood/



3 Nollywood Films Selected For Hollywood Exhibition

LINK: https://guardian.ng/life/film/3-nollywood-films-selected-for-hollywood-exhibition/

Nollywood filmleri Hollywood'da izleyiciyle buluşacak

LINK:https://www.timeturk.com/nollywood-filmleri-hollywood-da-izleyiciyle-bulusacak/haber-1059998%22