

NOLLY IN HOLLY WOOD WOOD

A CELEBRATION OF

NIGERIAN CINEMA



6TH EDITION



NOLLY 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.



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



WHAT:

THE TOP 3 NOLLYWOOD FILMS IN 2022/2023 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 CLOSING NIGHT GALA, BUSINESS ROUNDTABLE, PANEL DISCUSSIONS, NETWORKING AND PROMOTIONAL EVENTS.

WHERE:

LOS ANGELES, CALIFORNIA

WHEN:

SEPTEMBER 22 & 23, 2023

AUDIENCE:

HOLLYWOOD FILM INDUSTRY; BUSINESS AND POLITICAL LEADERS, NIGERIAN DIASPORA, AFRICAN DIASPORA, AFRICAN-AMERICAN COMMUNITY, INTERNATIONAL AND LOCAL MEDIA, MOVIE FANS AND STREAMED LIVE TO NIGERIA & AFRICA.

NOLLYWOOD
IN
HOLLYWOOD

HIGHLIGHTS



- THE ACADEMY (ORGANIZERS OF THE OSCARS) EXTENDS MEMBERSHIP TO NIGERIAN PROFESSIONALS FOR THE FIRST TIME EVER
 - OVER 50M ONLINE ENGAGEMENT • OVER 500 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
 - NON-SCREENING EVENTS BROADCAST TO NIGERIA AND AFRICA VIA NTA

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
 - CLOSING NIGHT GALA



POSSIBLE ACTIVATION POINTS



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



WHY SPONSOR NOLLYWOOD IN HOLLYWOOD



- OPPORTUNITY TO EXPAND CUSTOMER BASE
- OPPORTUNITY TO ESTABLISH A RELATIONSHIP WITH THE 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
 - COMPLIMENTARY INVITATION TO THE EVENT, PLUS RETURN TICKETS FOR QUALIFIED SPONSORS
 - SPONSOR’S COMMERCIALS BEFORE EVERY SCREENING AND ON ALL SOCIAL MEDIA HANDLES
- EXHIBITION BOOTH AT THE HOLLYWOOD BOULEVARD SCREENING WITH EXPOSURE TO HUNDREDS 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



PACKAGES

DIAMOND \$50,000.00

Co-Presenter Title

THREE (3) Retractable Banners at Event

Logo on Website, Banner,
Social Media Handles as Presenter

TWO (2) Return Tickets to the Event

SIX (6) VIP Invites

TEN (10) Regular Invites

Exhibition Stand at events

Speaking Opportunity at Event

45' Promotional Video at Screenings

GOLD \$25,000.00

Co-Sponsor Title

TWO (2) Retractable Banners at Event

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

ONE (1) Return Ticket to the Event

FOUR (4) VIP Invites

EIGHT (8) Regular Invites

Exhibition Stand at events Introduction
at event

30' 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

15' Promotional Video at Screenings

Mention at event

BRONZE \$10,000.00

Mention in all Media

Logo on Website, Banner,

Social Media Handles

TWO (2) VIP Invites

FOUR (4) Regular Invites

Mention at event

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#NOHO IN THE NEWS



Los Angeles Times

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



TheCable Lifestyle

Air France partners Nollywood in Hollywood film festival



PREMIUM Times

The weekend Nollywood took over Hollywood



BellaNaija



TheGuardian



TIMETURK

