Asia Society Southern California
Entertainment and Media in Asia (EMASIA)
2015 U.S.-China Film Summit and Gala Dinner

When: Thursday, November 5, 2015

Summit
8:30 a.m. to 5:00 p.m. Conference
5:00 p.m. to 6:00 p.m. Cocktail Reception

Gala Dinner
6:00 p.m. Cocktail Reception
7:15 p.m. Dinner and Program

Where: Dorothy Chandler Pavilion

What: Now in its sixth year, Asia Society Southern California’s U.S.-China Film Summit is the premier U.S. event uniting Hollywood and Chinese film-industry leaders to discuss business collaboration and the latest market trends. Since 2010, the Film Summit has led the conversation about U.S.-Chinese film co-production and delivered high-quality speakers, spurring rapid expansion of the conference, drawing ever more senior executives and government officials and generating national media coverage.

Asia Society Southern California is pleased to announce three honorees, who represent the artistic, business and educational foundation of China’s globalizing film industry:

- **Zhang Yimou**, China’s most critically acclaimed director, will be honored for his lifetime achievement. His award-winning body of work continues to grow, with the recent release of *Coming Home* and the highly anticipated film, *The Great Wall*, a major Chinese-U.S. co-production.
- The **Beijing Film Academy** will be honored for its role cultivating talented actors, directors and entrepreneurs who have elevated Chinese film and taken it global. BFA will be represented at the Summit by **Hou Guangming**, Chairman of the Academy Council, senior administrators and faculty.
- **Zhang Zhao**, Chief Executive Officer of **Le Vision Pictures**, will be honored for his film industry leadership. Zhang founded Le Vision Pictures, one of the largest private-sector studios in China, and has steered its impressive growth. Le Vision has partnered with Legendary Entertainment, China Film Co. and Universal Pictures for *The Great Wall*.
The pace of deal making has accelerated in the past year and ambitions are growing for partnerships and market access on both sides of the Pacific. This year’s Film Summit will have featured speakers and panel discussions, whose topics will include:

- **The China Wave**: After a year of headline-making partnerships, what’s the outlook for Chinese investment in Hollywood, what new forms may it take and will China’s market turbulence affect companies’ global appetites?
- **Frontiers in Content**: New avenues and models for U.S.-China collaboration, from cutting-edge digital technologies and gaming-inspired story development to theme parks and ancillary film products.
- **Take Two**: As cross-border film productions become more ambitious, it’s more important than ever to avoid legal, business and cultural disconnects that have plagued some projects. Lessons learned in how to overcome these hurdles, and key issues to expect in the future.
- **Insights from the Corner Office**: Chinese and American studio heads share their experiences and predictions on how the world’s two biggest entertainment markets will converge, collaborate and compete.

**Who**: The Film Summit and Gala Dinner bring together prominent American and Chinese film-industry representatives who are interested in partnerships, distribution, financing, creative development, policy, and cultural issues relevant to the Hollywood-China relationship. As the Film Summit has grown – nearly 500 people attended last year’s conference and 330 attended the separate dinner – so too has seniority of attendees. We attract top executives from Hollywood studios such as Sony, Lionsgate and Warner Bros., and leading U.S. and Chinese entertainment firms, including Creative Artists Agency, Bona Film Group, Le Vision Pictures and Huayi Brothers Media Corp.

This year’s speakers include:
- **Ellen Elliasoph**, President/CEO, Village Roadshow Entertainment Group Asia
- **Michael Ellis**, President/Managing Director Asia-Pacific, Motion Picture Association
- **Li Yansong**, CEO, iQiyi Pictures
- **William Pfeiffer**, CEO Dragongate Entertainment
- **Barbara Robinson**, CEO Celadon Films
- **Pang Hong**, CEO Kylin Films
- **Patrick Frater**, Asia Bureau Chief, Variety
- **Chris Edwards**, CEO, The Third Floor
- **Michael Uslan**, President, Branded Entertainment

The Film Summit also draws prominent entertainment and media journalists, giving the event national exposure. Last year, some 50 news organizations sent reporters, and the Film Summit generated coverage in the *New York Times, Los Angeles Times, The*
Wrap.com, Variety, The Hollywood Reporter, and several Chinese outlets, including China Daily and CCTV, among other media groups. We attract a blue-chip roster of supporting organizations and media partners, as we expand the scope of the Film Summit and draw increasing participation from Chinese producers, filmmakers and media officials.

**Why:** The Film Summit and Gala Dinner provide sponsors with a high-profile opportunity to promote your brands and engage industry leaders to build long-term relationships. Asia Society Southern California offers a range of sponsorship packages to give companies and organizations options to reach our high-level, influential audience. Sponsors will gain not only access to key film players, but also benefit from national media attention. It is an unrivaled opportunity to be a part of the flagship event of the Asia Society Southern California’s Entertainment and Media in Asia (EMASIA) program.

**Asia Society Southern California:** ASSC is the leading nonprofit, nonpartisan, pan-Asian organization dedicated to strengthening relationships and promoting understanding among the people of Southern California and the Asia-Pacific region. Established in Los Angeles in 1985, ASSC is ideally situated in America’s gateway to Asia. Through creative programs and activities, ASSC has played a pivotal role in increasing shared knowledge, enhancing dialogue and furthering cultural exchanges between the U.S. and Asia.

Founded in 1956 by John D. Rockefeller 3rd, Asia Society is a nonpartisan, nonprofit institution with headquarters in New York, and centers in Hong Kong, Houston, Los Angeles, Manila, Mumbai, San Francisco, Seoul, Shanghai, Sydney, and Washington, DC. For more information, go to [www.asiasociety.org/southern-california](http://www.asiasociety.org/southern-california).
U.S.-China Film Summit and Gala Dinner

Thursday, November 5, 2015

SPONSORSHIP OPPORTUNITIES

SUMMIT and DINNER SPONSOR - $75,000
- Three tables of 10 each in the prime “Summit/Dinner Sponsor” location for Gala Dinner
- Invitation for Company/CEO to serve as Honorary Dinner Chair
- Invitation for company representative to participate in planning committee activities
- On-stage speaking role at Summit and Dinner
- On-stage role as moderator of Summit panel discussion
- Corporate logo on cocktail napkins and signage at post-Summit reception
- Full-page “Summit/Dinner Sponsor” ad on the inside front cover of Gala Dinner program book
- Name and logo featured as “Summit/Dinner Sponsor” on the inside front cover Summit program book
- Name and logo displayed as “Summit/Dinner Sponsor” on all collateral materials and event signage
- “Summit/Dinner Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- Opportunity to distribute promotional materials at Summit luncheon
- 30 admissions to U.S.-China Film Summit
- Corporate membership and 20 one-year individual memberships to Asia Society Southern California

DIAMOND SPONSOR - $50,000
- Two tables of 10 each in the prime “Diamond” location for Gala Dinner
- Invitation for Company/CEO to serve as Honorary Dinner Chair
- Invitation for company representative to participate in planning committee activities
- On-stage speaking role at Summit or Dinner
- Full-page “Diamond Sponsor” ad on the inside back cover of Gala Dinner program book
- Name and logo featured as “Diamond Sponsor” on the inside back cover of Summit program book
- Name and logo displayed as “Diamond Sponsor” on all collateral materials and event signage
- “Diamond Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- Opportunity to distribute promotional materials at Summit luncheon
- 20 admissions to U.S.-China Film Summit
- Corporate membership and 10 one-year individual memberships to Asia Society Southern California

PLATINUM SPONSOR - $25,000
- One Table of 10 in the prime “Platinum Sponsor” location for Gala Dinner
- Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
- On-stage speaking role at Summit
- Full-page “Platinum Sponsor” ad in Gala Dinner program book
- Listing in Summit program book as “Platinum Sponsor”
- Name and logo displayed as “Platinum Sponsor” on all collateral materials and event signage
- “Platinum Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- Opportunity to distribute promotional materials at Summit luncheon
- 10 admissions to U.S.-China Film Summit
- Corporate membership and 10 one-year individual memberships to Asia Society Southern California
LUNCHEON SPONSOR - $20,000 (Limit 1)
- One Table of 10 in the “Luncheon Sponsor” location for Luncheon
- One Table of 10 in the “Luncheon Sponsor” location for Gala Dinner
- On-stage speaking role at Luncheon
- Full-page “Luncheon Sponsor” Ad in Gala Dinner program book
- Listing in Summit program book as “Luncheon Sponsor”
- Name and logo displayed as “Luncheon Sponsor” on all collateral materials and event signage
- “Luncheon Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- Corporate logo on signage at Luncheon
- Opportunity to distribute promotional materials at Luncheon
- 10 admissions to U.S.-China Film Summit
- Corporate membership and 5 one-year individual memberships to Asia Society Southern California

GALA DINNER RECEPTION SPONSOR - $17,500 (Limit 1)
- One Table of 10 in the “Gala Reception Sponsor” location for Gala Dinner
- Full-page “Gala Reception Sponsor” ad in Gala Dinner program book
- Listing in Summit program book as “Gala Reception Sponsor”
- Name and logo displayed as “Gala Reception Sponsor” on all collateral materials and event signage
- “Gala Reception Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- Corporate logo on cocktail napkins at Gala Dinner Reception
- Corporate logo on signage at Gala Dinner Reception
- 10 admissions to U.S.-China Film Summit
- Corporate membership and 5 one-year individual memberships to Asia Society Southern California

GALA HONOREE SPONSOR – $15,000 (Limit 2)
- One table of 10 in the “Gala Honoree Sponsor” location for Gala Dinner
- Onstage role to introduce a Gala Honoree for award presentation
- Full-page “Gala Honoree Sponsor” ad in Gala Dinner program book
- Listing in Summit program book as “Gala Honoree Sponsor”
- Name and logo displayed as “Gala Honoree Sponsor” on all collateral materials and event signage
- “Gala Honoree Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- Corporate logo on signage at Gala Dinner
- 10 admissions to U.S.-China Film Summit
- Corporate membership and 5 one-year individual memberships to Asia Society Southern California

REFRESHMENT SPONSOR - $12,500
- One Table of 10 in the “Refreshment Sponsor” location for Gala Dinner
- Full-page “Refreshment Sponsor” ad in Gala Dinner program book
- Listing in Summit program book as “Refreshment Sponsor”
- “Refreshment Sponsor” recognition during multimedia presentations at Summit and Dinner
- Name and logo displayed as “Refreshment Sponsor” on all collateral materials and event signage
- Corporate logo on signage by refreshment tables at Summit networking breaks
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- 5 admissions to U.S.-China Film Summit
- Corporate membership and 5 one-year individual memberships to Asia Society Southern California
GOLD SPONSOR - $10,000
• One Table of 10 in the “Gold Sponsor” location for Gala Dinner
• Full-page “Gold Sponsor” ad in Gala Dinner program book
• Listing in Summit program book as “Gold Sponsor”
• “Gold Sponsor” recognition during multimedia presentations at Summit and Dinner
• Name and logo displayed as “Gold Sponsor” on all collateral materials and event signage
• Name, logo and corporate link featured on the U.S.-China Film Summit website
• 5 admissions to U.S.-China Film Summit
• Corporate membership and 5 one-year individual memberships to Asia Society Southern California

SILVER SPONSOR - $5,000
• Seating for five guests in the “Silver Sponsor” location for Gala Dinner
• Half-page “Silver Sponsor” ad in Gala Dinner program book
• “Silver Sponsor” recognition during multimedia presentations at Summit and Dinner
• Name and logo displayed as “Silver Sponsor” on all collateral materials and event signage
• Name and logo featured on the U.S.-China Film Summit website
• Opportunity to distribute promotional materials
• 5 admissions to U.S.-China Film Summit
• Corporate membership and 5 one-year individual memberships to Asia Society Southern California

PROGRAM ADVERTISEMENT ONLY
Full-page - $3,000  Half-page - $2,000  Quarter-page $1,000

INDIVIDUAL TICKETS:

<table>
<thead>
<tr>
<th></th>
<th>Summit &amp; Dinner</th>
<th>Summit Only</th>
<th>Dinner Only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
<td>AS member</td>
<td>General</td>
</tr>
<tr>
<td>Early Bird (thru 10/05):</td>
<td>$750</td>
<td>$600</td>
<td>$250</td>
</tr>
<tr>
<td>Standard (after 10/05):</td>
<td>$850</td>
<td>$700</td>
<td>$350</td>
</tr>
<tr>
<td>Academic:</td>
<td>$450</td>
<td>$225</td>
<td></td>
</tr>
</tbody>
</table>

• Sponsor names and logos will be printed on materials and appear within dinner program provided the information is received by printing deadline dates.
• Seating arrangements will be made according to the level of sponsorship, with priority given to highest-level sponsors.
• For all tables of ten, the table buyer has the option of Asia Society Southern California assigning Asia Society guests to the table.
U.S.-China Film Summit and Gala Dinner - Thursday, November 5, 2015

SPONSORSHIP FORM

NAME: __________________________________ TITLE: __________________________________

COMPANY: ______________________________________________________________________

ADDRESS: ______________________________________________________________________

CITY: ______________________ STATE: _________ ZIP: ______________________

PHONE: ___________________ FAX: _______________________________________

E-MAIL: ______________________________________________________________________

We would like to participate at the following level:

_____ $75,000 SUMMIT/DINNER Sponsor  _____ $50,000 Diamond Sponsor  _____ $25,000 Platinum Sponsor
_____ $20,000 Luncheon Sponsor  _____ $17,500 Gala Dinner Reception Sponsor  _____ $15,000 Gala Honoree Sponsor
_____ $12,000 Refreshment Sponsor  _____ $10,000 Gold Sponsor  _____ $5,000 Silver Sponsor

Dinner Program Advertisement ONLY: _____ Full-page at $3,000  _____ Half-page at $2,000  _____ Quarter-page at $1,000

Individual Tickets:

<table>
<thead>
<tr>
<th>Summit &amp; Dinner</th>
<th>Summit Only</th>
<th>Dinner Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>General AS member</td>
<td>General AS member</td>
<td>General AS member</td>
</tr>
<tr>
<td>Early Bird (thru 10/05):</td>
<td>$750</td>
<td>$600</td>
</tr>
<tr>
<td>Standard (after 10/05):</td>
<td>$850</td>
<td>$700</td>
</tr>
<tr>
<td>Academic:</td>
<td>$450</td>
<td>$225</td>
</tr>
</tbody>
</table>

Although we cannot participate as a sponsor, we would like to make a contribution in the amount of $__________.

Please bill my ____ Visa ____ MasterCard ____ American Express  Amount $________________

Account# ________________________________ Security Code __________________________

Expiration Date _______ Signature ________________________________________________

Billing address ___________________________________________________________________

_____ Check enclosed (made payable to “Asia Society”)

Asia Society is a non-profit 501(c)(3) organization. Tax ID# 13-3234632

Please return this form to:
Asia Society Southern California
244 South San Pedro Street, Suite 201, Los Angeles, 90012
Phone: (213) 788-4712 Fax: (213) 788-4701

For more information please visit: http://asiasociety.org/uschinafilmsummit