



## Asia Society Southern California 2017 U.S.-China Film Summit and Gala Dinner

**When:** Wednesday, November 1, 2017

**Where:** Skirball Cultural Center  
2701 N. Sepulveda Blvd.  
Los Angeles, CA 90049

**What:** Now in its eighth year, Asia Society Southern California's U.S.-China Film Summit is the most prestigious U.S. gathering of Hollywood and Chinese film-industry leaders. Since 2010, the Film Summit has led the conversation about U.S.-Chinese co-production, cross-border investment and the integration of Chinese and American talent. This signature Asia Society program attracts high-level, high-impact speakers and attendees and generates international media coverage. Thought leaders, top executives and talent will discuss, among other subjects, building film franchises in China and the U.S.; how digital content and distribution are changing the game and forming innovative partnerships.

Featured speakers include:

- (Honoree) **Yu Dong**, Founder, Chairman and CEO, Bona Film Group
- (Honoree) **Feng Xiaogang**, Award-Winning Director, Writer and Actor
- **Charles, H. Rivkin**, CEO of the Motion Picture Association of America
- **Miao Xiaotian**, President, China Film Co-Production Corporation
- **Celina Jade**, Actress, female lead in *Wolf Warrior 2*
- **Ellen Eliasoph**, President and CEO, Perfect Village Entertainment Group
- **Jie Lian, Chairman**, Perfect Village Entertainment Group
- **Li Ruigang**, Chairman, CMC Capital Partners (pending)
- **Wendy Reeds**, Executive Vice President, Lionsgate
- **Tomas Jegeus**, President, Fox International Productions
- **Rob Cohen**, Producer and Director, *Fast and Furious* and *xXx* films (pending)
- **Vin Diesel** (pending)
- **Catherine Zhang**, Director of International Content Creation, Youku Tudou
- **Chloe Zhao**, Filmmaker, *The Rider* and *Songs My Brothers Taught Me*
- **Chris Bremble**, Founder and CEO, Base FX
- **Yu Jianhong**, Vice President, Beijing Film Academy
- **Elaine Chin**, Former Executive, Walt Disney Co., 20th Century Fox and HBO
- **(Steven) Xiang Shaokun**, CEO, Huanxi Media Group
- **Donald Tang**, Founder, Chairman and CEO, Tang Media Partners (pending)
- **Michael Werner**, Former CEO, Fortissimo



- **Alexis Garcia**, Partner, William Morris Endeavor
- **Peter Chan**, Producer, Director and Actor
- **Jonah Greenberg**, Managing Director, China, Creative Artists Agency
- **Max Michael**, Partner, United Talent Agency (pending)

“Spotlight” conversations and high-level panel discussions include:

- **Studio Row:**  
After years of laying foundations, Hollywood studios have clearer China strategies
- **High-Flying Franchises:**  
How the *Fast and Furious* and *Wolf Warrior* films soared to success
- **Perfecting Partnerships:**  
Perfect Village Pictures, Tang Media Group and other new collaboration models
- **Digital Disruption**  
How digital marketing and distribution are changing the game
- **Indies, Indeed!**  
Independent films are finding investors and audiences in unexpected places

Our 2017 honorees represent entrepreneurial and artistic talent propelling China's entertainment industry and its ties with Hollywood:

- **Yu Dong**, Founder, Chairman and Chief Executive Officer of Bona Film Group. A pioneering producer and marketer, Yu was among the first graduates of the Beijing Film Academy's management school. He built Bona into one of China's leading non-state-owned film companies and the first, in 2010, to be list shares on a U.S. stock exchange. Yu has led successful investments and collaborations with Hollywood, most recently launching a film fund with Creative Artists Agency and backing the Mark Gordon Company's production of *Midway*.
- **Feng Xiaogang**, one of China's most popular, successful and acclaimed filmmakers. A writer, director and actor, Feng is often called China's Steven Spielberg. His films *Aftershock* and *Back to 1942* were submitted by China for Best Foreign Language Film at the Academy Awards. *I Am Not Madame Bovary*, a 2016 satirical look at Chinese bureaucracy through the tale of a peasant woman seeking justice against her philandering husband, won many awards. Feng's new film, *Youth*, chronicles a People's Liberation Army dance troupe from the Culture Revolution to the 90s. It will be screened on Nov. 3 by Asia Society in partnership with China Onscreen and the UCLA Film and Television Archive.

**Who:** The Film Summit and Gala Dinner bring together prominent American and Chinese film 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 – more than 500 people attended the 2016



Film Summit and year's and 350 attended the separate dinner – so too has seniority of attendees. We attract top executives from Hollywood studios such as Sony, Fox, Universal and Warner Bros., and leading U.S. and Chinese entertainment firms, including CAA, IMAX, Wanda, Bona Film Group, Alibaba, Le Vision Pictures, Huayi Brothers and Weiyang.

The Film Summit draws prominent entertainment and media journalists, giving the event international exposure on CNBC and in publications such as the *New York Times*, *Los Angeles Times*, *Variety*, *The Hollywood Reporter*, The Wrap.com and several Chinese outlets, including *China Daily* and CCTV. We attract a blue-chip roster of supporting organizations, including the **Beijing Film Academy**, **Producers Guild of America**, and media partners, including **Variety**, 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 influential audience. This year, we're adding additional sponsorship benefits, including access to a pre-Summit reception with speakers and honorees, screenings of *Wolf Warrior 2* and *Youth*, and entry to the private speakers' room at the Summit. 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.

**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 3<sup>rd</sup>, 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, Washington, DC, and Zurich. For more information, go to [www.asiasociety.org/southern-california](http://www.asiasociety.org/southern-california).



## 2017 U.S.-China Film Summit and Gala Dinner

November 1, 2017

### SPONSORSHIP OPPORTUNITIES

#### **PRESENTING SPONSOR - \$75,000**

- Invitation for four guests to October 31 pre-Summit reception with speakers and screening of *Wolf Warrior 2* at CAA, Nov. 3 screening of *Youth* at Hammer Museum
- Six passes to the Summit speakers' lounge
- Three tables of 10 each in the prime "Presenting 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 "Presenting Sponsor" ad on the inside front cover of Gala Dinner program book
- Corporate logo featured as "Presenting Sponsor" on the inside front cover Summit program book
- Corporate logo displayed as "Presenting Sponsor" on event signage
- "Presenting 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 and Gala Dinner
- 30 admissions to U.S.-China Film Summit
- 20 one-year individual memberships to Asia Society Southern California

#### **DIAMOND SPONSOR - \$50,000**

- Invitation for three guests to October 31 pre-Summit reception with speakers and screening of *Wolf Warrior 2* at CAA, Nov. 3 screening of *Youth* at Hammer Museum
- Four passes to the Summit speakers' lounge
- 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
- Corporate logo featured as "Diamond Sponsor" on the inside back cover of Summit program book
- Corporate logo displayed as "Diamond Sponsor" on 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 and Gala Dinner
- 20 admissions to U.S.-China Film Summit
- 10 one-year individual memberships to Asia Society Southern California



**PLATINUM SPONSOR - \$25,000**

- Invitation for two guests to October 31 pre-Summit reception with speakers and screening of *Wolf Warrior 2* at CAA, Nov. 3 screening of *Youth* at Hammer Museum
- Three passes to the Summit speakers' lounge
- 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
- Corporate logo listed in Summit program book as "Platinum Sponsor"
- Corporate logo displayed as "Platinum Sponsor" on 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
- 10 one-year individual memberships to Asia Society Southern California

**LUNCHEON SPONSOR - \$20,000 (Limit 1)**

- Invitation for one guest to October 31 pre-Summit reception with speakers and screening of *Wolf Warrior 2* at CAA, Nov. 3 screening of *Youth* at Hammer Museum
- Two passes to the Summit speakers' lounge
- 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
- Corporate logo recognition on all Luncheon tables
- Full-page "Luncheon Sponsor" ad in Gala Dinner program book
- Corporate logo listed in Summit program book as "Luncheon Sponsor"
- Corporate logo displayed as "Luncheon Sponsor" on 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
- Opportunity to distribute promotional materials at Summit Luncheon
- 10 admissions to U.S.-China Film Summit
- 5 one-year individual memberships to Asia Society Southern California

**GALA DINNER RECEPTION SPONSOR - \$17,500 (Limit 1)**

- Invitation for one guest to pre-Summit dinner with speakers
- One pass to the Summit speakers' lounge
- One Table of 10 in the "Gala Reception Sponsor" location for Gala Dinner
- Corporate logo featured on cocktail napkins at Gala Dinner
- Full-page "Gala Reception Sponsor" ad in Gala Dinner program book
- Corporate logo listed in Summit program book as "Gala Reception Sponsor"
- "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 signage at Gala Dinner Reception
- 10 admissions to U.S.-China Film Summit
- 5 one-year individual memberships to Asia Society Southern California



**GALA HONOREE SPONSOR – \$15,000 (Limit 1 per Honoree)**

- Invitation for one guest to October 31 pre-Summit reception with speakers and screening of *Wolf Warrior 2* at CAA, Nov. 3 screening of *Youth* at Hammer Museum
- One pass to the Summit speakers' lounge
- 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
- Corporate logo listed in Summit program book as "Gala Honoree Sponsor"
- Corporate logo displayed as "Gala Honoree Sponsor" on event signage
- Corporate logo on exclusive "Gala Honoree" signage at Gala
- "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
- 10 admissions to U.S.-China Film Summit
- 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
- Half-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
- Corporate logo displayed as "Gold Sponsor" on event signage
- Name, logo and corporate link featured on the U.S.-China Film Summit website
- 5 admissions to U.S.-China Film Summit
- 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
- Listing in Summit program book as "Silver Sponsor"
- "Silver Sponsor" recognition during multimedia presentations at Summit and Dinner
- Company logo displayed as "Silver Sponsor" on event signage
- Company name and logo featured on the U.S.-China Film Summit website
- 5 admissions to U.S.-China Film Summit
- 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:**

	Summit & Dinner		Summit Only		Dinner Only	
	General	AS member	General	AS member	General	AS member
<b>Early Bird (thru 10/1):</b>	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
<b>Standard (after 10/1):</b>	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400
<b>Academic:</b>	<input type="checkbox"/> \$400		<input type="checkbox"/> \$200		<input type="checkbox"/> \$250	
<b>Student:</b>	<input type="checkbox"/> \$250		<input type="checkbox"/> \$120		<input type="checkbox"/> \$150	

- 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- November 1, 2017 SPONSORSHIP FORM

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY(as you would like it listed on Sponsorship materials):  
\_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**We would like to participate at the following level:**

- |                                   |  |                                     |
|-----------------------------------|--|-------------------------------------|
| _____ \$75,000 Presenting Sponsor | _____ \$50,000 Diamond Sponsor               | _____ \$25,000 Platinum Sponsor     |
| _____ \$20,000 Luncheon Sponsor   | _____ \$17,500 Gala Dinner Reception Sponsor | _____ \$15,000 Gala Honoree 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:** Please purchase individual tickets online at <http://asiasociety.org/uschinafilmsummit>

	Summit & Dinner		Summit Only		Dinner Only	
	General	AS member	General	AS member	General	AS member
<b>Early Bird (thru 10/1):</b>	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
<b>Standard (after 10/1):</b>	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400
<b>Academic:</b>	<input type="checkbox"/> \$400		<input type="checkbox"/> \$200		<input type="checkbox"/> \$250	
<b>Student:</b>	<input type="checkbox"/> \$250		<input type="checkbox"/> \$120		<input type="checkbox"/> \$150	

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

\_\_\_\_\_ 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  
Attn: Yitong Ding  
244 South San Pedro Street, Suite 201, Los Angeles, 90012  
Phone: (213) 788-4711 - Fax: (213) 788-4701  
[yding@asiasociety.org](mailto:yding@asiasociety.org)

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