

**THURSDAY  
NOVEMBER**

**8/2018**

**6:00pm - 10:00pm**

**6 WINNERS**

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**MUSIC VIDEO**

**BEST HORROR**

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**4th Annual  
ICP ENT. Short Film Series  
Sponsorship Opportunities**

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Founded in 2015, The ICP Ent. Short Film Series is a preferred curated series that exhibits independent short films in NYC a melting pot of creative and artistic culture and diversity. Our competition, now in its 4th year attracts submissions from both local U.S. and international filmmakers, industry leaders and seasoned professionals for a 1 day screening where 6 winning short films will be selected in the following categories: Best Web Series, Comedy, Drama, Music Video, Animation and Horror.



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coalition  
for the  
homeless

Our 4th Annual Series will also support and benefit our charity: **The Coalition for the Homeless** <http://www.coalitionforthehomeless.org>

Each night, 1,000 people who would otherwise go hungry are served a meal thanks to the 35-year-old institution, which also functions as a job-training hub and a crisis-intervention center for at-risk families.



CONDE GLOBAL



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## 3rd Annual ICP Ent. Short Film Series Sponsors

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**RODAN+FIELDS**

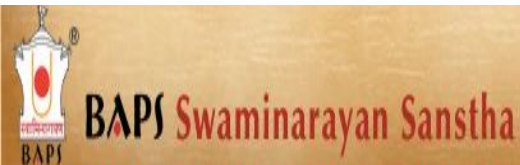
Independent Consultant

Donna Fayyaz

[www.dfayyaz.myrandf.com](http://www.dfayyaz.myrandf.com)

CHANGING SKIN. CHANGING LIVES.





## Media Partners









# Nominated Films – 3rd Annual ICP Ent. Short Film Series





# 3rd Annual ICP Ent. Short Film Series–Winners

**FRIDAY  
NOVEMBER  
10/2017**

**5 WINNERS**

**PRODUCERS  
CLUB THEATER  
358 West 44th Street NYC**

**BEST DRAMA**



**BEST WEB SERIES**



PURCHASE TICKETS  
TO OUR 11/10/17 3rd ANNUAL SHORT FILM SERIES  
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<https://icpent3rdannualshortfilmseries.eventbrite.com>



# 3rd Annual ICP Ent. Short Film Series-Highlights





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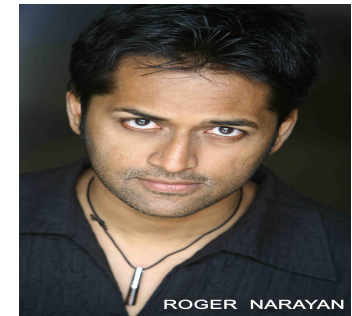
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## ICP Ent. Short Film Series Judges Panel





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### **“Neelkanti Patekar”** (International Jury member)

Neelkanti is an actress, producer and wife of the legendary Bollywood Actor: **Nana Patekar**. She is known for films such as **Struggle**, **Journey of Life...**(2010), **Beginning of End** (2010) and **Atmavishwas** (1989).

For more information on Neelkanti and all of our judges for this year's series, please visit our “JUDGES PANEL” FB PAGE at <http://on.fb.me/1GEOVYr>



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## “Roger Narayan” (International Jury member)

**Roger Narayan** is a Hollywood and Bollywood International Indian Actor who works regularly in Indian Films (Hindi, Tamil, Kannada, Malayalam, Sanskrit). Roger is regularly seen on American TV Shows, working in a broad range of genre and mediums. Roger has completed several Films slated for released in 2016-17. Roger played the Male Lead in the Blockbuster Film **U-Turn** which had its World Premiere at the New York Indian Film Festival. For more info on Roger visit his website at: <http://www.Roger-Narayan.com>



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# stars in your eyes

By Misty Schwartz

## Richard Oliver, Jr: Renaissance Man

Richard Oliver Jr. has covered numerous NYC Red Carpet, Gala, Charity Fundraising, Fashion and Fashion events, and has interviewed various celebrities such as Robert Rodriguez, comedian David Mirkin and Big Seated, as well as industry insider "Salem Randle", among many others. He is a very down to earth and humble upcoming star who is set to make a Red Carpet appearance at next year's Sundance Film Festival (<http://filmfreeway.com/oliverjr>). What connects him to people is his positive energy and sincere passion for the arts of all genres. No matter how famous he becomes, this native New Yorker will always support independents and continue to provide a platform for them to share and expose their artistic works. Richard's hilarious new comedy show pilot project, entitled, *The Rhyme Impersonator Show*, is being pushed to various TV networks and will hopefully be included in the upcoming pilot season.

When did you know without any doubt that you wanted to produce and host and sing?

Well, as a young boy I grew up singing in church choirs, as a teenager in both my home churches and private schools. There I began performing at various events and recitals around NYC, and that's where I got my first onstage experience. My parents' wish was that I become a lawyer, and after high school I studied business law and paralegal studies for two years. I discovered my love for acting, writing, and directing in small high school productions and while later attending Interboro Institute's Acting & Theater program with my acting coach, Dr. Deberry. It was there that my love for the stage grew even stronger, while performing a short two performance week run for my student body.

My producing interests developed after attending a 12 week film program at The New York Film Academy where I harnessed and learned the true overall process of filmmaking, and discovered that I enjoyed every aspect of all the fundamental pieces. From that experience I produced two short and one feature length documentary entitled, "New Orleans, We Won't Forget About You", where I got a chance to incorporate both my singing and musical talents, producing the entire music score and soundtrack for the documentary.

After film school I ventured more into my music career, successfully completing my 1st Debut Album entitled, "Treasure Men". In this album I had an opportunity to showcase my acting talents with a comedy interlude entitled, "Mr. and Mrs. Chow" where I impersonated two characters.

My knack for entertainment hosting came after my two successful Kickstarter campaigns which got my comedy show pilot project entitled, "The Rhyme Impersonator Show" off the ground. During the campaign process, I started a blog talk radio show called "The Rhyme Impersonator Radio Show", where I got to interview various entertainment guests from all walks of life.

What inspires you to act, produce, direct?

I would say it's the passion of wanting to tell new stories, to explore new ideas and concepts with a new way, and the turning up with others talented in their own respect to make my creative vision a distinct reality. In regards to my new comedy show, my goal is to make sketch comedy better and take it to another level, and in the process I can act and also direct beginning or even seasoned actors and actresses and take them to that same level as well.

**About the Author:**  
Misty Schwartz is the owner of MSP and is a public relations and marketing guru, enjoys meeting new people and doing volunteer work. She has been doing PR-Marketing for various organizations.

**Keep up with Richard online!**

[icpentertainment.com](http://icpentertainment.com)  
[facebook.com/therhymeimpersonatorshow](https://facebook.com/therhymeimpersonatorshow)  
[youtube.com/therhymeimpersonator](https://youtube.com/therhymeimpersonator)  
[twitter.com/newcomedyshow](https://twitter.com/newcomedyshow)  
[thehymepersonatorshow.com](https://thehymepersonatorshow.com)  
[imdb.me/therhymeimpersonatorshow](https://imdb.me/therhymeimpersonatorshow)

**Tell us something new, something bold that you've never told any other magazine...news tip :)**

**I still have a huge crush on actresses Halle Berry and Meagan Good.**

*Our interview with Richard continues online. Visit [pumpandteatoday.com](http://pumpandteatoday.com).*

(C)RICHARD OLIVER JR.

## Richard Olivier Jr. (Series Founder & Juror)

Richard was extremely instrumental in the success of not 1 but 2 successful Kickstarter Campaigns for **13.5k** which provided a seed investment for this actor and budding star to produce **5 SEASONS (25 Plus Episodes)** of his comedy show Web Series that he wrote, starred, directed and produced entitled: **The Rhyme Impersonator Show!**. His SEASON 1 premiere earned him a Partnership Deal with the huge media giant **You-Tube!**. He produced and starred in various short films such as: **The Getaway...(2016)**, **I Love You...(2016)**, Plus a feature documentary: "New Orleans, We Won't Forget About You", his next project is a Romantic Comedy feature film...



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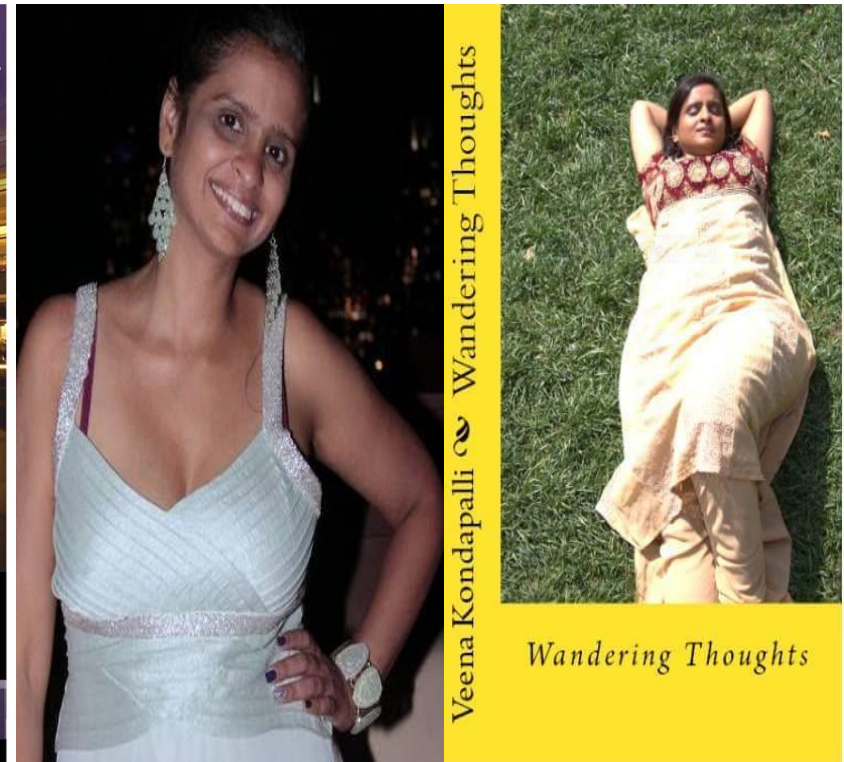
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**“Veena Kondapalli”** (Series Co Founder, International Juror & CFO of ICP Ent.)

A native of Hyderabad India, Veena was extremely instrumental in the success of not 1 but 2 successful Kickstarter Campaigns for **13.5k** which provided a seed investment for her to produce **5 SEASONS (25 Plus Episodes)** of her sketch comedy show Web Series entitled: **The Rhyme Impersonator Show!**. The premiere of SEASON 1 earned her a Partnership Deal with the huge media giant **You-Tube!**. **She's has worn many hats on various independent films as Production Mgr., PA and AD.** Veena is also a self published author with a book on Amazon entitled: **"Wandering Thoughts"**.



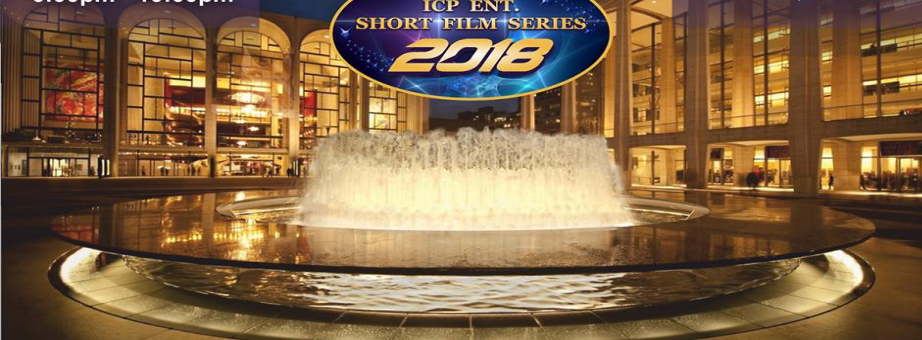


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The official **AFTER PARTY!** for our 4th Annual Series will be hosted at the NYC famed **LAVO!**.

*An Upscale, industrial-chic Italian eatery with a downstairs nightclub featuring celebrity DJs & Bottle Service. All of designers, sponsors, models, staff and volunteers will celebrate the huge success of FWFR (Fashion Week Front Row)*



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## Sponsorship Benefits

- Brand association with film community and support for the arts
- Brand impact and premium visibility
- Logo placement on Festival website, official poster & program
- Product placement opportunities
- Promotion on Festival & social media channels
- Media attention in connection with the Festival
- Access to Festival parties and events
- V.I.P invites to Red Carpet Opening Night and after party!

All packages can be customized to fit each organization's needs and level of participation.



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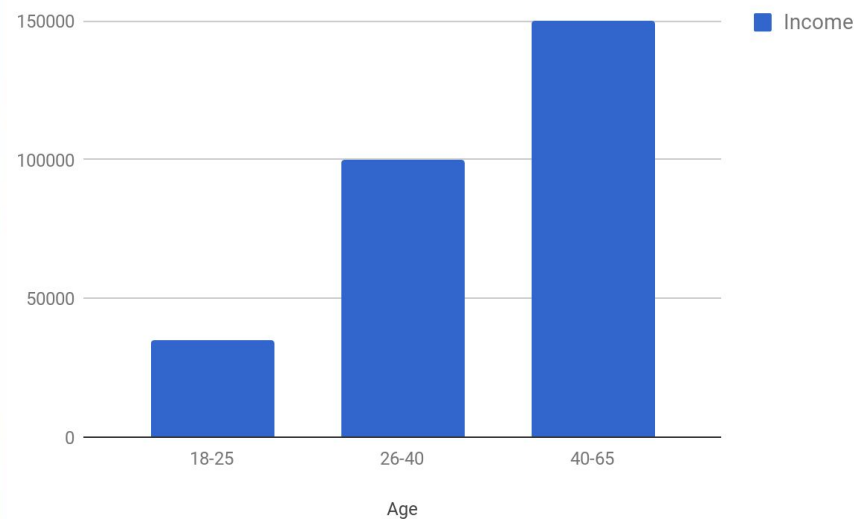
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## ICP Ent. Short Film Series *Target Market*

Our target market is 18-65+ years old and mainly consists of young Indian and African Americans living in various boroughs of New York, NJ and tri-state area.

Income Level of Target Market audience ranges from \$35,000- \$300,000





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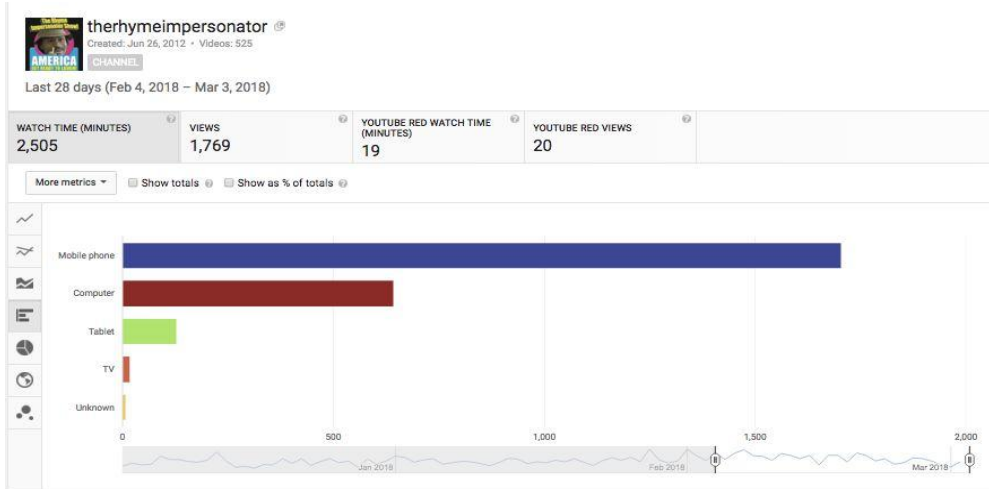
## **Sponsorship Benefits**

### **Mileage for being a Sponsor:**

- Marketing, advertising, Promotion on all Social media including Youtube, Facebook, Instagram, twitter, Filmfreeway, Eventbrite worth of \$50,000 for 9 months duration time.
- Highlight your company logo in media companies such as ITV Gold (10 million Indian American coverage), Entrigue Magazine (covering 25% african american community in NYC), BAP News (57% Bangladeshi that live in NYC)
- Your company logo is also highlighted in high traffic junctions offline at The Lincoln Film Center..
- The Rhyme Impersonator Show, YouTube Channel, worldwide and has popularity in India, USA, Canada, Australia, UK.



# Media Coverage Analytics



## Gender

### Views

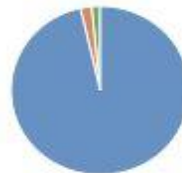
- Male (0.0%)
- Female (100%)



## Playback locations

### Watch time

- YouTube watch page (96%)
- Embedded in external websites and apps (2.0%)
- YouTube channel page (1.6%)



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## Top geographies

### Watch time

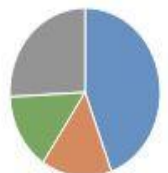
- India (60%)
- United States (30%)
- United Kingdom (0.9%)
- Germany (0.9%)
- Canada (0.7%)



## Traffic sources

### Watch time

- Suggested videos (44%)
- External (15%)
- Browse features (15%)
- Other (26%)





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## Sponsorship Benefits

### The Venue:

A state-of-the-art multi-screen theater and cultural venue that opened in 2011, designed by award-winning architect David Rockwell. The opening of the Film Center marks the Film Society of Lincoln Center's expansion to two venues on the Lincoln Center campus.

Located at sidewalk level on the south side of West 65th Street, the building is home to three pristine theaters—the 140-seat *Francesca Beale Theater*, the 85-seat *Howard Gilman Theater*, and the intimate 75-seat *Amphitheater*, featuring the world's largest plasma screen—and *indie food and wine* café featuring a delicious menu of Italian-inspired fare to be enjoyed in a cool, casual dining environment.

**SUBMISSIONS NOW OPEN AT:** [filmfreeway.com/icpentshortfilmseries](http://filmfreeway.com/icpentshortfilmseries)

**TICKETS ON SALE NOW!** at <http://www.4thannualicpentshortfilmseries.eventbrite.com>

**For SPONSORSHIP OPPORTUNITIES CALL/TEXT: (212) 470-0871,**

**E. [icpentshortfilmseries@gmail.com](mailto:icpentshortfilmseries@gmail.com)**

**BEST WEB SERIES**

**BEST DRAMA**

**MUSIC VIDEO**

**BEST HORROR**

**BEST COMEDY**

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**THURSDAY  
NOVEMBER**

**8/2018**

**6:00pm - 10:00pm**

**6 WINNERS**

**WWW.ICPENTERTAINMENT.ORG**



Elinor Bunin Munroe  
Film Center  
Francesca Beale Theater  
@ Lincoln Center  
144 W 65th St, (South Side)  
New York, NY 10023

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## **Sponsorship Tiers**

**\*NEW for 2018\***

**Platinum Sponsor: \$10,000**

- All Gold Sponsor benefits (listed below) plus:
- 4 additional free tickets to the festival-VIP seating
- Festival program front-page promotion
- Special announcement on the film screen prior to the start of the festival start and through intermission segments.
- Social Media V.I.P Package, will tag your business on every post. (Customize it as per your brand needs)



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## Sponsorship Tiers

**\*Gold Sponsor: \$5,000**

- 4 free VIP tickets to the film festival
- Premium Facebook and social media marketing
- Logo on the event poster
- Logo and link on the event website
- Product in the gift bag to be given to VIP guests.



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## **Sponsorship Tiers**

### **Silver Sponsor: \$2000**

- 2 free tickets to the film festival
- Logo of your company on all of our press, media ads and write-ups.
- Facebook and social media marketing
- Name and link on our official website
- Your logo on our 30 sec - 1 minute promo commercial that will be used from June 1- Nov 8th for the entire promotion of this years short film series.



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## Sponsorship Tiers

### Bronze Sponsor: \$1000

- 2 free tickets to the film festival
- Name and link on the event website
- Facebook and all other social media marketing and advertising.

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# ICP ENTERTAINMENT

A New Vision of excellence

## CONTACT

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