



Press Release

Applause for Our Partners! Here Are the Sponsors of the 65th Berlin International Film Festival

Besides having four principal partners - L'Oréal Paris, ZDF, Tesiro and Audi - the Berlinale is supported by roughly 40 national and international enterprises. Joining Hugo Boss and Glashütte Original as co-partner is now MasterCard, which has signed an agreement until 2016.

"We would like to thank Prof. Monika Grütters for the unflagging support of the federal government. We are also extremely indebted to all our official partners, which have become an integral part of the festival. They host the press and other accredited guests and visitors, as well as augment the Berlinale with initiatives for new young talents, awards and events. They are indispensable in providing the modern digital infrastructure that makes it possible for us to distribute and project our films," says Festival Director Dieter Kosslick.

Principal Partners

Audi AG

As one of the most innovative automobile manufacturers, Audi is providing this year's Berlinale with a fleet of 300 vehicles. The stars will arrive at the Red Carpet for the Opening Gala, the Award Ceremony and daily gala premieres in a wide range of Audi sedans.

Audi has launched a new prize in the *Berlinale Shorts* section: the "Audi Short Film Award". With a cash prize of EUR 20,000, it will be presented during the official Award Ceremony by the International Short Film Jury to a director who has his own signature style.

For the 65th edition of the festival, the Audi Berlinale Lounge will again be installed in front of the Berlinale Palast. It will serve as the venue of the Berlinale Open House programme.

Audi is again responsible for producing this year's Berlinale bag. For the first time, there will also be a new official Berlinale advanced-sales ticket office at Audi City Berlin (Kurfürstendamm 195).

L'Oréal Paris

In the 17th year as the Berlinale's official cosmetic specialist, L'Oréal Paris will again assist the stars in finding the perfect look for the Red Carpet. The faces of L'Oréal Paris include film icons such as Jane Fonda,

**65. Internationale
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Eva Longoria, and Julianne Moore. On the invitation of L'Oréal Paris, Heike Makatsch and Lena Meyer-Landrut will be coming to this year's festival.

Not only the stars will be styled in the Berlinale VIP-Club for their appearances on the Red Carpet by a team of L'Oréal Paris beauty experts, but also festival-goers will have the chance to get the latest "Berlinale look", free of charge, at the L'Oréal Paris Make-up-Studio at Potsdamer Platz.

Tesiro

Every year since 2009, Tesiro has presented an exclusive Berlinale Jewellery Collection that prominent guests may wear to attract even greater notice on the Red Carpet.

At the 65th Berlinale, Tesiro will again be the official host of the glamorous Golden Bear Lounge in the Grand Hyatt Hotel. At the heart of the Berlinale Press Centre, Tesiro's Golden Bear Lounge will be a meeting place for film teams from this year's official programme as well as other renowned festival guests.

As principal partner, Tesiro will again support the European Shooting Stars Awards that are to be presented at the Berlinale Palast on February 9, 2015.

ZDF

As the Berlinale's principal media partner, ZDF will again produce the events staged at the Berlinale Palast - from the Opening Gala to the European Shooting Stars Awards and presentation of the Honorary Golden Bears, to the Award Ceremony of the International Jury. As pool leader, ZDF is also in charge of providing TV footage to countless national and international broadcasters covering the festival.

The Opening Gala of the Berlinale 2015 will be transmitted live by 3sat, ZDF's partner station, during the programme "Kulturzeit extra". 3sat will also televise the highpoint of the Berlinale, the Award Ceremony with the presentation of the Golden and Silver Bears by the International Jury, in a special live broadcast on February 14.



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Co-Partners

Glashütte Original

With a long tradition in watchmaking, Glashütte original will again invite a select number of guests and media representatives high above Berlin, to the exclusive Glashütte Original Lounge on the 24th storey of the Kollhoff Building.

Thanks to the support of Glashütte Original, the EUR 15,000 “Made in Germany - Perspektive Fellowship” has been awarded in the *Perspektive Deutsches Kino* section since 2012. This year’s jury members, Angelina Maccarone, Jenny Schily and Jochen Laube, have awarded the prize to Oskar Sulowski for his treatment *Rosebuds*.

As section partner, Glashütte Original also supports the *Retrospective* and the *Homage*. Wim Wenders and Sir Ken Adam have been invited, among others, to participate in the “Salon Talks” in the Glashütte Original Lounge.

Hugo Boss

Hugo Boss, one of the world’s leading fashion houses, has been the official fashion partner of the Berlinale for twelve years now. Hugo Boss assists Berlinale actors and actresses to make a stylish appearance on the Red Carpet. Specially for the 65th Berlinale, BOSS Artistic Director Jason Wu has designed a cashmere scarf that Hugo Boss will present to national and international VIP guests at the festival.

MasterCard

In 2015, MasterCard - the leading international technology specialist for payment solutions - has joined the inner circle of the Berlinale for the first time. MasterCard builds on emotionality und exclusivity, which makes the partnership with the Berlinale a significant component of its branding strategy. Within the scope of its “Priceless” campaign, MasterCard is also offering its customers unforgettable experiences. In partnering with the festival, MasterCard will open an additional exclusive ticket counter in the Potsdamer Platz Arkaden mall. Here MasterCard® cardholders may secure the highly-coveted tickets for Berlinale film premieres. Visitors also await all sorts of MasterCard® Priceless Surprises during the festival.

Third partners in 2015: Arri Film & TV, Canada Goose, Colt Technology



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Services, French-German Youth Office (FGYO), Dolby, GWFF, rbb Fernsehen, Rohde & Schwarz DVS, TV Movie.

Once again the “Gesellschaft zur Verwertung von Film- und Fernsehrechten” (GWFF), a society for safeguarding film and television rights, is funding the EUR 50,000 Best First Feature Award. This year’s jury members are: Fernando Eimbcke, Joshua Oppenheimer and Olga Kurylenko. A total of 18 fictional films are competing for the prize.

Since 2004, the *Perspektive Deutsches Kino* section has awarded the “FGYO Award Dialogue en perspective”. In 2015 the jury will be headed by Marie Bäumer. The award comes with a EUR 5,000 cash prize, funded by the French-German Youth Office (FGYO).

Sections partner in 2015: Canon (principal partner of *Berlinale Talents*), Glashütte Original (*Retrospective / Berlinale Classics / Homage*), IFA (host of the *EFM Industry Debates*).

Suppliers in 2015: Aspera - an IBM company), Barco, BerlinPlakat, CineStar CUBIX, Deutsches Weininstitut (DWI), Haus Rabenhorst, LemonAid, Nikon, TNT Express, TOP-Ix, Viva con Agua, Vranken Pommery, Wall, webedia.

Press Office
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