



March 11, 2015

## **TCM Announces The Academy Museum And DIRECTV As New Partners Of The 2015 TCM Classic Film Festival**

**Returning Partners Include Delta Air Lines, Citi and Bonhams**

**Additional Partners Include Bogart's Real English Gin, ABK Beer, Sephora and Monster Electronics**

TCM announced today that **the Academy Museum of Motion Pictures** and **DIRECTV** have joined returning partners **Delta Air Lines, Citi** and **Bonhams** as supporters of the **2015 TCM Classic Film Festival**, which is set to take place **March 26-29** in **Hollywood**. Delta, Citi and Bonhams have all supported the festival in previous years, with Delta being a founding partner beginning with first festival in 2010. This year marks the TCM Classic Film Festival's sixth year of creating unforgettable Hollywood magic.

"Our long-standing partners - Delta, Citi and Bonhams – have been instrumental in contributing to the success of the festival and I'm thrilled to have them back on board along with new partners the Academy Museum and DIRECTV," said Genevieve McGillicuddy, Vice President of Brand Activation and Partnerships at TCM. "We're extremely thankful for the invaluable contributions that all our partners bring each year and look forward their involvement in this year's festival."

The following is the roster of partners set to sponsor the 2015 TCM Classic Film Festival:

### **Delta Air Lines – Founding Partner**

In recognition of Delta's status as an original festival partner and their increasing annual support each year of the event, TCM has named Delta exclusive Founding Partner of the TCM Classic Film Festival. As the official airline partner of the TCM Classic Film Festival, Delta provides air travel for many of the festival's VIP guests. The airline will also be the exclusive sponsor for the "Live from the TCM Classic Film Festival" event with Sophia Loren on Saturday, March 28 at the Ricardo Montalban Theater in Hollywood.

### **Citi – Lead Partner**

Citi, which returns for its third year as a Lead Partner, is the official card of the 2015 TCM Classic Film Festival. In addition to an exclusive festival pass pre-sale for Citi cardmembers, attendees who use their Citi card to purchase festival passes will receive an exclusive gift when they arrive at the festival. Citi will also host an exclusive preview event on the eve of the festival for their cardmembers and be the presenting sponsor of the popular poolside screenings at the Hollywood Roosevelt Hotel.

### **Bonhams – Official Program Partner**

Returning for its fourth year as a festival partner, international auctioneers Bonhams will provide items to be exhibited in Club TCM, the central gathering point for festival attendees. Bonhams will also host a valuation session for festival attendees in the Hollywood Roosevelt Hotel. In addition, Bonhams will sponsor several films presented during the TCM Classic Film Festival including *Lawrence of Arabia* (1962), *Limelight* (1952), *A Man for All Seasons* (1966) and *On Her Majesty's Secret Service* (1969)

### **The Academy Museum of Motion Pictures – Official Partner**

TCM Classic Film Festival will partner with the Academy Museum of Motion Pictures for the Opening Night 50<sup>th</sup> Anniversary Gala Presentation of *The Sound of Music* (1965) and the opening night party. In addition, the Academy's Margaret Herrick Library will supply rare archival photography to Club TCM as well as a presentation of "Hollywood Home Movies: Treasures from the Academy Film Archive." Randy Haberkamp, Managing Director, Preservation and Foundation Programs for the Academy, will also present "Return of the Dream Machine (1902-1913)," which will feature hand-cranked projection of 35mm prints from cinema's earliest years, including a color

tinted version of George Méliès' *A Trip to the Moon* (1902), the Edison Company's *The Great Train Robbery* (1903), D.W. Griffith's *A Corner in Wheat* (1909), and Lois Weber's split-screen thriller *Suspense* (1913), with live musical accompaniment by Michael Mortilla.

#### **DIRECTV – Official Partner**

As a new partner to the festival, DIRECTV will be sponsoring the "DIRECTV Lounge" in the lobby of the TCL Chinese Multiplex 6, where festival attendees will be able to unwind, charge their devices, update social media statuses and learn about DIRECTV services and offerings.

#### **The Hollywood Reporter – Official Media Partner**

*The Hollywood Reporter* will be providing print and digital exposure, editorial coverage of the film festival along with sponsoring and hosting the following films: *The Invisible Man* (1933), *Norma Ray* (1979) and *Doctor Zhivago* (1965).

The festival has also added several new partners for 2015. **Sephora** will be the official sponsor of the screening of *Roman Holiday* at the El Capitan Theater. **Monster Electronics** has signed on as the official partner of all live orchestra events at the festival including world premiere restorations of *Steamboat Bill Jr.* (1928) and *The Grim Game* (1919) along with offering an onsite sweepstakes for festival attendees. **Bogart's Real English Gin** and **ABK Beer** have signed on as the official spirits partner of the festival and passholders will enjoy both at the opening night gala and reception and events held at Club TCM.

### **About the 2015 TCM Classic Film Festival**

For the sixth consecutive year, thousands of movie lovers from around the globe will descend upon Hollywood for the **TCM Classic Film Festival**. The 2015 festival is set to take place **Thursday, March 26 – Sunday, March 29, 2015**. Over four packed days and nights, attendees will be treated to an extensive lineup of great movies, appearances by legendary stars and filmmakers, fascinating presentations and panel discussions, special events and more.

The theme for the 2015 TCM Classic Film Festival will be ***History According to Hollywood***:

The Old West. Medieval England. Ancient Rome. Hollywood has found endless inspiration in re-creating historical moments and bringing to life the heroes and villains of the past, creating a form of time travel for audiences through the ages and around the world. These films, however, are not always true to the historical record. Filmmakers have often created works about the past that are a reflection of the period in which they were made, or change facts to suit a particular storyline. The 2015 TCM Classic Film Festival will explore how cinema has shaped how we view – and remember – history.

TCM host and film historian **Robert Osborne** will once again serve as official host of the TCM Classic Film Festival, with TCM's **Ben Mankiewicz** introducing various events. The festival's official hotel and central gathering point for the sixth consecutive year will be **The Hollywood Roosevelt Hotel**, which has a longstanding role in movie history and was the site of the first Academy Awards® ceremony. The Hollywood Roosevelt Hotel will also offer special rates for festival attendees. Screenings and events during the festival will be held at the **TCL Chinese Theatre IMAX**, the **TCL Chinese 6 Theatres** and the **Egyptian Theatre**, as well as other Hollywood venues.

### **Festival Passes**

Passes for the 2015 TCM Classic Film Festival are on sale now and can be purchased exclusively through the official festival website: [www.tcm.com/festival](http://www.tcm.com/festival). The number of passes available, especially top-level "Spotlight" passes, is limited.

**The "Spotlight" Festival Pass: \$1,649** – Includes all privileges available to "Classic" and "Essential" passholders, priority entry to all screening events; plus entry to the exclusive Opening Night Gala Party following the Red Carpet Gala screening at TCL Chinese Theatre IMAX; meet-and-greet events with TCM friends, including Robert Osborne and Ben Mankiewicz; and a limited edition TCM Classic Film Festival poster.

**The "Essential" Festival Pass: \$749** – Includes all privileges available to "Classic" passholders, plus entry to the Red Carpet Gala screening at TCL Chinese Theatre IMAX and official TCM Classic Film Festival collectibles.

**The "Classic" Festival Pass: \$599** – Includes access to all film programs at festival venues Thursday, March 26 – Sunday, March 29 (does not include admittance to the Opening Night Red Carpet Gala screening at TCL Chinese Theatre IMAX or the Opening Night Gala Party); access to all Club TCM events, panels and poolside screenings at the Hollywood Roosevelt Hotel; an Opening Night welcome reception at the Hollywood Roosevelt Hotel; and the Closing Night event.

**The "Palace" Festival Pass: \$299** – Includes access to all screenings and events at the TCL Chinese Theatre IMAX (excluding the Opening Night Red Carpet Gala), the Egyptian Theatre and poolside screenings at the Hollywood Roosevelt Hotel Friday, March 27 – Sunday, March 29.

## About Turner Classic Movies (TCM)

**Turner Classic Movies (TCM)** is a two-time Peabody Award-winning network that presents great films, uncut and commercial-free, from the largest film libraries in the world. TCM, which is available in more than 85 million homes, features the insights of hosts Robert Osborne and Ben Mankiewicz, plus interviews with a wide range of special guests. Currently in its 21st year as a leading authority in classic film, TCM offers critically acclaimed original documentaries and specials; film series like *The Essentials*, and *Friday Night Spotlight*, and annual programming events like *31 Days of Oscar®* in February, *Summer Under the Stars* in August and *TCM Essentials Jr.* during the summer. TCM also connects with movie fans through such events as the annual TCM Classic Film Festival in Hollywood and the TCM Classic Cruise, as well as through the TCM Classic Film Tour in New York City and Los Angeles. In addition, TCM produces a wide range of media about classic film, including books and DVDs, and hosts a wealth of material online at [tcm.com](http://tcm.com) and through the Watch TCM mobile app.

TCM is part of Turner Broadcasting System, Inc., a Time Warner company. Turner Broadcasting creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

## Connect with Turner Classic Movies

**Website:** [www.tcm.com](http://www.tcm.com)

**Pressroom:** [pressroom.turner.com/tcm](http://pressroom.turner.com/tcm)

**Facebook:** [facebook.com/tcmtv](https://facebook.com/tcmtv)

**Twitter:** [twitter.com/tcm](https://twitter.com/tcm) | [twitter.com/tcmpr](https://twitter.com/tcmpr)

**TCM Store:** [shop.tcm.com](http://shop.tcm.com)

**Watch TCM app available for iOS and Android Platforms.**

## Publicity Contact

**Kendel White**

404.575.9258

[kendel.white@turner.com](mailto:kendel.white@turner.com)