



## WHO WE ARE

The Friedman Group is a leading brand enhancement representation firm that provides film festivals worldwide with unprecedented exposure and access to the highly visible entertainment community.

TFG has created a powerful network of relationships with many of the most influential and hard-to-reach people in the entertainment industry including: A-list celebrities, [Academy Award, Golden Globe and Emmy nominees and winners], high-profile talent agents, and prominent film and television studio executives.

Since 2001, The Friedman Group has partnered with several International Film Festivals to create incremental brand awareness throughout North America for the purpose of helping to establish their event as one of the most talked about events of the season. The Friedman Group has successfully raised the profile of these global film festivals by securing the attendance of Hollywood A-list celebrities year after year.









## WHAT WE DELIVER FOR YOU The Friedman Group has successfully raised the profile of global film festivals by securing the attendance of Hollywood A-list celebrities and high profile entertainment personalities each year. Because of TFG's broad reach, we create a higher level of exposure for your festival. Through an array of promotional and outreach activities, TFG will market your event to Hollywood's elite, for the purpose of securing red carpet talent and honorees for your festival. We deliver on the following: Creating and managing the invitation and RSVP process from start to finish Communicating with all talent representatives for purposes of securing A-List Talent for your event Hands-on and on-site, helping to oversee all talent logistics during your festival TFG is in lock step with the organizers and leaders of the film festival to ensure a smooth experience for all involved. THE FRIED MAN GROUP CONNECTING BRANDS TO HOLLYWOOD













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