





## Introduction:

**Founded by Ahmad Golchin in 1964, and now managed by his daughter Mahi Golchin Depala, Phars Film is responsible for the distribution and exhibition of the majority of American Independent, Malayalam, Tamil, Telegu, Iranian, Filipino, Art-House and other Foreign Language films brought to the Middle East.**

**Phars Film wholly owns and operates our own cinematic venues, strategically located throughout the UAE and GCC and is a stakeholder several other Cinema operators in the GCC.**

**Phars Film, in partnership with Al Nisr Cinema Film Co., is responsible for the total mass of Bollywood movies brought to the UAE and Gulf region. To complement this partnership, Phars Film and Al Nisr Cinema film Co., together, own and operate **Gulf Multiplex** group of cinemas in the UAE.**

**Ahmad Golchin is also the Founder and Managing Partner of Gulf Film LLC. Distributors for the lion's share of Hollywood and Arabic titles throughout the region, Gulf Film Group distributes and exhibits over 200 titles per annum, operates the Middle East's largest laser subtitling laboratory and owns and operates **Grand Cinemas**, which is now the largest chain of Cinemas across the Middle East.**

**Phars Film is a partner and stakeholder in Qatar Bahrain Cinemas the foremost chain of cinemas in Qatar.**

**Phars Film is the majority stakeholder in several other industry – related businesses covering Post-production , Line Production, Events, Retail and Hospitality.**



## **Red Carpet Solutions: UAE**

**Dhars Film has been the regions key player in the Distribution and Exhibition of Motion Pictures since 1964. Over the years, we have had the privilege of developing long-standing relationships with a considerable network of clients and suppliers, alongside a wealth of experience and a proven track record in value – added services to both our **Corporate** and **Private** clients.**

**Dhars Film's Red Carpet Solutions exists to offer you the benefits of our experience by providing your organization a boutique service for all your cinematic event needs, from booking of the venue through to promotion and visibility. Assuring that once your booking is confirmed, our tried and tested solution will be set in motion.**

**With Dhars Film's Red Carpet Solutions you can rest assured that your event will be a **Red** Carpet success.**



# What is a Red Carpet Solution?

**Dhars Film Red Carpet Solution is a combination of 3 Services:**

- Event Service** : **The planning, development and Coordination of all activities pertaining to the physical event.**
- Advertising Service** : **The planning and coordination of any and all advertising activity pertaining to the event. Dhars Film utilizes our long-term advertising rates to guarantee our clients the best possible price.**
- Public Relations Service** : **The development of press kits for all print, radio and television media with whom Dhars Film has an established relationship.**



## What is Event Service?

**The planning, development and Coordination of all activities pertaining to the physical event.**

<b>Venue Booking (s)</b>	<b>:</b>	<b>Cinema</b> <b>Non-cinema</b>
<b>Screen Booking (s)</b>	<b>:</b>	<b>No. of Guests</b> <b>No. of Screens</b> <b>Home Screen</b>
<b>Collateral</b>	<b>:</b>	<b>Invitations</b> <b>Merchandise</b> <b>Giveaways</b>
<b>Catering</b>	<b>:</b>	<b>Platinum Menu</b> <b>Gold Menu</b> <b>Red menu</b>
<b>Site Layout &amp; Design</b>	<b>:</b>	<b>Red Carpet</b> <b>Cocktail &amp; Reception Area</b> <b>Site Décor - Floral Arrangements, etc.</b> <b>Theme décor</b>



## What is Event Service? Continued...

**The planning, development and Coordination of all activities pertaining to the physical event.**

**Staffing Requirements**

**:**

**Hosting**

**- Models**

**Regular Hostesses**

**Security**

**- VIP security / Bodyguard services**

**Site Security**

**Transportation**

**:**

**Chauffeur**

**- Limousine**

**Standard luxury**

**Branding**

**:**

**Banners**

**- Roll – up banners**

**Danglers**

**Podium Branding**

**Screen Advertising**

**- 35MM**

**Slide**

**Promotional Booth**



## **What is Advertising Service?**

**The planning and coordination of any and all advertising activity pertaining to the event.**

**Dhars film utilizes our long-term advertising rates guaranteeing our clients the best possible price.**

## **Advertising placements in...**

**Print...**

**Radio...**

**Television...**

**MAXIMUM**

**EXPOSURE**



## **What is Public Relations Service?**

**Dress releases and Media kits will be sent out to our regular News, Arts, Culture and Entertainment Publications and Radio and Television associates as an event promotional service.**

**Dress Conferences can be coordinated if required according to the client's individual specifications**

**PR activity in...**

**Print**

**Radio**

**Television**

**MAXIMUM**

**PUBLICITY**





## Other Services:

**As an add-on service Dhars Film can offer a variety of bespoke services to help you get the most out of your event.**

- Celebrity Endorsement** : **Dhars Film can facilitate the booking of celebrity cast members as an event endorsement.**
- Dress Conference** : **Provided the event is being endorsed by one or more celebrities, Dhars Film can coordinate a press conference to showcase the event.**
- Branded merchandising** : **Dhars Film can coordinate the approvals, design and production for event – branded merchandise for use as giveaways under a distributor license agreement**



## **Pricing Structure:**

**Phars Film follows a policy of price transparency which is broken down into the following component parts:**

**1. EVENT SERVICE**

**2. ADVERTISING SERVICE**

**3. P.R. SERVICE**

**The booking and coordination of a Press Conference will be treated as an additional cost, over and above the standard PR service fee and will vary according to the client's specific requirements.**

### **Please note:**

- **Package costs will vary according to your individual event requirements**
- **Dress Conference is/are only applicable when endorsed by the movie cast.**
- **A separate fee for celebrity endorsement will be applicable should this service be required.**

