

CASINO THEATRE

AUSTRIAN SCREENWRITING
SHOWCASE

THE PAVILION, CENTURY PARK

NOVEMBER 14, 2025

PRESENTED BY: ADVANTAGE AUSTRIA & CASINO THEATRE

PRIVILEGED AND CONFIDENTIAL

UNIQUE CULTURAL SHOWCASE

The Austrian Screenwriting Showcase by Casino Theatre brings the country's most promising storytellers to Hollywood.

Timed with the American Film Market, it is the first country-specific showcase of its kind, placing fresh voices on stage before producers, financiers, and cultural influencers.

For sponsors, it's a unique platform where culture, creativity, and commerce meet.



BENEFITS AT A GLANCE

ACCESS

Direct access to 200+ Hollywood execs, producers, and cultural influencers, set in the heart of AFM week with 7,000+ global industry participants.



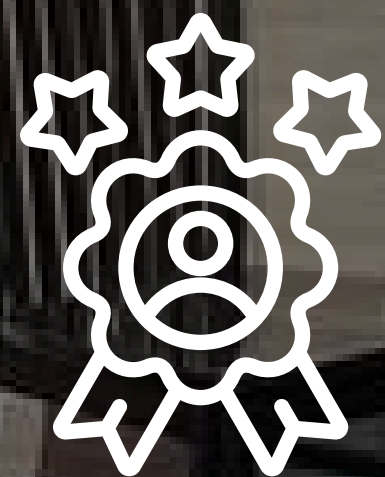
ENGAGEMENT

Custom activations, product placement, and curated giveaways.



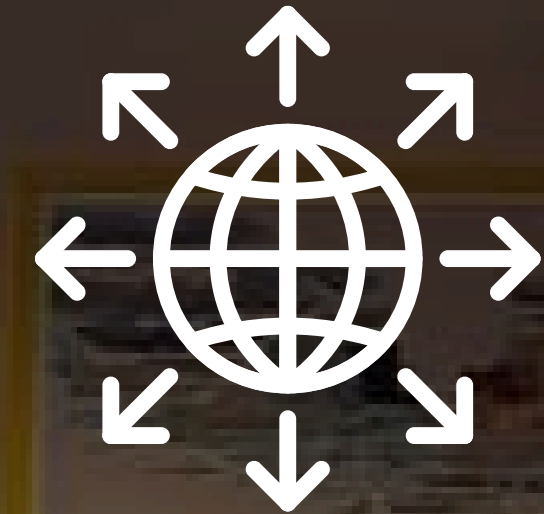
PRESTIGE

Association with leading cultural institutions and Hollywood's creative community.



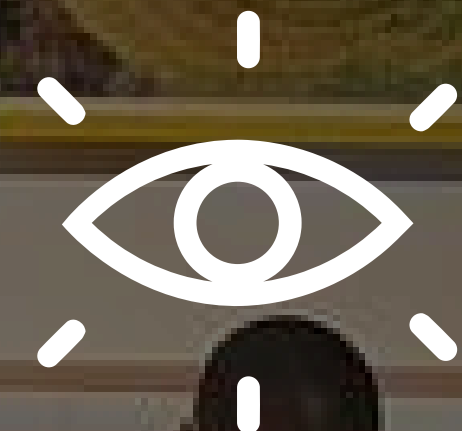
REACH

20M+ reach through influencer and social amplification.



VISIBILITY

Logo on signage, invites & media.



CONTENT

High-quality photos, video, and media assets for sponsor use across own channels



EUROPE ON SCREEN: AUSTRIA IN THE SPOTLIGHT

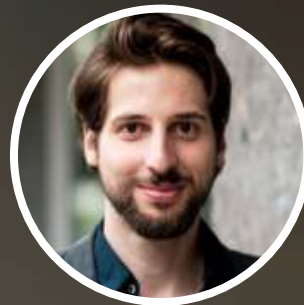
Produced together with the Austrian Trade Commission (Advantage Austria) and with the support of the Austrian Consulate General, this showcase spotlights the country's most promising unproduced film and TV projects.

Scouted in collaboration with the Writers Guild of Austria and presented with the in-kind support of the Goethe-Institut and German Films, as part of a broader initiative to bridge emerging European storytellers with Hollywood decision-makers.



FEATURED WRITERS AND PROJECTS

CHRISTOPH RAINER & SENAD HALILBASIC
REQUIEM FOR A ROBOT
(FEATURE)



JASON B KOHL
ENLARGEMENT
(DARK COMEDY SERIES)



MARIA HINTERKOERNER
VENUS
(HEIST COMEDY SERIES)



TONI WEISS
ROCK ME AMADEUS
(ANIMATED KIDS SERIES)



ULRIKE SCHWEIGER & CARL ACHTLEITNER
HEDY'S LULLABY
(FEATURE)



The projects already have local Austrian producers and backing. Their next step is to grow through international co-productions, making the AFM the natural marketplace and audience.

AFM TIMING

The showcase is timed to coincide with the American Film Market, aligning it with the exact audience it is designed to reach. More than 7000 producers, financiers, distributors, and decision makers from the global entertainment industry will be in Los Angeles for the week of the AFM (Nov 11 - Nov 16).

On November 14, the showcase offers a cultural experience that maximizes visibility for participating projects and partners - right in the center of the market's activity.

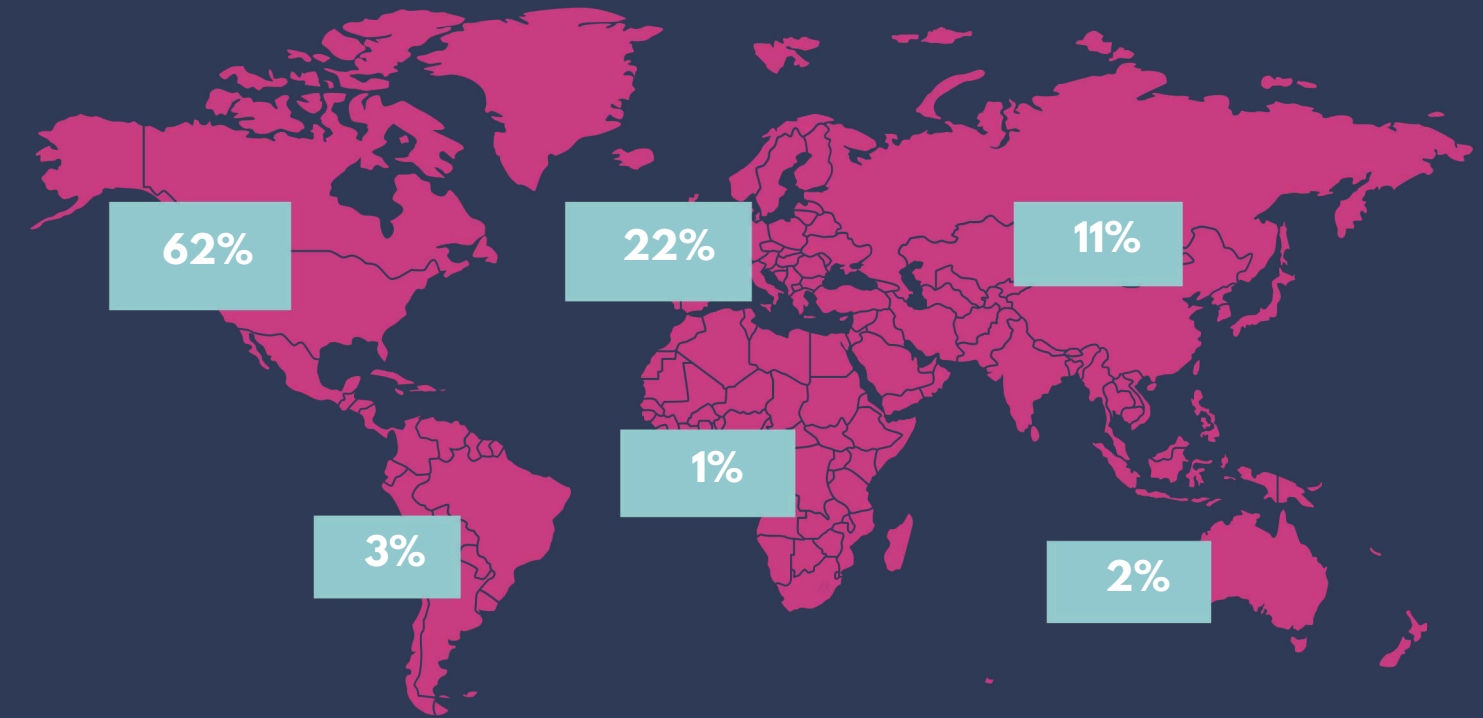
AMERICAN FILM MARKET DEMOGRAPHICS



ATTENDEE
OVERVIEW

7,000+

90+
Countries



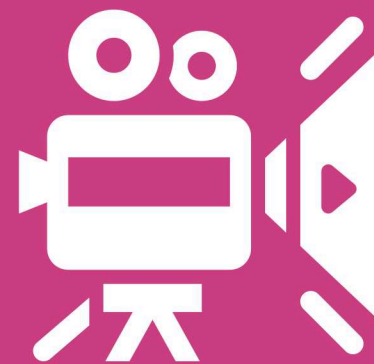
INDUSTRY PRESENCE

350+ Exhibiting Companies

4,500 Producers / Filmmakers

100+ Film Commissions &
Service Companies

250+
SCREENINGS



FILMS BY GENRE

Action / Adventure

Thriller

Animation

Comedy

Documentary

Drama

Family / Faith

Horror

THE VENUE

Set at the Pavilion above Century Park, the former Annenberg Photography Museum, the showcase takes place in a venue that combines striking design with state-of-the-art production capabilities. With advanced lighting, AV, and an outdoor patio, it feels purpose-built for a showcase of this kind.

CENTER STAGE, CENTER MARKET

The Pavilion sits directly across from CAA, one of Hollywood's most powerful agencies. The showcase unfolds on their very doorstep.

Just minutes from the AFM hotel, a private tunnel links Century Plaza to the Pavilion, making it seamlessly accessible to the market's thousands of participants.



CASINO
THEATRE

PRIVILEGED AND CONFIDENTIAL

THE SHOWCASE

Friday, November 14, 2025
6:00pm - 10:00pm

The night features:

- **Live staged theatrical performances of 5–7 minute plays based on selected screenplays**
- **Live music performances during intermission and the finale**
- **Hosted bar of fine liquors, wine, and/or beer along with themed hors d'oeuvres**
- **Step-and-repeat entrance with VIP media presence**
- **Sponsor activation areas**
- **Pre & post-show cocktail reception for guests and partners**
- **Premium gift bags curated with sponsor contributions**

DAY ACTIVATIONS

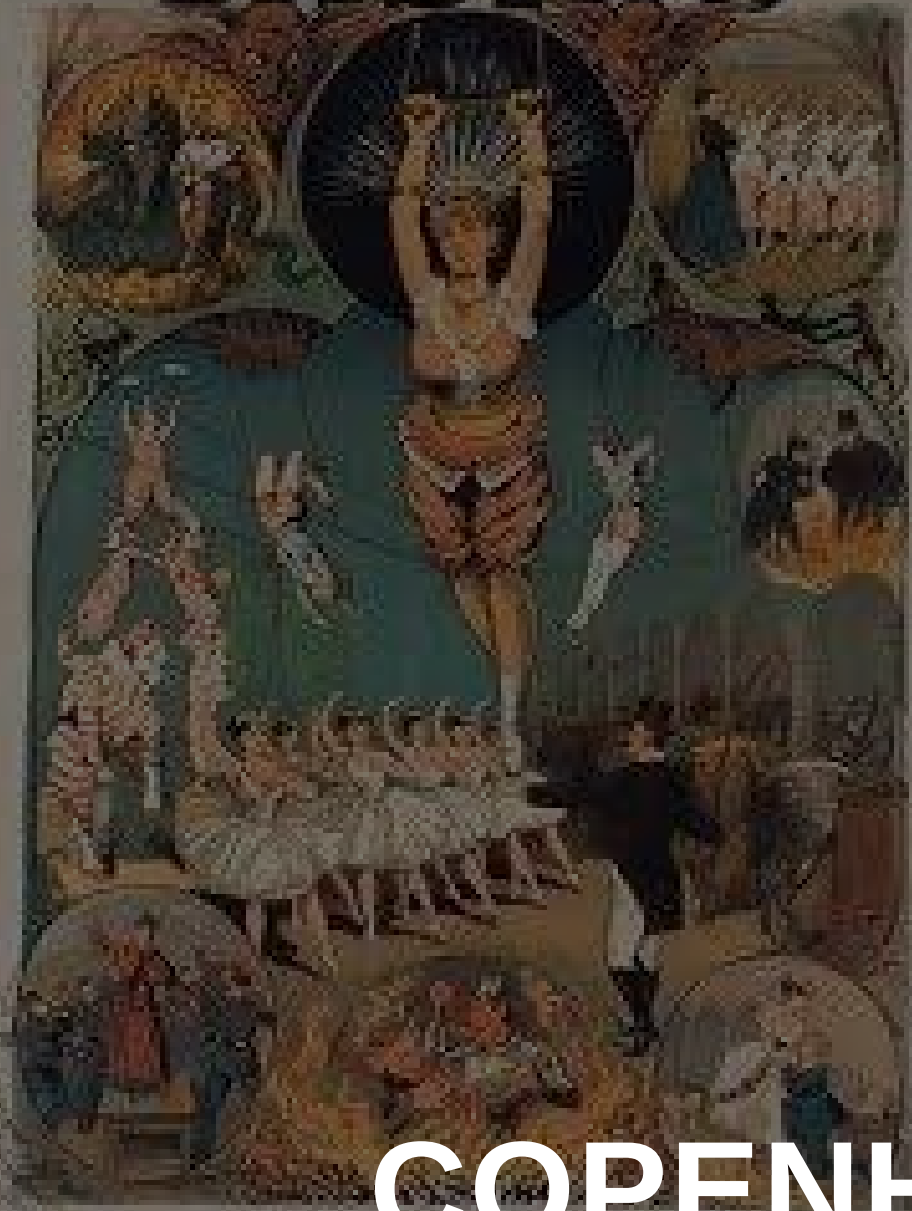


Friday, November 14, 2025
11:00am - 5:00pm

Day Activations Include:

- **Industry panel on international co-productions and DACH storytelling**
- **Interactive brand sponsor activations to explore and engage**
- **DACH region art exhibits**
- **Meet the talent and discover Austria**

CASINO



COPENHAGEN

1848



Founded in 1848 in Denmark, the original Casino Theatre was a landmark for theatre, music, and cultural life. It became known as a place where fresh ideas and new voices beyond the cultural elite could be seen and heard.

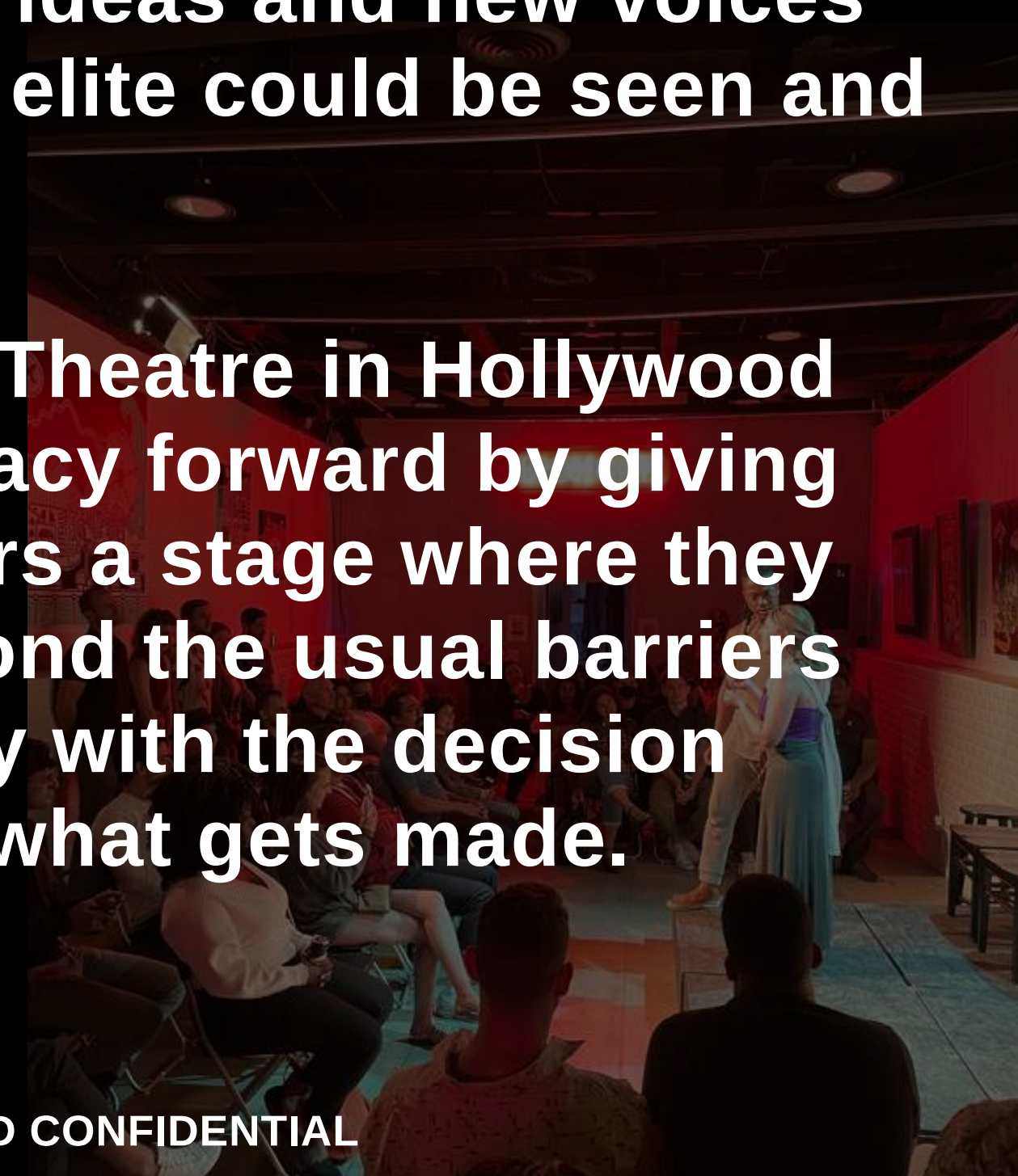
Since 2019, Casino Theatre in Hollywood has carried that legacy forward by giving emerging storytellers a stage where they can be noticed beyond the usual barriers and connect directly with the decision makers who shape what gets made.

PRIVILEGED AND CONFIDENTIAL



HOLLYWOOD

2025



THE CONCEPT

A man in a white tank top is performing on a stage. He is looking towards the camera with a serious expression. In the background, there are framed pictures on the wall and a blue curtain. In the foreground, the backs of several audience members' heads are visible, showing they are watching the performance.

A THEATRICAL LOGLINE

Casino Theatre works with writers of unproduced screenplays to create 5/7-minute plays performed by professional actors for a curated industry audience. The plays bring out the tone, characters, and cinematic potential of each project, giving a clear sense of the story in a way no pitch or one sheet can. It is a theatrical logline come to life.

Writers, actors, directors, and producers come together around the plays, each bringing their craft to create something powerful and memorable. With no agenda beyond presenting the work at its best, the showcase keeps the spotlight shared. It is driven by passion, collaboration, and the chance to open doors for new voices.

PRIVILEGED AND CONFIDENTIAL

THE AUDIENCE

The guest list is curated to reflect the audience who can help move their projects forward. The guests come to discover new work, make connections, and explore opportunities for collaboration.

Our audience includes:

- Producers, financiers, and buyers seeking projects
- Studio and streamer executives scouting talent and IP
- Agents and managers looking for fresh voices
- Press and cultural influencers amplifying discovery

OUTCOMES



Projects have landed option and development agreements, writers have been selected for studio labs, and both writers and actors have secured representation, all sparked by the showcase.

TESTIMONIALS

"... after the performances, Industry folks approached me and requested my script. So both artistically and in Industry terms, it was really rewarding."

• Takeo Hori, Showcased writer

"... Casino Theatre afforded me an opportunity to meet people and make connections in the industry I'd otherwise have had no access to."

• Kristina Grosspietch, Showcased writer

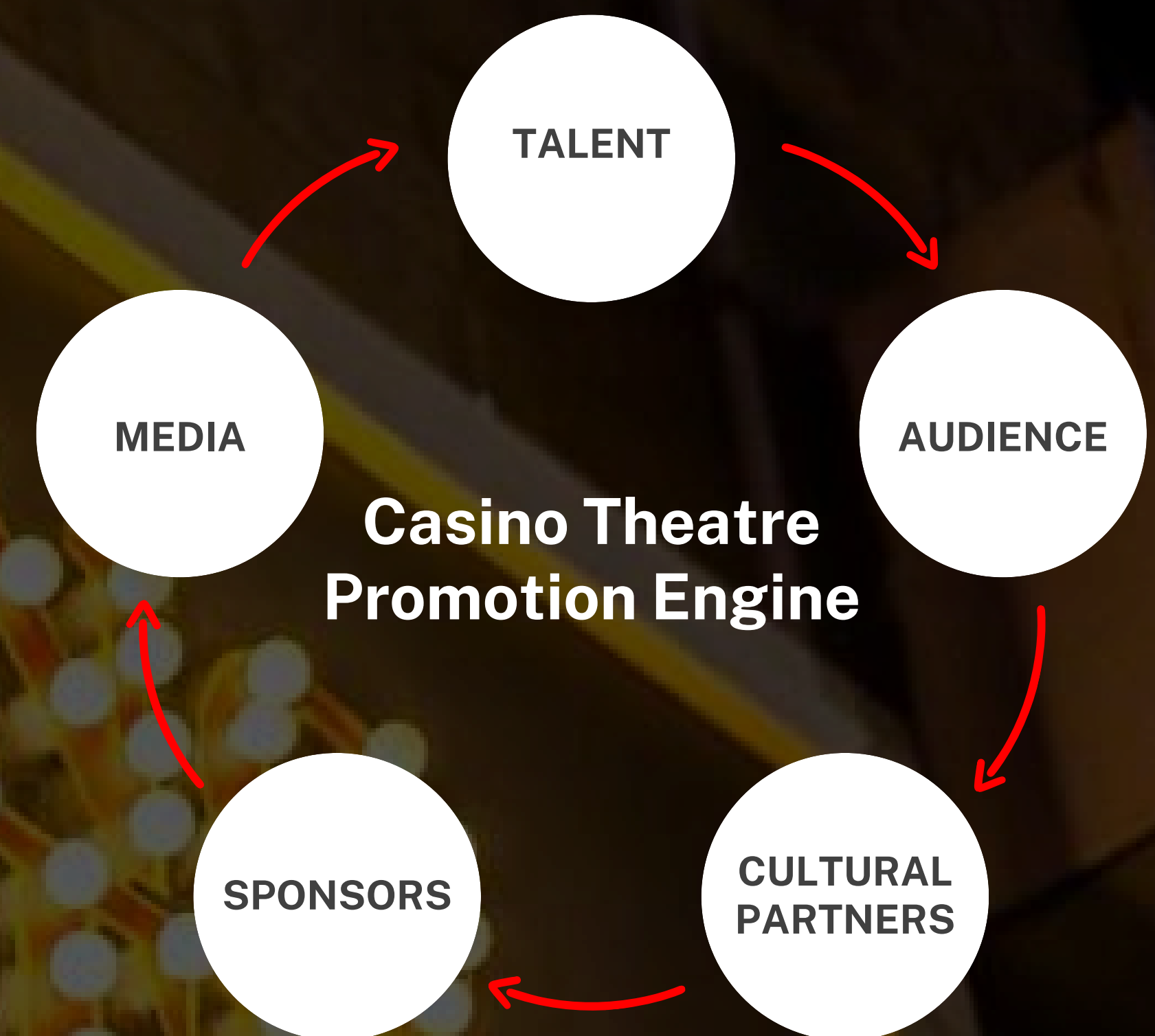
"... Casino Theatre produces some of the most innovative, original and popular showcases in town. From design to execution, the events are professional and inspiring and most importantly, everyone has a fantastic time and gets to view some wonderful talent."

• Anthony Meindl, Founder, AMAW Studios

SHOWCASE PROMOTION ENGINE

Everyone involved has a natural passion to push the content from the showcase forward. The actors want to be seen, the writers want their stories brought to life, the audience shares their excitement, cultural partners show their support, and sponsors get visibility & meaningful connection.

Because all these groups benefit when the showcase gets noticed, they all promote it. And that creates a self-propelling engine of visibility that extends far beyond the event itself.



*"When our stories travel,
your brand travels with
them!"*

THE IMPACT

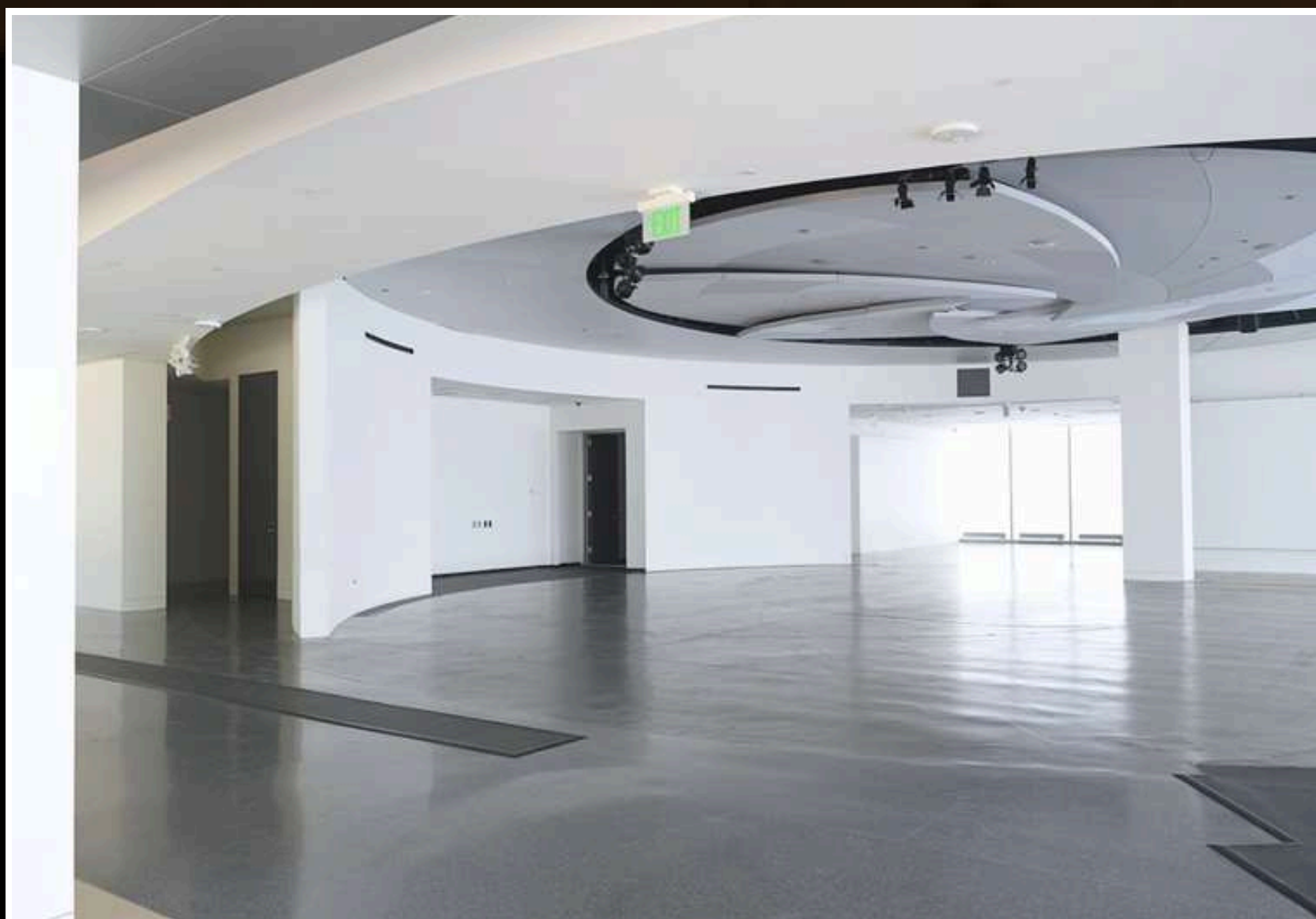
AFM ALIGNED: The showcase takes place right where the American Film Market unfolds. The event benefits from its timing and location, drawing visibility from the 7,000+ producers, financiers, and decision-makers gathered in Los Angeles that week.

CULTURAL PRESTIGE: Backed by leading cultural institutions such as the Goethe Institut and German Films, the showcase blends commerce with culture and adds both prestige and momentum that extends beyond the event itself.

MEDIA & PR: Pre-event press release, on-site wire photography, post-event recap deck.

INDUSTRY ENGAGEMENT: 200+ Hollywood decision-makers - producers, agents, executives, buyers, press, and talent - in direct attendance.

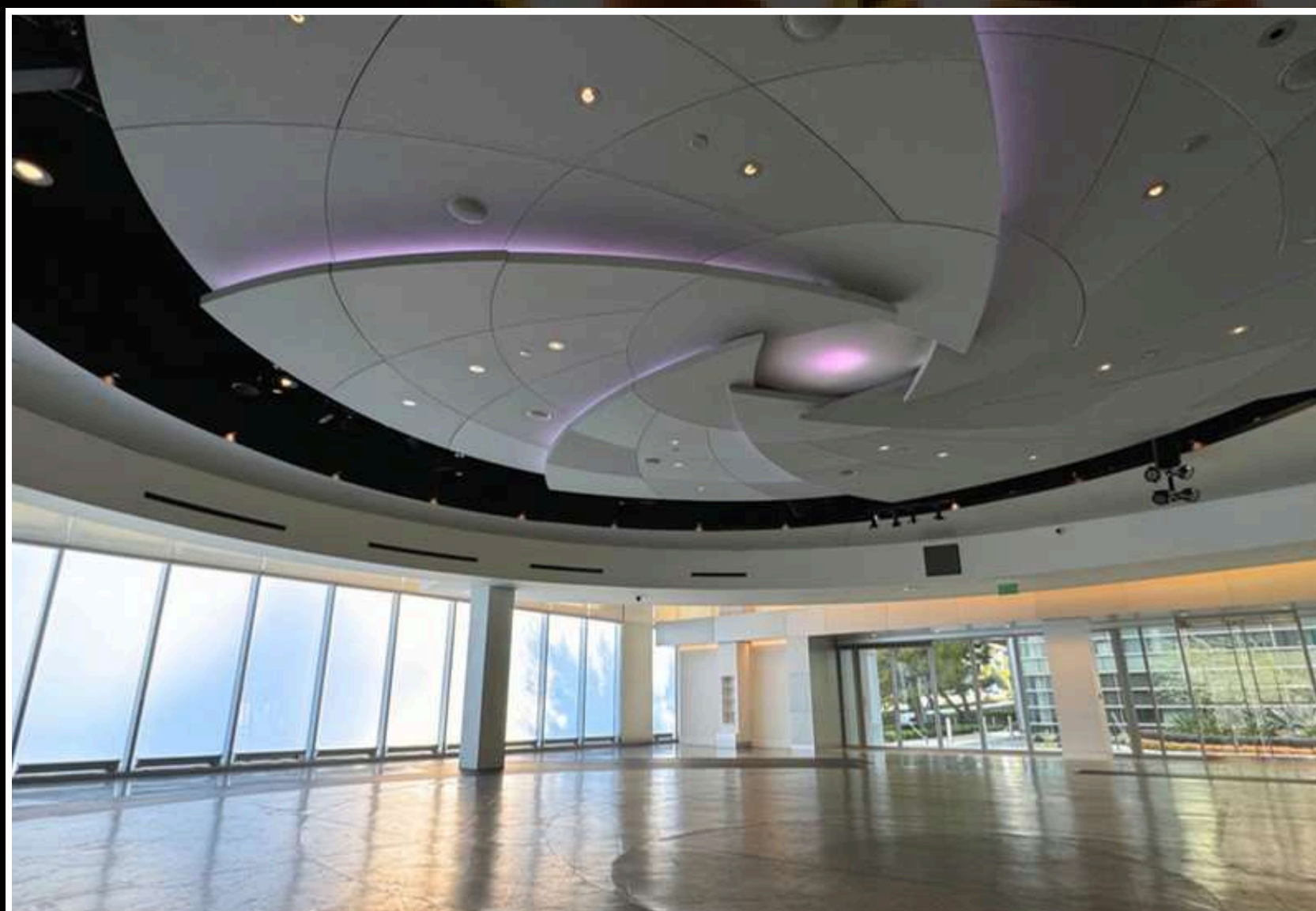
SOCIAL REACH: Past showcases tapped into a collective social audience of 20M+ through talent, partners, and sponsors.



Main room 01



Main room 02



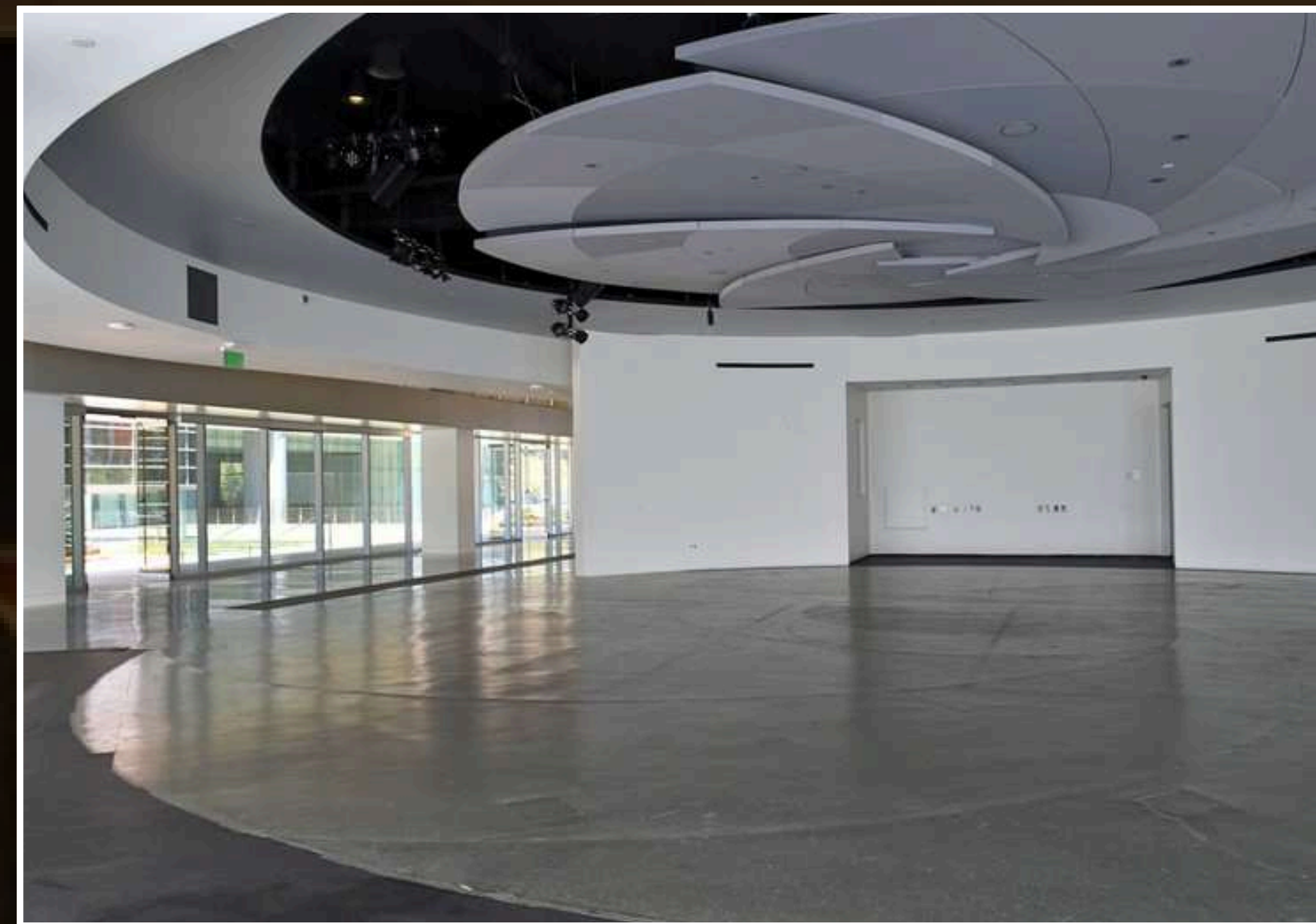
**Main
room
03**



**Activation
corner - main
room**



Step and repeat area



Stage



Big main room open activation area



Activation room

CONTACT

ANDERS LYKKE
ANDERS@LOCUSENT.COM
310.467.6169

ENRICO KICK
LOSANGELES@ADVANTAGEAUSTRIA.ORG
310.477.9988

CASINO THEATRE



ADVANTAGE
AUSTRIA 

THANK YOU FOR YOUR CONSIDERATION!

PRIVILEGED AND CONFIDENTIAL