



BETTER WORLD FUND

COUNTRY OF HONOR
EGYPT



PROGRAM 2026

Cannes

MAY 19, 2026 | CARLTON HOTEL
DURING THE CANNES FILM FESTIVAL

IN ASSOCIATION WITH
THE HOPE GIVER CAMPAIGN





MANUEL COLLAS DE LA ROCHE

PRESIDENT & FOUNDER OF BETTER WORLD FUND



"The better world to which we all aspire is within our reach. Deeply humanitarian, I am convinced that together we can move mountains by providing concrete solutions to tomorrow's challenges.

In 2016, driven by the desire to take part in this movement of awareness, I launched the Better World Fund. ***Yes, there is hope.***

Everywhere in the world, women and men are creating, innovating, and taking action for climate change, social inequalities, culture, and education. The Better World Fund's ambition is to highlight and financially support these actions that give hope.

The power of art seemed to me an obvious way to raise awareness and inspire global citizens to act for the future of our planet."





IN ASSOCIATION WITH THE HOPE GIVER CAMPAIGN



ANWAR EL-KAMOUNI

Anwar El-Kamony, founder of the Hope Giver Campaign, is the first athlete to achieve an international tennis ranking after a bone marrow transplant operation, a book author and speaker. He has been honored by many cancer and educational organizations in Egypt and abroad.

Now he continues to inspire millions through his initiative the worldwide campaign "Hope Giver" aiming to spread hope and inspired by his own story of overcoming adversity.





THROUGH THIS EVENT BWF IS SUPPORTING

AI NAS HOSPITAL IN CAIRO

Al Nas is a new charitable hospital for children located in the very densely populated Shubra El Kheima area, north of Cairo, in Qalyubia governorate, one of the largest area and population governorates of the Greater Republic.

Under the leadership of CEO Ayman Abbas, this hospital is considered one of the largest distinguished medical centers in the Arab region and Africa, with a capacity reaching about 600 beds. It should be noted that the hospital's five buildings have been completely completed in terms of construction, finishing, and equipping on an area of 30,000 m² containing, in addition to the new services building, the following:

- 557 Hospital Beds
- 10 Operation Rooms
- 140 Intensive Care Units
- 4 Cardiac Catheterization Units
- 48 Outpatient Clinics

This hospital is proud to serve all patients for free as of September 2019, as it started its activities and services in the children's heart diseases building first, as these diseases cause the death of nearly half of all deaths from all diseases in Egypt. In addition, there are long waiting lists for these surgeries.

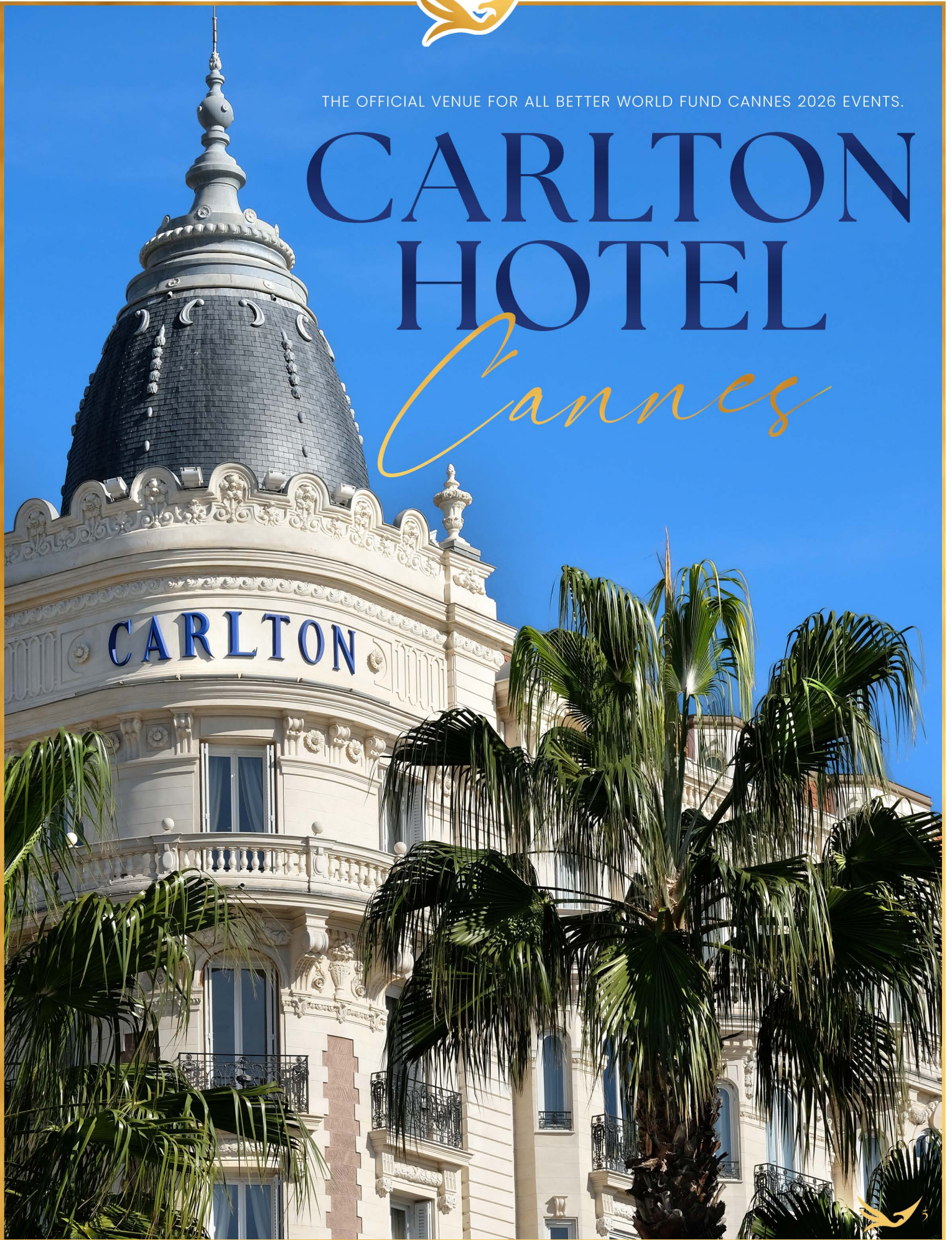
These services are 100% free according to the best and latest standards and technologies. After we succeeded in attracting the best professional cadres of doctors, specialists, nursing teams, and technicians necessary to work in this hospital equipped with the latest medical equipment, under the guidance of CEO Ayman Abbas.





THE OFFICIAL VENUE FOR ALL BETTER WORLD FUND CANNES 2026 EVENTS.

CARLTON HOTEL *Cannes*





PROGRAM

MAY 19, 2026 – CARLTON HOTEL

DURING THE CANNES FILM FESTIVAL



FORUM

10:00 AM – 1:00 PM

EDUCATION & AI

What legacy are we leaving to future generations?

How AI is transforming the way childhood is represented, protected, and imagined in everyday life and in cinema.



LUNCH

1:00 PM – 2:30 PM

Access restricted to Golden Badge holders.



GALA FOR HUMANITY

7:30 PM – 12:00 AM

RED CARPET
CHARITY AUCTION
BETTER WORLD AWARDS
CONCERTS



BETTER WORLD FUND

ARTIFICIAL INTELLIGENCE & OUR YOUTH

What legacy are we leaving to future generations?

How AI is transforming the way childhood is represented, protected,
and imagined in everyday life and in cinema.

We will examine how to collectively invest into our children to help shape their values so that they may become our future leaders. In an unimagined world of Artificial Intelligence, instability of oversight and unethical abuses of power, it's easy to overlook our most precious resource, the future minds of our youth.

Better World Fund asks the question: How does Artificial Intelligence (AI) play a role in shaping the minds of our children?



KEVIN COSTNER, SUSAN SARANDON,
MANUEL COLLAS DE LA ROCHE



JACQUELINE CHENG, JULIETTE BINOCHÉ,
MANUEL COLLAS DE LA ROCHE



SEAN PENN, MANUEL COLLAS DE LA ROCHE,
DOMINIQUE OUATTARA

A COMMON MISSION

The Better World Fund is extending an earnest call to all partners, urging them to join forces in championing crucial causes that resonate with the pressing issues of our world today.

Together, we can amplify our efforts to raise awareness and make a lasting impact on the most significant challenges facing our global community. By uniting our strengths and resources, we aim to foster a collective commitment to building a better world for tomorrow. The power of collaboration is unparalleled, and through this united front, we can pave the way for positive change, leaving an indelible mark on the future of our shared humanity.

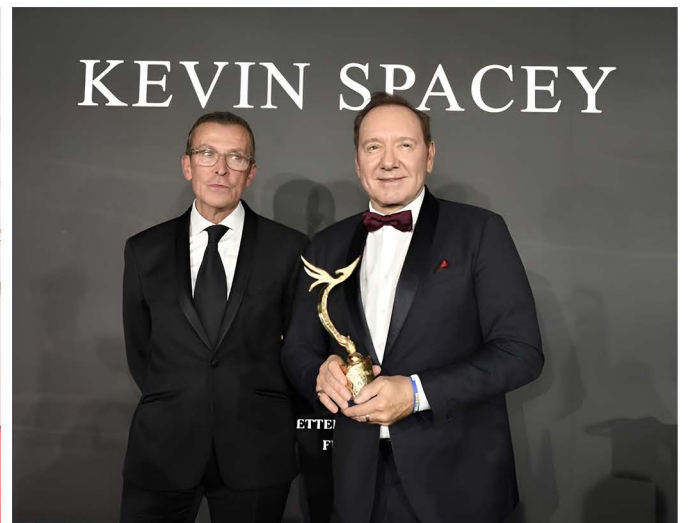
Join us in this vital endeavor as we strive to create a world that embodies compassion, equality, and sustainability for generations to come.





GALA FOR HUMANITY

7:30 PM TO 12 AM | CARLTON HOTEL CANNES





PRIVATE AUCTION

MAY 19, 2026 – CARLTON HOTEL

IN SUPPORT OF PARTNER CHARITIES.



AUCTION CATEGORIES INCLUDE:

ARTWORKS

LUXURY EXPERIENCES

TRAVEL EXPERIENCES

Conducted with Tessier Sarrou and Artlys Patrimoine.





SEATING & PACKAGES

MAY 19, 2026 – CARLTON HOTEL

A PERCENTAGE OF SEAT SALES, TABLE RESERVATIONS, AND SPONSORSHIPS
WILL BE DIRECTLY DONATED TO THE LA PRINCESSE MURAT NGO.

(PRICES INCLUDE VAT)



Ambassador
Regular Seating

- **Seat: €3.000**
- **Table: €30.000**



Great Patron VIP
Includes priority event access, Golden Area seating, exclusive gifts, lunch, and proximity to Presidential table.

- **Seat: €4.000**
- **Table: €40.000**



Presidential
Includes priority access to the event and Red Carpet, Golden Area VIP seating closest to the stage, exclusive gifts, lunch, and Airport transfers between Nice and Cannes upon arrival and departure.

- **Seat: €7.000**

PAY ONLINE

SECURE PAYMENT VIA STRIPE.





BETTER WORLD AWARDS



Best Commitment Award

Honors individuals who have made extraordinary contributions to a specific cause.

Beneficiaries:

- S.A.S Prince Albert II of Monaco
- Hon. Senator Simon Stiell
- Chief Raoni
- David Lynch
- Arisa
- Patrick Doherty
- Jeremy Piven
- Keni Silva
- Elisabeth Moreno,
Former Minister French Government
- H.E Eliza Reid,
First Lady of Iceland
- Kevin Costner
- Catherine Deneuve
- Enzo Di Taranto
- Natalia Kholodenko
- Pavel Kir



Best Achievement Award

Rewards concrete actions taken as part of social and humanitarian initiatives.

Beneficiaries:

- Mary J Blidge
- Joanna Plafsky
- Dr Tani Al Zeyoudi,
Former Minister of Environment UAE
- Nadine Labaki
- Sonia Guajajara,
Minister of Indigenous Peoples of Brazil
- Susan Sarandon
- H.E Tamara Vučić, *First Lady of Serbia*
- Isabelle Huppert
- H.R.H Vacharaesorn Vivacharawongse
- Mark Peine & Christian Vosseler
- David Wood
- Carmen Maura
- Higher Committee of Human Fraternity
- Elvira Paterson



Best Engagement Award

Recognizes people who have engaged, inspired, and mobilized for a cause.

Beneficiaries:

- H.E Dominique Ouattara,
First Lady of Ivory Coast
- H.E Sheikh Ahmed Bin Faisal Al Qassimi
- Kevin Spacey
- Amruta Fadnavis
- Lang Lang
- Sharon Stone
- Mira Nair
- Nandita Das
- Chiara Tilesi





VIP PACKAGE

MAY 19, 2026 – CARLTON HOTEL

BETTER WORLD FUND | CANNES FILM FESTIVAL



Presidential Seating

Includes access to our most prestigious table in the golden section, alongside prominent celebrities, leaders and business people. A seat at this table also guarantees fast access to the event to avoid cues, priority access to the red carpet and exclusive gifts.

Includes :

- Private access to avoid cue
- Exclusive gifts
- Priority Red Carpet Access
- Seat next to celebrities
- Golden Area



Official Cannes Film Festival Red Carpet

Walk in the footsteps of the world's greatest film stars on the legendary steps of the Palais des Festivals.

Includes :

- Official Photographers
- Hair & Makeup
- Accredited Transportation

- **VIP Package: €16.800**



CONTACT

PLEASE CONTACT OUR COMMERCIAL TEAM TO
BOOK VIP PACKAGE ACCESS



BETTER WORLD AWARDS



Kevin Costner



S.A.S Prince Albert II
of Monaco



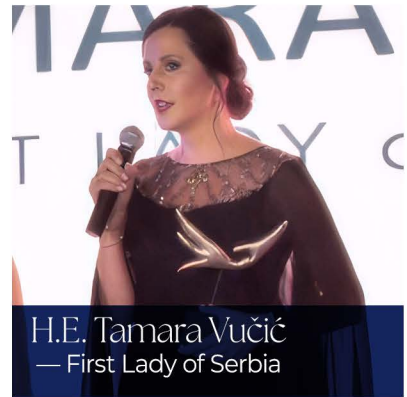
H.E. Eliza Reid
— First Lady of Iceland



Mohamed Abou El Enein
— Deputy Speaker of the House
Egypt



Sharon Stone



H.E. Tamara Vučić
— First Lady of Serbia



H.E. Dominique Ouattara
— First Lady of Ivory Coast



Kevin Spacey



Susan Sarandon



Mira Nair



Nandita Das



Keni Silva



OUR PREVIOUS PROGRAMS

The Better World Fund has truly illuminated the global stage through its programs, leaving an indelible mark on some of the most prestigious events across the world. From the glamorous Cannes Film Festival, where luminaries such as Sharon Stone, Juliette Binoche or Leonardo DiCaprio lent their support, to the enchanting Venice Film Festival, graced by the presence of icons like Catherine Deneuve, Kevin Costner, Susan Sarandon and Isabelle Huppert, the Fund has consistently shone a light on important causes.

Its impact has resonated far and wide, through these influential gatherings, the Better World Fund has harnessed the power of collaboration, sparking a global conversation about building a more sustainable future. Since its inception, the Better World Fund has aided and raised awareness for several foundations on a global scale, including :

2025 | Venice Film Festival
NGO La Princesse Murat

Cannes Film Festival
Salaam Baalak Trust in Delhi, founded by Mira Nair.
Highlighting Amma's foundation, Embracing the World.

2024 | Venice Film Festival
Fondazione Donà dalle Rose

Cairo 2024
The Hope Giver Campaign Opening Ceremony by
Anwar Elkamony

Cannes Film Festival
Lang Lang International Music Foundation

2023 | Venice Film Festival
The Maria Callas Foundation

Paris
The Chair for Disability and Occupational Health

Cairo 2023
The Hope Giver Campaign by Anwar Elkamony to benefit
the Baheya Foundation

Cannes Film Festival
The Amazonia Fund Alliance & the Akbaraly Foundation

2022 | Venice Film Festival
The David Lynch Foundation

Cannes Film Festival
Virtuosa Foundation for Ukrainian Children

Cannes Film Festival
Lang Lang International Music Foundation

2021 | Cannes Film Festival
René Moawad Foundation

2020 | Dubai World Expo (March)
The Sea Cleaners, under the High Patronage of
the French Embassy in United Arab Emirates

Dubai World Expo (December)
Dubai Cares, under the High Patronage of the
French Embassy in United Arab Emirates

Venice Film Festival
Fondazione Donà dalle Rose

2019 | New York City 2019
The Amazon supporting Chief Raoni

Cairo 2019
The Environment, the Oceans and Women's
Empowerment

Cannes Film Festival
Green Cross France & Territories

2018 | Monaco 2018
Cousteau Society, under the High Patronage
of H.S.H Prince Albert II of Monaco

Cannes Film Festival
Wheeling Around the World Foundation

2017 | Cannes Film Festival
Safe World Peace Foundation

2016 | Cannes Film Festival
Denis Mukwege Foundation, under the High Patronage
of UNESCO



THE BETTER WORLD AWARDS

CREATED BY THE ITALIAN ARTIST DANTE MORTET

Dante Mortet, a fifth-generation master chaser from a historic Roman workshop, creates "inner portraits" of cinema's greatest figures. By molding original casts into bronze sculptures, Mortet captures more than just physical gestures; he captures the emotion and identity of the artist. Each piece is born from a personal dialogue, translated into bronze through intricate details—a crease, a tension, or a symbolic object—that reflect the subject's soul.

This exhibition highlights iconic figures Mortet has immortalized in person: Martin Scorsese, Robert De Niro, Anjelica Huston, Kirk Douglas, Ennio Morricone, Jennifer Jason Leigh, Kurt Russell, and Quentin Tarantino. These are the hands that have directed, performed, and composed; the hands that have built entire worlds.

Beyond these leading figures, Mortet's collection serves as an atlas of contemporary cinema, featuring Dustin Hoffman, Tim Roth, Walton Goggins, Kevin Spacey, Michael Madsen, Samuel L. Jackson, and Bruce Dern. This "bronze firmament" offers a fresh perspective on these personalities through the deeply Italian language of sculpture.

Rooted in tradition but speaking to the future, Mortet's craft-driven approach ensures these iconic gestures become eternal witnesses of our creative era. His work, celebrated for its passion and technical mastery, is now featured in prestigious international collections and institutions worldwide.



Hands of Personalities Sculpted by Dante Mortet

ROBERT DE NIRO
MARTIN SCORSESE
DUSTIN HOFFMAN
QUENTIN TARANTINO
SAMUEL L. JACKSON
KURT RUSSELL
BRUCE DERN
TIM ROTH
WALTON GOGGINS
LOU FERRIGNO
OPRAH WINFREY
FRANKIE VALLI
KIRK DOUGLAS
ANJELICA HUSTON

JENNIFER JASON LEIGH
ENNIO MORRICONE
KEVIN SPACEY
ANDREA BOCELLI
PELÉ
ZLATAN IBRAHIMOVIĆ
JAVIER ZANETTI
THIAGO SILVA
HUGO SÁNCHEZ
JULIO CÉSAR
DIDIER DROGBA
EDINSON CAVANI
PATRICK DOHERTY
KENI SILVA





OUR LAST EDITIONS





SPONSORSHIP TIERS & BENEFITS

BETTER WORLD FUND | CANNES FILM FESTIVAL

THE SPONSOR PAY A PERCENTAGE DIRECTLY TO THE FOUNDATION FOR ITS CHARITABLE ACTIVITIES.

BWF SPONSORSHIP BENEFITS

	SILVER €60,000	GOLD €84,000	PLATINUM €120,000	CO-CHAIR €264,000
Cannes Film Festival Official Red Carpet				
• Access May 20th at 6pm (Official Car, Hair, Make-up)	0	2	3	4
Golden Area Seats				
• Great Patron VIP seats	10	10	20	30
• Presidential seats	0	2	3	4
Brand Visibility				
• Logo on photocall	YES	YES	YES	YES
• Logo on the LED screen slideshow during the gala dinner	YES	YES	YES	YES
• Logo on all BWF social media platforms	YES	YES	YES	YES
• Logo feature in the BWF official film	YES	YES	YES	YES
• Logo feature in the Herflix livestream	NO	YES	YES	YES
• Logo and editorial page in printed catalog placed on dinner tables	1 PAGE	1 PAGE	1 PAGE	2 PAGE
• Brand mention in the press release sent to all media	YES	YES	YES	YES
• Opportunity to give a gift (gift bag or auction)	YES	YES	YES	YES
• Screening of a 2-minutes brand film during dinner program	NO	NO	YES	YES
• Event co-chair mention in all communication	NO	NO	NO	YES
Program Participation				
• Opportunity for Masterclass speakers	NO	NO	2 SPEAKERS	3 SPEAKERS
• Opportunity to offer / receive a BWF award	NO	OFFER	OFFER/RECEIVE	OFFER/RECEIVE

CONTACT





HERFLIX

LIVE STREAM DATA

Cannes 2023 Across the Globe - Live Stream



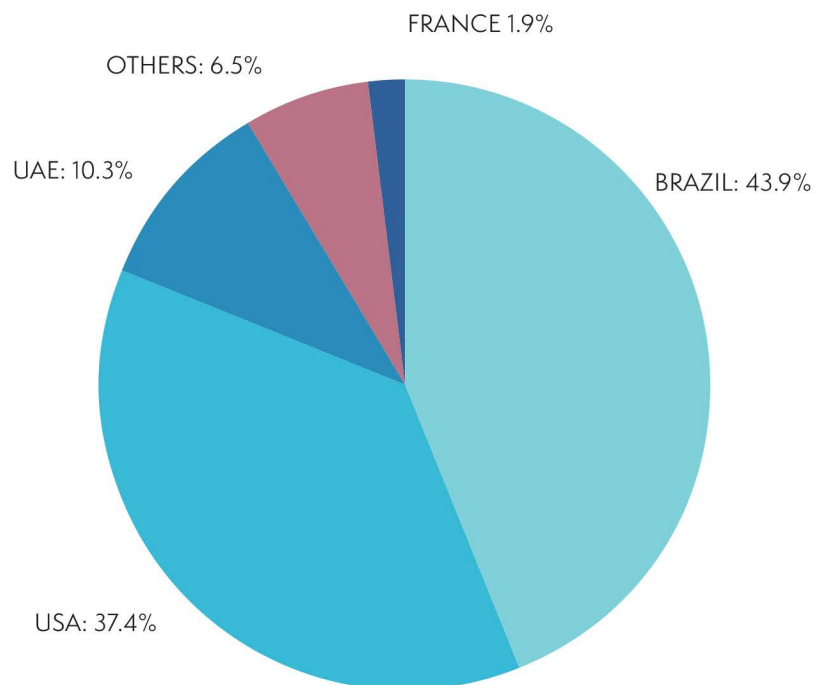
IMPRESSIONS	REACH	LINK CLICKS	CTR
1,857,888	1,152,837	50,162	2.70%



LIVE STREAM VIEWERSHIP
46,824 Viewers



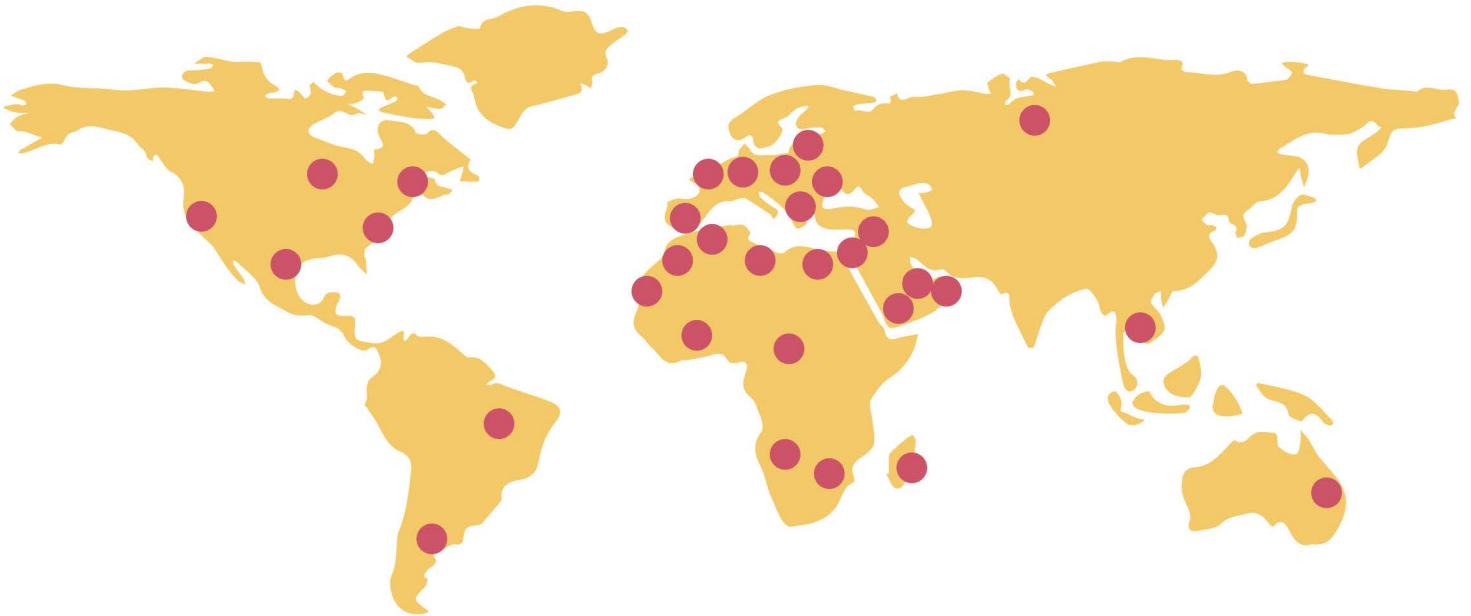
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In Over 53 Countries





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WORLD



InStyle



PROOF OF CONCEPT



Cannes Film Festival 2016
Donis Mukwege Foundation, under the
High Patronage of UNESCO



Cannes Film Festival 2017
Safe World Peace Foundation



Cannes Film Festival 2018
Whoeling Around the World Foundation



Cannes Film Festival 2019
Green Cross France & Territories



New York City 2019
The Amazon supporting Chief Raoni



Venice Film Festival 2020
Al Amal by Dr. Amani Balloun (Roi Baudouin Foundation)



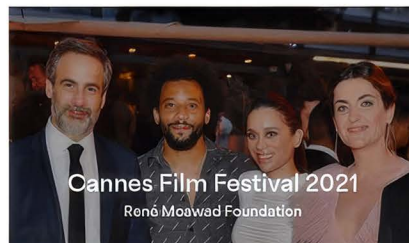
Monaco 2018
Cousteau Society, under the High Patronage of H.S.H.M.
Prince Albert II of Monaco



Cairo 2019
The Environment, the Oceans and
Women's empowerment



Venice Film Festival 2022
The David Lynch Foundation



Cannes Film Festival 2021
René Moawad Foundation



Dubai World Expo 2021
The Sea Cleaners, under the High Patronage of the
French Embassy in United Arab Emirates



Cannes Film Festival 2024
Lang Lang International Music Foundation



Cannes Film Festival 2023
The Amazonia Fund Alliance & the Akbarsly Foundation



Venice Film Festival 2023
The Marie Collas Foundation



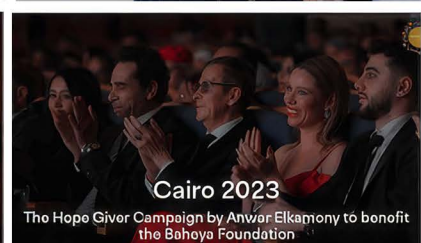
Paris 2023
The Chair for Disability and Occupational Health



Cairo 2024
The Hope Giver Campaign Opening Ceremony
by Anwar Elkamony



Venice Film Festival 2024
Donà delle Rose Foundation



Cairo 2023
The Hope Giver Campaign by Anwar Elkamony to benefit
the Bahaya Foundation



BETTER WORLD FUND

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Executive Producer
VP Head of VIP Relations



MARLON MARTINEZ GERENA
Assistant of Manuel Collas de La Roche



BETTER WORLD FUND
THROUGH THE YEARS



BETTER WORLD FUND

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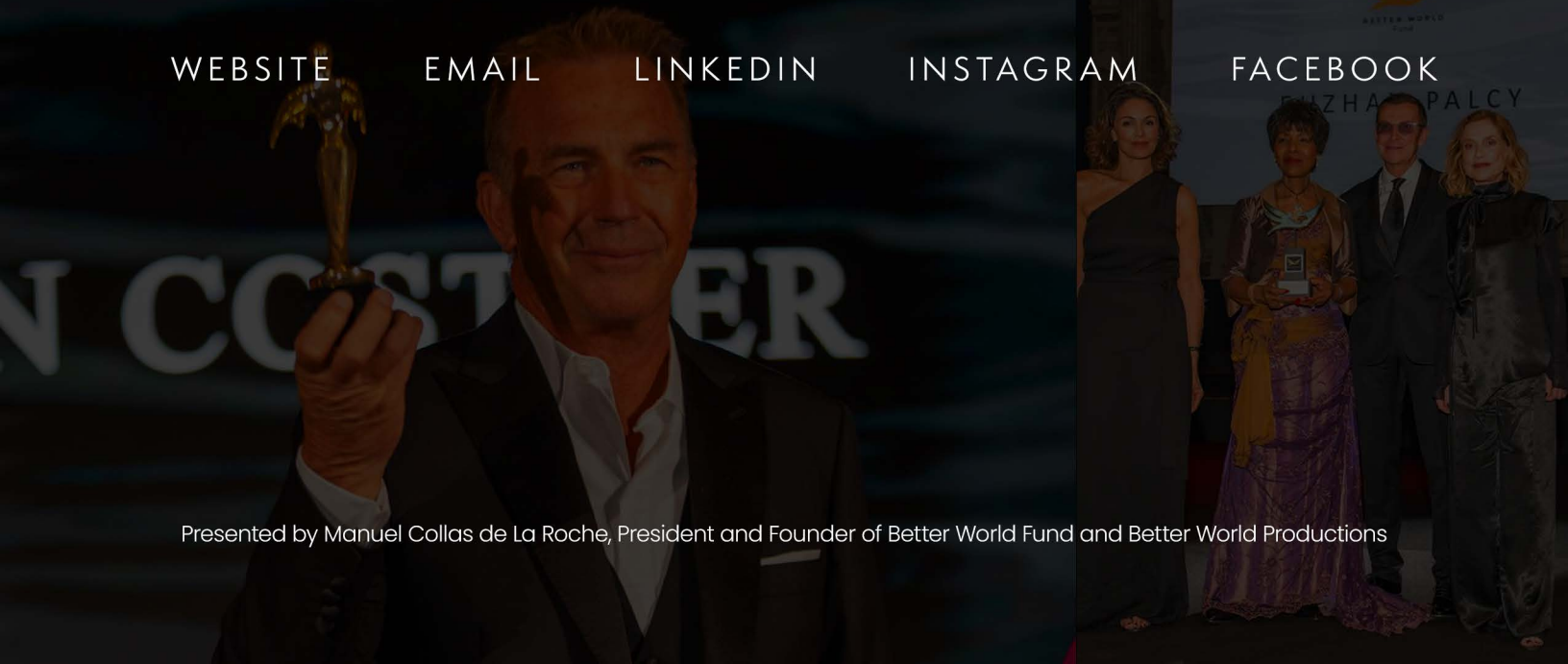
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INSTAGRAM



FACEBOOK



Presented by Manuel Collas de La Roche, President and Founder of Better World Fund and Better World Productions