

# The Lady Liberty Initiative

Financial Presentation



**GEDEON**  
experiences

28 October 1886.

In windswept New York Bay, thousands of spectators crowd the quays and pontoons of the ships. The Statue of Liberty, donated by France, was unveiled to an explosion of applause. More than just a monument, it embodies a universal dream: that of freedom, democracy and new horizons.

Born of the visionary spirit of Auguste Bartholdi and driven by an unprecedented transatlantic mobilisation, this colossal work is the culmination of more than twenty years of effort, artistic and technical challenges and collective fervour. At that very moment, the young America discovered a symbol, a beacon that would guide future generations and become an emblem for all freedom-seekers and defenders.

In 2026, to celebrate the 140th anniversary of the Statue and mark the 250th anniversary of American independence, GEDEON Experiences presents an ambitious 360° project:

## **The Lady Liberty Initiative,**

- An original large-scale VR experience

**A STATUE FOR LIBERTY**

- An event documentary film coproduced internationally

**LADY LIBERTY, SECRETS OF AN ICON**

This project is presented under the High Patronage of **Stanislas de Laboulaye,**  
Former Ambassador of France

U.S. Steering Committee - Chaired by **Richard Salomon**

A digital illustration of a city street scene. In the center, the Statue of Liberty is shown under construction, surrounded by scaffolding. The scene is set in a narrow street between multi-story buildings. The lighting is warm and golden, suggesting a sunset or sunrise. The overall style is painterly and somewhat surreal.

# Partnership

# Why become a partner?

## Align your brand with:

- A universal symbol of freedom, creativity, and human progress.
- A prestigious international production, premiered at the Musée d'Orsay before a world tour.
- Innovation at the service of culture, combining art, history, and cutting-edge VR technology.
- A meaningful collaboration with leading French and American cultural institutions.



# Financial Overview

VR Experience & Paris Operation  
Musée d'Orsay  
\$2,474,736

NY Operation  
Museum of Jewish Heritage (TBC)  
(excluding any valuation of the venue)  
\$938,440

Documentary Film  
\$1,177,741

Celebrations & Educational Program  
\$530,000

**TOTAL BUDGET:**  
**\$5,120,917**

# VR Experience - Secured Funding

PARTNERS (in USD)	Status	Pre-sale	Coproduction	Grant	TOTAL	Secured
New Media Grant - Ville de Paris				\$ 23 200	\$ 23 200	\$ 23 200
Fondation des Etats-Unis				\$ 47 560	\$ 47 560	\$ 47 560
VIVE ARTS			\$ 232 000		\$ 232 000	\$ 232 000
Île-de-France Region				\$ 116 000	\$ 116 000	\$ 116 000
CNC	ongoing			\$ 116 000	\$ 116 000	
Sloan Foundation	ongoing			\$ 150 000	\$ 150 000	\$ 150 000
Richard Lounsbery Foundation				\$ 130 000	\$ 130 000	\$ 130 000
Backlight_VR In-kind contribution			\$ 243 669		\$ 243 669	\$ 243 669
Musée d'Orsay			\$ 185 600		\$ 185 600	\$ 185 600
Other supporters	ongoing			\$ 1 230 707	\$ 1 230 707	
<b>OVERALL FINANCING</b>			<b>- \$ 661 269</b>	<b>\$ 1 813 467</b>	<b>\$ 2 474 736</b>	<b>\$ 1 128 029</b>

# Documentary Film - Secured Funding

PARTNERS (in euros)	Status	Pre-sale	Coproduction	Grant	TOTAL	Secured
ARTE			\$ 429 200		\$ 429 200	\$ 429 200
Planete +	ongoing	\$ 17 400			\$ 17 400	
CNC				\$ 135 720	\$ 135 720	\$ 135 720
CNC Animation Support				\$ 37 120	\$ 37 120	\$ 37 120
Procirep - Angoa				\$ 10 672	\$ 10 672	\$ 10 672
Musée d'Orsay			\$ 23 200		\$ 23 200	\$ 23 200
District Ile de France	ongoing			\$ 29 000	\$ 29 000	
Sloan Foundation				\$ 100 000	\$ 100 000	\$ 100 000
PBS			\$ 100 000		\$ 100 000	\$ 100 000
SBS Australia (AUD 20 000)		\$ 13 920			\$ 13 920	\$ 13 920
Télé Québec (CAN\$ 8000)		\$ 5 777			\$ 5 777	\$ 5 777
RTS (French Swiss)		\$ 10 440			\$ 10 440	\$ 10 440
SVT Sweden	ongoing	\$ 13 920			\$ 13 920	
ORF Austria	ongoing	\$ 9 280			\$ 9 280	
RTBF Belgium	ongoing	\$ 4 640			\$ 4 640	
Ceska TV		\$ 1 160			\$ 1 160	\$ 1 160
Terranoa Distribution				\$ 11 600	\$ 11 600	\$ 11 600
Gedeon Programmes			\$ 108 692		\$ 108 692	\$ 108 692
other Supporters	ongoing			\$ 116 000	\$ 116 000	
<b>OVERALL FINANCING</b>		<b>76 537</b>	<b>\$ 661 092</b>	<b>\$ 440 112</b>	<b>\$ 1 177 741</b>	<b>\$ 987 501</b>

# What's missing today?

TOTAL BUDGET OF THE PROJECT:

**\$5,120,917**

SECURED FUNDING:

**\$2,115,530**

**GAP FUNDING:**

**\$3,005,387**

VR Experience

**\$1,128,029**

Documentary Film

**\$987,501**

# Companies & Foundations

## BRONZE

➤ \$120,000

## SILVER

➤ \$350,000

## GOLD

➤ \$700,000

## PLATINUM

➤ \$1,200,000



The packages proposed can be tailored into a customized offer based on the partner's areas of interest.

# Bronze

## Logo visibility at every stage of the VR experience

### Official poster

Media plan & poster campaign

Paris Metro – Musée d’Orsay façade

Throughout the exhibition period

### Exhibition space

At the entrance

On the credits panel

In all exhibition areas

### Official exhibition website

Partners section

For the entire tour

### Press releases

Sent before each new country launch

## Global advertising & communication

Brand mentions in 2 posts on official event social media

Cross-posts at each new tour stop to reach international audiences

Visuals & videos provided for communication on your website

## Ticketing & client relations

### + 2 VIP tickets

2 invitations for 2 guests each to the opening receptions at Musée d’Orsay and in the various cities of the tour.

Partner invited to the launch event

# Silver

## Logo visibility at every stage of the VR experience

### Official poster

Media plan & poster campaign  
Paris Metro – Musée d’Orsay façade  
Throughout the exhibition period

### Exhibition space

At the entrance  
On the credits panel  
On signage panels  
In all exhibition areas

### Official exhibition website

Partners section  
For the entire tour

### Press releases

Sent before each new country launch

## Global advertising & communication

Brand mentions in 5 posts on official event social media

Cross-posts at each new tour stop to reach international audiences

Visuals & videos provided for communication on your website

## Ticketing & client relations

+ 10 VIP tickets

10 invitations for 2 guests each to the opening receptions at Musée d’Orsay and in the various cities of the tour.

Partner invited to the launch event

Brand mentioned in opening speeches at inauguration ceremonies, with a brief acknowledgment

# Gold

## All the benefits of the SILVER package

### + **Press kit**

A dedicated page for the partner

### + **End credits of the experience**

Partner's logo placement

### + **Brand billboard**

At the end of the experience teaser

### + **Co-organization of a webinar** / online Q&A session

With experts, producers, creators of the VR experience, and brand representatives

### + **Brand mentions** in 10 posts (SILVER: 5)

On the official social media channels of the event

## Ticketing & client relations

+ Invitations to openings

+ 20 VIP tickets (SILVER: 10)

20 invitations for 2 guests each to the opening receptions at Musée d'Orsay and in the various cities of the tour. (SILVER 10)

+ **Events** (excluding catering and security services)

- 1 cocktail reception at the Musée d'Orsay for up to 300 guests, in the Café Campana and its terrace, with a private tour of the exhibition and/or access to the VR experience
- 1 breakfast at the Musée d'Orsay for up to 80 people, with access to the VR experience
- Organization of a private VIP tour for 30 people  
Meet-and-greet with the creators of the experience

# Platinum

## All the benefits of the SILVER and GOLD packages

### + Press kit

Double-page feature dedicated to the partner

### + Additional logo placement

On all related multimedia content (videos, interviews, etc.)

### + Brand mentions in 20 posts (SILVER: 5 / GOLD: 10)

On the official social media channels of the event

### + Joint press conference organization

To announce the partnership and the tour, highlighting the brand as the exclusive and strategic partner

+ **Brand inclusion** in opening speeches with speaking opportunity

At inauguration events in the different cities of the tour

+ **Creation of exclusive audiovisual content** about the story and tour of the VR experience

Behind-the-scenes footage co-produced with the brand

+ **40 VIP tickets** (SILVER: 10 / GOLD: 20)

40 invitations for 2 guests each to the opening receptions at Musée d'Orsay and in the various cities of the tour.

+ **Organization of 5 private VIP tours** for 30 people (GOLD: 1)

Meet-and-greet with the creators of the experience

+ **2 early-access sessions to the VR experience** (for 25 people per access) at Musée d'Orsay

+ **150 free passes** at Musée d'Orsay

# Visibility in Connection with the Documentary Film

## BRONZE

- Name listed in the “Acknowledgements” section of the end credits of both versions of the documentary (French version for Arte and U.S. version for PBS)
- Invitation for 2 guests to the VIP premiere screenings of the film in Paris (France) and New York (USA)

## SILVER

- Prominent acknowledgment in the end credits of both versions of the film
- Invitation for 10 guests to the VIP premiere screenings of the film in Paris (France) and New York (USA)

## GOLD

- Top-tier acknowledgment in the end credits of the documentary
- Name (and logo, where applicable) featured in selected press and institutional materials (press kit)
- Invitation for 15 guests to the VIP premiere screenings of the film in Paris (France) and New York (USA)
- Invitation to an exclusive dinner with the film’s directors and key partners
- Private, non-commercial screening of the documentary (at home or in an institutional setting)

# Visibility in Connection with the Documentary Film

## PLATINUM

- Acknowledgment in the opening credits of the documentary
- Strategic visibility in major public communications (where applicable)
- Name (and logo, where applicable) featured in selected press and institutional materials (press kit)
- Logo displayed on invitations and welcome screens at the Paris and New York Premieres
- Invitation for 30 guests to the VIP premiere screening of the film in Paris (France) and New York (USA)
- Speaking opportunity during the introductory remarks at the Premiere events in Paris and New York
- Invitation to an exclusive dinner with the film's directors and key partners
- Provision of a copy of the film for private, non-commercial screenings.

# Individual Donors

## **EXPLORER**

➤ \$1,500

1 VIP ticket

1 invitation for 2 guests to the opening receptions at Musée d'Orsay.

## **BUILDER**

➤ \$6,000

2 VIP tickets

2 invitations for 2 guests to the opening receptions at Musée d'Orsay and in the various cities of the tour.

## **VISIONARY**

➤ \$12,000

5 VIP tickets

5 invitations for 2 guests to the opening receptions at Musée d'Orsay and in the various cities of the tour.

Your name on the donors wall on the credits panel located at the end of the experience

## **AMBASSADOR**

➤ Over \$12,000

To be determined according to the donor's level of contribution

The packages proposed can be tailored into a customized offer based on the partner's areas of interest.

# How to donate?



## Make a Gift to the Lady Liberty Initiative

Every contribution is tax-deductible and welcomes you into the Giving Circle.

For a tax-deductible gift in the USA, click [HERE](#)

<https://www.every.org/fondation-des-etats-unis/f/the-lady-liberty-partnership>

For a tax-deductible gift in France, click [HERE](#)

<https://www.helloasso.com/associations/fondation-des-etats-unis/formulaires/6>

# How to donate?

## United States

### Online Giving :

Online donations made via Every.org for the Fondation des États-Unis are processed through Myriad USA, a U.S. public charity recognized as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Contributions are granted as unrestricted funds in support of the Lady Liberty Initiative.

As a legal matter, Every.org must remit all donations designated for the Lady Liberty Initiative (hosted at Myriad USA) on an unrestricted basis, regardless of any donor designations or restrictions.

Donors may be eligible for a U.S. income tax deduction for their contributions, to the extent permitted by U.S. tax law. Myriad USA retains full control and discretion over the allocation and use of all funds contributed in support of the Lady Liberty Initiative.

### Other ways to give:

– Gifts by check: Make the check out to Myriad USA and the Lady Liberty Initiative in the memo section of the check, and send it to Myriad USA, 551 Fifth Avenue, Suite 2400, New York, NY 10176.

– Gifts by credit card: (Weblink will be provided upon request).

– Gifts by wire transfer or to contribute other types of property: Contact Myriad by email [info@myriadusa.org](mailto:info@myriadusa.org), phone (212) 713 7660.

[See the Myriad website here.](#)

100% of your donation is tax-deductible to the extent allowed by U.S. law.

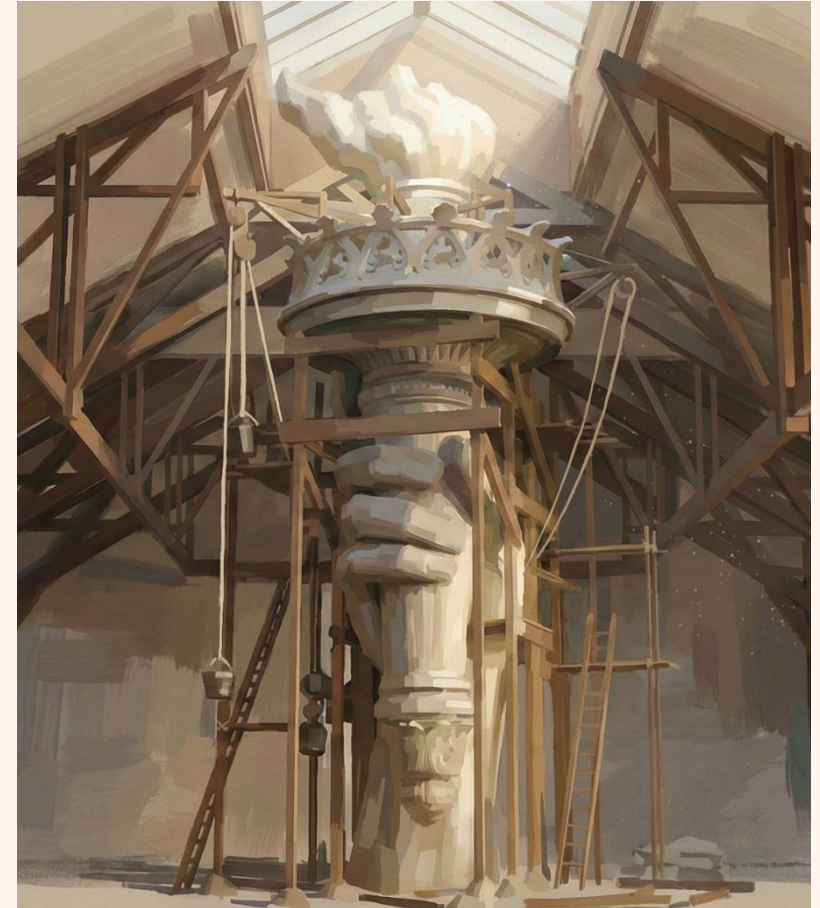
# How to donate?

## French Code

A donation to the Fondation des États-Unis entitles the donor to a tax reduction as it meets the general conditions outlined in Articles 200 and 238 bis of the General Tax Code.

**Companies:** All contributions to the Fondation des États-Unis allow the company to benefit from a 60% tax reduction on the amount of these donations, capped at €20,000 or 0.5% (5 per thousand) of the company's annual pre-tax turnover. In case the cap is exceeded, the excess can be carried forward for the next 5 fiscal years.

**Individuals:** You can benefit from a tax reduction equal to 66% of the amount of your donation, up to 20% of your taxable income. For the real estate wealth tax (Impôt sur la Fortune Immobilière, IFI), the reduction equals 75% of the amount donated, up to a maximum of €50,000 in donations per year (Article 978 of the French General Tax Code). Any excess beyond this limit cannot be carried forward to subsequent years. The total reduction cannot exceed the amount of IFI owed.



# GEDEON & the Fondation des États-Unis

The partnership between GEDEON Programmes, through its innovative department GEDEON Experiences, and the Fondation des États-Unis (FEU) is anchored in the powerful symbolism of the Statue of Liberty, embodying the shared values of freedom, hope, and transatlantic unity. This collaboration aims to strengthen cultural exchanges between France and the United States through innovative artistic projects that reflect these ideals. By combining our expertise, we strive to create impactful cultural content that fosters intercultural dialogue, promotes works and talents, and deepens understanding of the essential historical, artistic, and societal themes that shape Franco-American relations.

**GEDEON**  
experiences



## GEDEON Programmes

Founded in 1994, GEDEON Programmes is a leading French audiovisual production company specializing in creative documentaries across history, science, environment, arts, and culture. Producing 50–70 hours of content annually for broadcasters such as PBS, BBC, ARTE, France Télévisions and NHK, GEDEON has earned nearly 500 awards for its documentary rigor and technological innovation. The cutting-edge branch of GEDEON Programmes, GEDEON Experiences, creates immersive, multi-format experiences, blending storytelling, high-quality footage, and exclusive subjects. Specializing in 3D reconstructions of lost environments, GEDEON Experiences bridges cultural, historical, and scientific transmission with cutting-edge technology. Notable projects include the Pompeii exhibition (2020) at the Grand Palais in Paris; the VR experience Gaudi: The Atelier of the Divine; Tonight with the Impressionists, Paris 1874, which ran at the Musée d'Orsay from March to August 2024, attracting over 80,000 visitors; Versailles: Lost Gardens of the Sun King, which opened in March 2025 at the Palace of Versailles and ran until the end of 2025.

## FEU

### La Fondation des États-Unis

La Fondation des États-Unis (FEU), founded in 1930 in the heart of the Cité internationale universitaire de Paris (CIUP), is both a student residence and a cultural institution dedicated to fostering Franco-American exchange through residency programs, scholarships, and vibrant cultural programming.

Its historic Art Deco building, funded by American philanthropists Mabel and Homer Gage, includes top floor artist studios and two wings, housing over 250 students, researchers, musicians, and visual artists. Recognized as a Public Benefit Foundation in France (Fondation reconnue d'utilité publique) and supported by a nonprofit organization in the United States, the FEU provides an inspiring environment where artists, students, and researchers can thrive, present their work, and engage with residents from the 45 other international houses at the CIUP—encouraging dialogue, collaboration, and cultural exchange.

The partnership between GEDEON Experiences and the *Fondation des États-Unis* (FEU) is centered around three key initiatives:



**As a donor to** the partnership between GEDEON Experiences and the FEU, you are at the heart of a transformative initiative that strengthens Franco-American cultural ties through groundbreaking artistic projects.

Through the *Fondation des États-Unis*, your support also benefits from a recognized framework that enables the tax deductibility of the contributions granted, in accordance with applicable regulations.

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## U.S. Steering Committee

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