



SPONSORSHIP PROPOSAL



RECENT
CINEMA
from **SPAIN**

9th Annual
Recent Cinema from Spain

Miami

November
21-24, 2019





WHAT...

Be part of the **most important annual Spanish film showcase in Miami**. After 8 editions, the series has become well established and has won its place on the city's cultural and cinematic calendar. Every year the series gathers **more than 4,000 viewers**.

WHERE...

Built in 1926 by Paramount Pictures as a Movie palace, the **Olympia Theater** is a beacon for the South Florida arts community. Cultural icons such as **Elvis Presley, B.B. King, Luciano Pavarotti or Johnny Cash** have provided memorable evenings under the Olympia Theater's stars. The Olympia Theater supports the entertainment industry in South Florida.

WHO.....

The series brings to the city of Miami Spanish Premieres and the unique opportunity **to meet & greet Spanish film celebrities** who are presenting the films and who participate in Q&A sessions after the movies. **Santiago Segura, Antonio de la Torre, Amaia Salamanca, Ernesto Alterio, Javier Camara, Andreu Buenafuente...**

WHY.....

Recent Cinema from Spain is an excellent setting for sponsors to **gain visibility and increase brand-name recognition** due to the great attendance and the promotion and publicity the series receives in the media, both in Los Angeles and internationally. It's a unique networking experience, a link between the Spanish, Latin-American and US film industry



ABOUT THE SERIES



800+
per Night



----- over -----
4K People



4
Days



Opening night with
1,000+ attendees,
Red Carpet
followed by VIP Party



8 Years in
Miami



----- over -----
30K
Followers



7
Movies

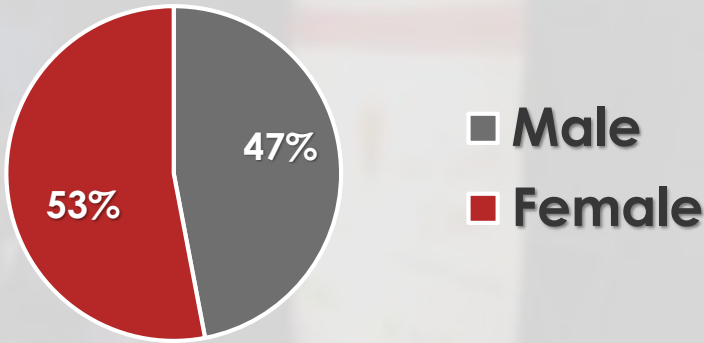


Networking
events,
Q&A &
Panels

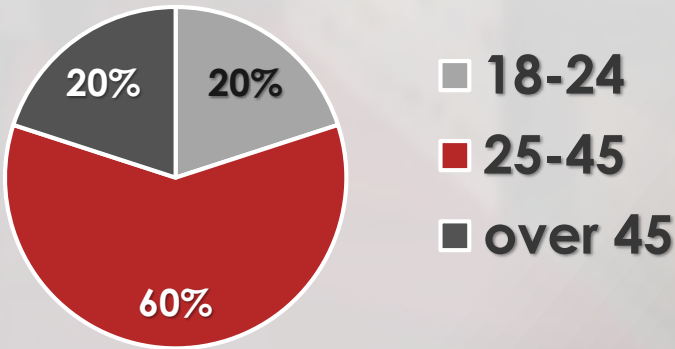


ABOUT THE SERIES

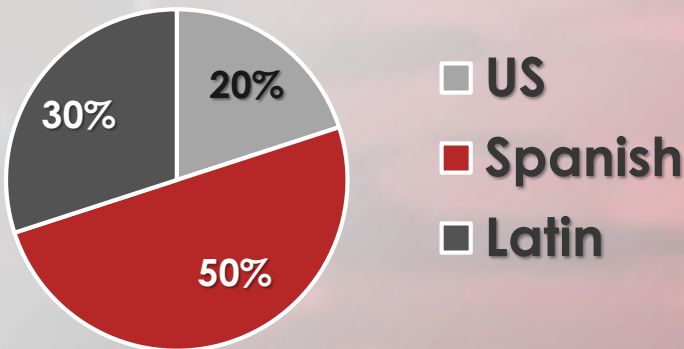
GENDER



AGE



AUDIENCE



80%

Returning Attendees

30%

New Attendees

15%

Increase English speaking Audience

40%

Increase in Social Media Coverage



FILM PREMIERES





PROMOTIONAL MATERIAL

Media Walls



Banners on Flagler St



Sponsor Logos on Screen



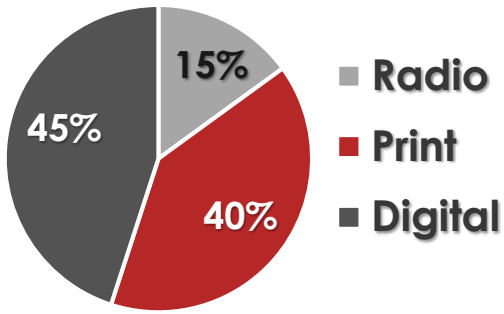
Poster and Brochure – Movie Program





MEDIA EXPOSURE

AD CAMPAIGNS



Diario Las Américas

el Nuevo Herald

The Miami Herald

MIAMI New Times

MEDIA COVERAGE



Diario Las Américas

EFE: Agencia EFE

MIAMI New Times



LA VANGUARDIA

eldiario.es

VISITFLORIDA.COM



PLAYCINE

miamiartzine

YAHOO! VIDA Y ESTILO



el Nuevo Herald

EL PAÍS

MUJER

VANITATIS



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àtevé



SPONSORSHIP OPPORTUNITIES 2019

SPONSORSHIP BRAND OPPORTUNITIES	PREMIUM	GOLD	SILVER	SUPPORTING
LOGO PLACEMENT ON PRINTED PLATFORMS	\$10,000	\$5,000	\$3,000	\$1,500
SPOT 30'	YES			
RCFS Banner at the Theatre (Marquee banner)	LOGO	LOGO		
RCFS Photocall (Step & Repeat)	LOGO	LOGO		
RCFS poster (500 units)	LOGO	LOGO	LOGO	
RCFS Movie Program/ brochure (10.000 units)	LOGO	LOGO	LOGO	LOGO
LOGO PLACEMENT ON SCREEN				
Projection before films	LOGO	LOGO	LOGO	LOGO
Projection on stage backdrop at Q&A	LOGO	LOGO	LOGO	LOGO
LOGO PLACEMENT ON DIGITAL				
Dedicated Social Media Post	LOGO			
Social Media Post	LOGO	LOGO	LOGO	LOGO
RSC Official website (links to Sponsor web)	LOGO	LOGO	LOGO	LOGO
Save the date & Newsletters sent to over 30K	LOGO	LOGO	LOGO	LOGO
TICKETS & INVITES				
Opening night VIP tickets (movie + after party) with Reserved seats	8	6	4	2
Movie tickets for the rest of the screenings	10	8	6	4
Kick off party tickets (TBC)	10	8	6	2
PROMOTIONAL MATERIAL & GIFTING				
Display of Promotional Material and/or pop up banner at the theatre during the series	YES	YES	YES	
Insertions in Gift bags (400/1000 units)	YES	YES	YES	YES
Display of Promotional Material and/or pop up banner at the theatre during the Kick off Party (TBC)	YES	YES	YES	YES
RECOGNITION AND ADVERTISING				
Verbal Recognition prior to each screening	MENTION	MENTION		
Verbal Recognition at the Opening Night	MENTION	MENTION	MENTION	MENTION
Verbal Recognition at the Kick off Party (TBC)	MENTION	MENTION	MENTION	MENTION
Print Advertisement	LOGO*	NAME	NAME	
Written recognition & Logo in Press Releases	LOGO	LOGO	LOGO	LOGO

* Subject to availability/otherwise name





SPONSORSHIP OPPORTUNITIES 2018



Premium
\$10.000



Gold
\$5.000



Silver
\$3.000



Supporting
\$1.500

SPECIAL SPONSORS PACKAGE



\$1.000

- ❖ **Movie and Q&A sponsored and presented by:** Dedicated slide on screen before the movie.



Logo on the Sponsors Slide on screen during the whole series and on the Spanish series website at the sponsors section.



- ❖ **A dedicated space for your brand:** a dedicated space at the majestic Olympia Theater to create an engaging experience with the audience.

We work intimately with each brand to create unique, customized experiences. Give us your ideas and we can make it happen



Photo booth's opportunity to engage with the audience at the theatre's entrance.



Create an audience experience with product integration and sampling at the **daily happy hours** prior to the movies



Opportunity to sponsor the **popcorn boxes**

PRESENTED AND PRODUCED BY



with the special collaboration of

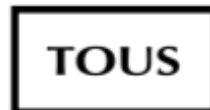


PREVIOUS SPONSORS



ccemiami
centro cultural español

SPAIN/USA/
Foundation/





GUESTS AT RECENT CINEMA FROM SPAIN