



SPONSORSHIP PROPOSAL

NOVEMBER 19-22, 2015 - MIAMI



HISTORY OF THE SERIES

The Recent cinema from Spain series was set up in 2011 by EGEDA, the Audiovisual Producers' Rights Management Association, in order to provide a new space for the promotion and distribution of Spanish language films in the USA. This event is the most important Spanish film showcase to be held in Miami on an annual basis. And after only 4 editions has become well established and has earned a place for itself on the city's cultural and cinematic calendar with a spectacular attendance of 4000 people each year.

Recent Cinema from Spain is a unique opportunity for the public of Florida to enjoy these productions, which show the diversity of Spanish cinema, and also to see and interact with important figures from Spanish cinema; directors and actors who present the films and participate in question and answer sessions with the audience after the screenings.

Recent Cinema from Spain is co-produced by EGEDA and the Olympia Theater , with the special collaboration of The Spanish Institute of Cinematography and Audiovisual Arts (ICAA), under the Spanish Ministry of Education, Culture and Sport. With the support of The Spanish Embassy in Washington, the Spanish Consulate in Miami, The Spanish Cultural center in Miami (CCE),The Spanish Tourism Office in Miami, The City of Miami, the MDDA, Miami Dade County, Camacol and of foundations like the Spain-USA Foundation and Artes Miami. As well as with several Academic institutions and private sponsors.

Recent Cinema from Spain is an excellent setting for sponsors to gain visibility and increase brand-name recognition due to the great attendance and to the promotion and publicity the series receives in the media, in Miami and internationally.





ATTENDANCE



The figures show that the initial objective has been achieved and a brilliant new showcase has been opened for the distribution and promotion of Spanish cinema. In just four days, Recent Cinema from Spain attracted audiences of **4000 people in 2014**, Opening and closing night with over 1000 people each day and with an average of 500 people in the screenings on Friday and Saturday. A great opportunity for brands that support culture and cinema.

In the last edition we opened the series with the **US Premiere** “The unexpected life” (La vida inesperada) by Filmmaker Jorge Torregrassa , starring Javier Camara and Raul Arevalo , and scriptwriter Elvira Lindo presented the movie. Also in attendance were filmmaker Javier Ruiz Caldera and actor Martino Rivas with “Three many weddings” and actor Juan Diego Botto with “Ismael”. They presented their films and participated in Q&A sessions with audiences after the screenings.

The fourth edition of the Recent Cinema from Spain film series has received a warm welcome from the Miami public. Viewers flocked to the Olympia Theater to enjoy the most recent Spanish cinema. The selection of films shown at this event, all of which were released in 2013 and 2014, was much appreciated by both audiences and critics.

Audience were composed by: Journalists, Filmmakers, Foreign Film lovers and Olympia Theater members and followers. Spanish speaking audience of different nationalities, Organizers and programmers of international film festivals, Teachers and professors (of cinema) of different Universities in Florida ,visitors of the Miami Book Fair and the always supportive Spanish community.

There was an increase English of speaking attendees this year and of people who came for their first time to the Spanish series. We are therefore reaching a broader public which is one of the missions of the series.





PROGRAMS OF THE SERIES



2011



2012



2013



2014

RECENT CINEMA FROM SPAIN
OCTOBER 20-23, 2011
OLYMPIA THEATER AT THE GUSMAN CENTER

www.miami.recentcinemafromspain.com www.gusmancenter.org

Recent Cinema from Spain II
Miami
November 8 - 11, 2012
Olympia Theater at the Gusman Center

www.gusmancenter.org
www.miami.recentcinemafromspain.com

MIAMI III EDITION
RECENT CINEMA from SPAIN
NOVEMBER 21-24, 2013
OLYMPIA THEATER AT THE GUSMAN CENTER
174 E. Flagler Street, Miami, Florida

MIAMI IV EDITION
RECENT CINEMA from SPAIN
tickets: www.olympiatheater.org
www.miami.recentcinemafromspain.com

... join us at the 5th Edition !!



GUESTS OF THE SERIES

We have the presence of directors, actors and producers of the films that participated in the Series as well as other celebrities of the city of Miami who attend the shows to support the Spanish cinema.



Isona Passola
DIRECTOR



F. González Molina
DIRECTOR



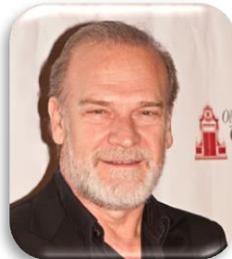
Mateo Gil
DIRECTOR



Alvaro Cervantes
ACTOR



Antonio de la Torre
ACTOR



Lluís Omar
ACTOR



Jesus Monllaó
DIRECTOR



Amaia Salamanca
ACTRESS



Javier Camara
ACTOR



Elvira Lindo
SCRIPTWRITER



Javier Ruiz Caldera
DIRECTOR



Juan Diego Botto
ACTOR



Martiño Rivas
ACTOR





HIGHLIGHTS 2014



Presentation Event

To begin the IV Edition of Recent Cinema from Spain, EGEDA and the Olympia Theater, hosted a presentation even on September 25th, with over 500 people attending. The event was presented by Robert Geitner & Elvi Cano with the collaboration of the Consul Cristina Barrios and DEMO at the Olympia Theatre. After the program announcement, the guests enjoyed the screening of 'Dark Blue almost Black' directed by Daniel Sanchez Arevalo



Press Event

On November 20th took place the annual press meeting where the media had the chance to have one on one with the Spanish guests who came from Spain to present their movies, who were also interviewed in different TV sets such as CNN & Mira TV. This year we had the honor to count with the presence of the scriptwriter Elvira Lindo, filmmaker Javier Ruiz-Caldera and actors Martiño Rivas and Juan Diego Botto.



Panel Discussion at CCE

On November 21st a panel discussion took place at the 'Centro Cultural Español' in Miami, with the filmmakers and actors attending this year's Recent Cinema from Spain series. We had the privilege to have Francisco Tardio (CCE director) presenting the roundtable and Yvonne Gavela-Ramos (University of Miami) as the moderator.



Image of the Series

The poster of the IV Edition of Recent Cinema from Spain in Miami was designed by DEMO, one of the most international and original Spanish pop artists. In DEMO's words: 'I wanted to reference the Recent Cinema from Spain logo. Symbolizing with color balls and lose line that cinema is a game, where you never stop feeling or dreaming. A way of putting yourself at risk to live a story. Adding the heart of all those people dedicated to make films from hard work, dedication and passion.



New Filmmakers from Spain

In this V edition of the Shortfilm Contest New Filmmakers from Spain, we have received 69 registrations, of which 20 have made it to the contest. The winner of 'Movibeta' Distribution prize was 'Sequence' by filmmaker Carles Torrens.



Q&A

The screening's attendees had the unique opportunity to enjoy Q&A sessions with the Spanish directors and actors that came to present their movies. We had the privilege to have the participation of journalist Paula Arcila from Radio Univision and TV producer Fernando Ferro from Mira TV as the moderators for the Q&As.





QUOTES ABOUT THE SERIES



Elvira Lindo

Scriptwriter

"This kind of series, like Recent Cinema from Spain, help enormously to bring Spanish and European films to new audiences. It's precisely when you're with foreign audiences that you realize the real repercussion that our stories have."



Juan Diego Botto

Actor

"It's necessary to promote Spanish films through series and festivals like Recent Cinema from Spain. This type of events should be of more importance where as thanks to them we can promote Spanish films out there and open up to new markets'.



Javier Ruiz Caldera

Director

"As a director, it's a wonderful experience to see a full house with over 1000 people and how the audience has reacts to film. I am delighted to be here in Recent Cinema from Spain in Miami, it's like a reward for all the work done."



Martiño Rivas

Actor

"We have to support for initiatives like Recent Cinema from Spain, to be able to spread our culture and our stories throughout the world."





PROMOTIONAL MATERIALS



Media Wall Olympia Theater



Program of the Series



Banner at the Olympia Theatre



Voucher



PostCard



Media Wall



Volunteers of the Series





At CNÑ Showbiz, with an estimated of 25,000,000 viewers in the US and LatinAmerica.



MEDIA COVERAGE 2014



Broadcasted from November 26th to Dec 4th 2014: Canal+ 1, Canal+ DCine, Canal+ Acción & Canal+ Comedia.





MEDIA COVERAGE 2014

elEconomista América.com

Arranca cuarta edición del festival de cine español en Miami

-0.50 - 21/11/2014

Más noticias sobre: Miami

Miami, 20 nov (EFEUSA).- La cuarta edición del festival de cine español "Recent Cinema from Spain" empezó hoy con la proyección de la película "La vida inesperada", protagonizada por Javier Cámara y dirigida por Jorge Torregrossa.

A la ceremonia de apertura asistieron algunos de los guionistas, directores y actores de los filmes que se presentarán en este ciclo de cine español organizado por EGEDA (Entidad de Gestión de Derechos de los Productores Audiovisuales), que se prolongará hasta el próximo domingo con la exhibición de cinco películas más.

La guionista de "La vida inesperada", Elvira Lindo, señaló a Efe que "el cine español se recibe de maravilla" fuera de sus fronteras y auguraba un éxito de asistencia al "Recent Cinema from Spain" por la cantidad de latinos que residen en Florida.

Desde hoy y hasta el próximo domingo, el Teatro Olympia de Miami exhibirá un total de seis películas españolas como "10.000 kms", "La gran familia española" o "Bethesda", entre otras.

El actor argentino, Juan Diego Botto, que participa en la cinta "Ternura" junto a Belén Rueda y María Casares, reconoció que "es muy bonito poder viajar con una película, poder defenderla" y reivindicó que es "importante" que existan festivales de este tipo en Estados Unidos "porque pensar en el mercado americano siempre es muy interesante".

"Es un mercado donde hay tanto hispanohablante que merece la pena hacer el esfuerzo", dijo el actor afincado en Miami desde los 4 años.

La comedia "Tres bodas de mi madre" estará este ciclo de cine español con la participación de su director, Javier Ruiz Caldera, y el actor Martín Rivas que presentará esta película al público del sur de la Florida.

El joven actor, que saltó a la fama por su participación en la serie "El Internado", afirmó que acudir a Estados Unidos era "un premio" para él, por lo que se sentía "muy honrado" por representar el cine español en este país.

"Es una responsabilidad el poder ayudar a difundir y promocionar el cine español y la cultura española. El cine puede ser un instrumento muy poderoso para ayudar a difundir nuestra idiosincrasia, por lo que es un honor poder formar parte de eso", comentó.

"Estar aquí en Miami es un poco como la recompensa a todo ese trabajo" explicó por su parte Caldera, que ya presentó esta cinta en el Festival Internacional de Cine de Miami el pasado mes de marzo.

Panorama audiovisual.com

El cine español inunda Miami

El público de Miami completó el aforo del Teatro Olympia en la inauguración de la cuarta edición de la Recent Cinema from Spain que organiza EGEDA.

Como ya ocurrira en ediciones anteriores, el público de Miami completó aforo el teatro Olympia en la inauguración de la cuarta edición de la Recent Cinema from Spain que organiza EGEDA (Entidad de Gestión de Derechos de los Productores Audiovisuales) junto al Teatro Olympia del Centro y en colaboración con el Instituto de la Cinematografía y las Artes Audiovisuales (ICAA).

Cine & Tele

Juan Diego Botto o Javier Ruiz Caldera entre los participantes de la gala inaugural de Recent Cinema from Spain

Como ya ocurre en ediciones anteriores, el público de Miami completó el aforo del Teatro Olympia en la inauguración de la cuarta edición de la Recent Cinema from Spain que organiza la Entidad de Gestión de Derechos de los Productores Audiovisuales, EGEDA, junto al Teatro Olympia del Guáimán Center y en colaboración con el Instituto de la Cinematografía y las Artes Audiovisuales.

La noche de apertura contó con la presencia de los actores Juan Diego Botto y Martín Rivas, la escritora Elvira Lindo y el actor Javier Ruiz Caldera, que permanecerán en Miami durante los cuatro días que dura la muestra para conversar con el público las proyecciones y adelantos de sus películas.

Recent Cinema from Spain estará en Miami algunas de las mejores películas de nuestra cinematografía protagonizada por Javier Cámara y Belén Rueda. La muestra continuará con la inauguración de la película "La vida inesperada" dirigida por Jorge Torregrossa y protagonizada por Javier Cámara y Belén Rueda. La muestra continuará con la inauguración de la película "10.000 KM de Carlos Marques-Marcet, La gran familia española de Daniel Sánchez Arévalo, Bethsa de Miguel Cobari y se cerrará con 5 bodas de mi madre de Javier Ruiz Caldera. También se podrá ver el cortometraje Después de Carlos Torrens, ganador del concurso New Filmmakers from Spain.

La muestra cuenta con el patrocinio y el apoyo de diversas entidades e instituciones como Spain Arts and Culture, Embajada de España en Washington, Spain USA Foundation, Consulado General de España en Miami, Oficina de Turismo de España en Miami, Fininvest, el Ayuntamiento de la ciudad de Miami, el Miami Downtown Development Authority, el Centro Cultural Español en Miami, el Miami Dade County, Camerac, Puentes Pátrios, Barrio Adentro, EPC Miami, The Miami Herald, El Nuevo Herald, FOX Multimedia, Mira TV, Orion Cinema Film Commission, Festival de Cine de Málaga, Artes Miami, TV Mas magazine, St. Thomas University, ACE (Asociación Cultural Española), The Great Start, The Edge on Brickell, Interactiv, International Wine Group y Estructa Daren.

Recent Cinema from Spain nació hace tres años como una de las acciones promocionales que realizó Egida en su anterior labor de apoyo a nuestra industria cinematográfica en el extranjero, con la intención de promover el cine español en Estados Unidos, acercándolo a su audiencia latina y al público americano. Recent Cinema from Spain se ha convertido en uno de los acercamientos más relevantes a la agenda cultural y promueve a la ciudad de Miami, con una asistencia de público superior a los 4.000 asistentes cada año, ayudando a fortalecer los lazos de unión entre las industrias cinematográficas española, latinoamericana y estadounidense.

Programa aquí

Festivales, mercados y premios - 21/11/2014

YAHOO! CINE ESPAÑA

Comienza la cuarta edición del festival de cine español en Miami

Agencia EFE - 19. 21 nov 2014 03:03 CET

Miami, 21 nov (EFE).- La cuarta edición del festival de cine español "Recent Cinema from Spain" empezó este jueves con la proyección de la película "La vida inesperada", protagonizada por Javier Cámara y dirigida por Jorge Torregrossa.

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S'Fla Nights.com

Opening Night of Recent Cinema From Spain IV

Published on: November 20th, 2014 by Staff@Sfla.com

Thursday, November 20, 7pm - The Olympia Theater, 174 East Flagler Street, Miami

Over 800 audience members celebrated Spanish Cinema at the historic Olympia Theater in Downtown Miami during the opening night for the annual Recent Cinema from Spain Film Series, with red carpet arrivals, the screening of "The Unexpected Life" (La Vida Inesperada), followed by a Q+A with screenwriter Elvira Lindo and a gala reception.

The evening began with red carpet arrivals at 6:30pm with actor Juan Diego Botto ("Ternura"), actor Martín Rivas ("Three Many Weddings"), director Javier Ruiz Caldera ("Three Many Weddings"), screenwriter Elvira Lindo ("The Unexpected Life") and Miami-based radio and television talent. Miami audiences enthusiastically received the opening night movie "The Unexpected Life" and screenwriter Elvira Lindo was warmly welcomed for her Q+A, as a great opportunity to mingle and socialize.

"We are proud to bring Recent Cinema from Spain to Miami for the fourth time now," says Elvira Lindo from the EGEDA US. "2014 has been a tremendously successful year for Spanish cinema, both artistically and in terms of box office numbers. We are happy to share these acclaimed films with Miami audiences."

Photo by: Julie Pauline

(Show as slideshow)

Photo # 1: \$5 Annie Vazquez Photo #2: \$5 Juan Diego Botto, Guert, Elvira Lindo, Javier Ruiz Caldera Photo # 3: \$5

Photo # 5: \$5 Photo # 6: \$5 Alberto Mateo Photo # 8: \$5

Photo # 9: \$5 Photo # 10: \$5 Photo # 11: \$5 Román Cámara Photo # 12: \$5

MIAMI DIARIO.com

Vive Miami en Español

Actores Botto y Martín Rivas asistirán a proyección de cine español en Miami

Los actores Juan Diego Botto y Martín Rivas asistirán a la proyección de la película "Ternura" en el marco de la cuarta edición del festival de cine español "Recent Cinema from Spain" que organiza EGEDA (Entidad de Gestión de Derechos de los Productores Audiovisuales) y el Teatro Olympia del Centro y en colaboración con el Instituto de la Cinematografía y las Artes Audiovisuales (ICAA).

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Programa aquí

Festivales, mercados y premios - 21/11/2014

El Confidencial

El cine español llegará en noviembre a Miami con IV Recent cinema from Spain

Madrid 2 jul (EFE).- Será de las películas más destacadas del cine español actual la que se podrá ver en Miami en la cuarta edición de "Recent Cinema from Spain", la muestra cinematográfica que organiza EGEDA y que trata de promocionar esta cinematografía en Estados Unidos.

Del 20 al 23 de noviembre, el Teatro Olympia del Centro Guáimán de Miami acogió las proyecciones de las películas escogidas, cuyos títulos aún no se conocen, junto a actos complementarios como debates y coloquios con actores y directores.

Hasta hace tres años "Recent Cinema from Spain" se ha consolidado como una importante cita cultural en Miami con 4.000 espectadores de media en cada edición, según los datos de la Entidad de Gestión de Derechos de los Productores Audiovisuales (EGEDA) cuenta con la colaboración española y el apoyo del Instituto de la Cinematografía y las Artes Audiovisuales (ICAA) del Ministerio de Educación, Cultura y Deporte.

Asimismo, la organización de "Recent Cinema from Spain" nació dado a conocer el carácter de esta edición, que ya ha sido distribuido por el actor español EFE

EFE

* *Full report of media coverage in this link:

<http://www.miami.recentcinemafromspain.com/EN/RSM/MediaCoverage.asp>



ADVERTISEMENT CAMPAING 2014



Promotional Video

To celebrate and promote the IV Edition of Recent Cinema from Spain in Miami, we had the honor to present the promotional video written, directed and produced by award-winning and renowned Spanish director Daniel Sanchez Arevalo, with the title "Traumatizing cliches".



Miami New Times



The Nuevo Herald

The Nuevo Herald prints 50.000 daily.

The Miami Herald

The Miami Herald prints 50.000 daily.



Radio



IMDB





SOCIAL MEDIA



Instagram

We doubled the number of followers and have started the hashtag #RecentCinemafromSpain with pictures of the series.

Facebook

The New Filmmakers from Spain and Recent Cinema from Spain facebook pages have increased enormously its followers during the IV Edition.



2014 VIDEOS

Twitter

This year our Twitter account has had more activity than ever thanks to interaction with actors & directors invited to the series





SPONSORSHIP OPPORTUNITY 2015

The Recent Cinema from Spain in Miami film series provides an ideal opportunity to promote a wide range of products for companies interested in an enthusiastically received event with great media potential that attracts large audiences.

The series is an excellent setting to gain visibility, increase brand name recognition, and promote products, as has been demonstrated by the 2014 edition.

We invite you to consider participating in this event as a sponsor. Levels of sponsorship for 2015 are as follows::

- OFFICIAL SPONSOR \$ 8,000
- PREMIER SPONSOR \$ 5,000
- MAJOR SPONSOR \$ 3,000
- SUPPORTING SPONSOR \$ 1,500

The benefits corresponding to each level can be seen on pages 14-16 and on pages 17 and 18 are various examples of the promotional materials to be seen at the film series and how our sponsors last year were able take advantage of the many unique and interesting opportunities for branding and visibility for their materials and/or products.

As a special sponsorship offering, the Presenting Sponsor category offers, among other benefits, exclusive spaces as the promotional video in addition to a large number of spaces for visibility of the sponsor's materials and/or products.

We also have a special offer for collaborating companies, with special packs of invitations for the film series for their employees and/or customers.

Please contact us for more information and a la carte sponsorship options

Contacto: elvira.cano@egeda.com





SPONSORSHIP OPPORTUNITIES 2015

	OFFICIAL	PREMIERE	MAJOR	SUPPORTING
LOGO/NAME INSERTIONS	\$8,000	\$5,000	\$3,000	\$1,500
RCFS poster (500 units)	LOGO	LOGO		
RCFS program (5,000 units)	LOGO	LOGO	LOGO	LOGO
RCFS post card (5,000 units -Presentation Event)	LOGO	LOGO	LOGO	
RCFS post card (5,000 units-Save the Date)	LOGO	LOGO	LOGO	
RCFS Banner at the Teatre	LOGO	LOGO		
RCFS Media Wall	LOGO			
Projection before Films	LOGO	LOGO	LOGO	LOGO
Projection at Presentation Event	LOGO	LOGO	LOGO	LOGO
Projection on stage backdrop at Q&A	LOGO	LOGO	LOGO	LOGO
RCFS Official Web (links to sponsor's web)	LOGO	LOGO	LOGO	LOGO

PROMOTIONAL MATERIAL	\$8,000	\$5,000	\$3,000	\$1,500
Pop-Up Banner at Theatre	YES	YES	YES	
Display Sponsor's Promotional Material	YES	YES	YES	
Insertions in Gift Bags (1600 units)	YES	YES	YES	YES

INVITATIONS & PASSES	\$8,000	\$5,000	\$3,000	\$1,500
VIP Invitations for Opening Night	8	6	4	2
Pases for entire Film Series+Opening Night	4	2		
Invitations for 3 days of Film Screenings	10	8	6	4

COMMUNICATION & ADVERTISEMENT	\$8,000	\$5,000	\$3,000	\$1,500
Press Releases	LOGO	LOGO	LOGO	LOGO
Media Advertising	LOGO*	NAME	NAME	
Save the Date & Newsletters	LOGO	LOGO	LOGO	LOGO
Social Media (facebook, twitter, etc...)	MENTION**	MENTION**		
Special Thanks to Sponsors at Opening Night	MENTION	MENTION	MENTION	MENTION
Special Thanks to Sponsors at all Screenings	MENTION	MENTION		

* Subject to availability/otherwise name

** Link to sponsor website





SPONSORSHIP OPPORTUNITY 2015

OFFICIAL SPONSOR

\$ 8,000

LOGO AND NAME PLACEMENT

- Inclusion of logo on the film series poster (500 units)
- Inclusion of logo in the film series program (5,000 units).
- Inclusion of logo on the film series post card (5,000 units) + Save the Date (5,000 units).
- Inclusion of logo on the banner at the theater entrance.
- Inclusion of logo on the Media Wall at Red Carpet.
- Projection on the theater screen of the logo of the sponsor's trademark at the Presentation Event and beginning of each screening session.
- Projection on the theater screen backdrop at the Q&A sessions with invited actors/directors.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMO MATERIAL DISTRIBUTION

- Opportunity to display a pop-up banner of the brand in the theater (pop-up banner to be provided by the sponsor).
- Opportunity to display promotional material in specially designated areas.
- Opportunity to include promotional material and merchandising in gift bags (1600 units).

COMMUNICATION AND ADVERTISEMENT

- Inclusion of logo on press releases.
- Inclusion of logo* in print media advertising (* Subject to availability/otherwise name).
- Inclusion of logo in the save the date and newsletter.
- Mention in the Opening Gala speech.
- Mention prior to each screening.
- Mention Social Media (Facebook, Twitter, etc...) ** Link to sponsor website

INVITATIONS AND PASSES

- 8 VIP tickets to the opening ceremony.
- 10 tickets to attend screenings on the remaining days
- 4 passes for the entire series (for movies only).

PREMIER SPONSOR

\$ 5,000

LOGO AND NAME PLACEMENT

- Inclusion of logo on the film series poster (500 units)
- Inclusion of logo in the film series program (5,000 units).
- Inclusion of logo on the film series post card (5,000 units) + Save the Date (5,000 units).
- Inclusion of logo on the banner at the theater entrance.
- Projection on the theater screen of the logo of the sponsor's trademark at the Presentation Event and beginning of each screening session.
- Projection on the theater screen backdrop at the Q&A sessions with invited actors/directors.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMO MATERIAL DISTRIBUTION

- Opportunity to display a pop-up banner of the brand in the theater (pop-up banner to be provided by the sponsor).
- Opportunity to display promotional material in specially designated areas.
- Opportunity to include promotional material and merchandising in gift bags (1600 units).

COMMUNICATION AND ADVERTISEMENT

- Inclusion of logo on press releases.
- Inclusion of name in print media advertising (* Subject to availability/otherwise name).
- Inclusion of logo in the save the date and newsletter.
- Mention in the Opening Gala speech.
- Mention prior to each screening.
- Mention Social Media (Facebook, Twitter, etc...) ** Link to sponsor website.

INVITATIONS AND PASSES

- 6 VIP tickets to the opening ceremony.
- 8 tickets to attend screenings on the remaining days
- 2 passes for the entire series (for movies only).



SPONSORSHIP OPPORTUNITY 2015

MAJOR SPONSOR **\$ 3,000**

LOGO AND NAME PLACEMENT

- Inclusion of logo in the film series program (5,000 units).
- Inclusion of logo on the film series post card (5,000 units) + Save the Date (5,000 units).
- Projection on the theater screen of the logo of the sponsor's trademark at the beginning of each screening session.
- Projection on the theater screen backdrop at the Q&A sessions with invited actors/directors.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMO MATERIAL DISTRIBUTION

- Opportunity to display a pop-up banner of the brand in the theater (pop-up banner to be provided by the sponsor).
- Opportunity to display promotional material in specially designated areas.
- Opportunity to include promotional material and merchandising in gift bags (1600 units).

COMMUNICATION AND ADVERTISEMENT

- Inclusion of logo on press releases.
- Inclusion of logo* in print media advertising advertising (* Subject to availability/otherwise name).
- Inclusion of logo in the save the date and newsletter.
- Mention in the Opening Gala speech.

INVITATIONS AND PASSES

- 4 VIP tickets to the opening ceremony.
- 6 tickets to attend screenings on the remaining days.

*****Logos to be provided by sponsors.**

SUPPORTING SPONSOR **\$1,500**

LOGO AND NAME PLACEMENT

- Inclusion of name in the film series program (5,000 units).
- Projection on the theater screen of the logo of the sponsor's trademark at the beginning of each screening session.
- Projection on the theater screen backdrop at the Q&A sessions with invited actors/directors.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMO MATERIAL DISTRIBUTION

- Opportunity to include promotional material and merchandising in gift bags (1600 units).

COMMUNICATION AND ADVERTISEMENT

- Inclusion of logo on press releases.
- Inclusion of logo in the save the date and newsletter.
- Mention in the Opening Gala speech.

INVITATIONS AND PASSES

- 2 VIP tickets to the opening ceremony.
- 4 tickets to attend screenings on the remaining days.





SPONSORSHIP OPPORTUNITY 2014

SPONSORS VISIBILITY

The impact of this event is growing each year and it provides a great promotion and visibility window for our sponsors. For these reasons, we have opened new, customized visibility spaces. In previous editions, we had exclusive presentation parties, trips raffles, gifts, interactive demonstrations, etc ...





OTHER SPONSORSHIP OPPORTUNITIES

PROMOTIONAL MATERIALS: SPECIAL EXPOSURE



Projection of a promotional spot for the sponsor prior to each of the films (maximum length of 20 seconds).



Opportunity to sponsor the rows of reserved seats inside The Theater.



Opportunity to sponsor the T-shirts worn by the staff and volunteers attending to the public during the film festival.



Opportunity to sponsor the popcorn boxes offered free to the audiences attending.



Inclusion of the sponsor's logo on the Recent Cinema from Spain on line tickets/vouchers.



Posibilidad de instalar un stand o caseta especial para interactuar con el público a la entrada del teatro.



The bracelets providing access to the VIP reception at the opening gala will be customized with the sponsor's logo.