

March 8-18, 2012
Sponsorship Opportunities

19th ANNUAL
**SAN DIEGO
LATINO
FILM FESTIVAL**
2012

Media Arts
MEDIA ARTS CENTER SAN DIEGO



2921 El Cajon Blvd. San Diego, CA 92104
t. (619) 230.1938 x 101 | c. (619) 850.1849 | f. (619) 230.1937
ethan@mediaartscenter.org
www.mediaartscenter.org | www.sdlatinofilm.com

LATINOFILM
SAN DIEGO LATINO FILM FESTIVAL

UltraStar Mission Valley Cinemas
at Hazard Center, San Diego, CA.



t. (619) 267.6010
f. (619) 267.5965
communications@medicis.tv
sdlff@medicis.tv



The **19th Annual San Diego Latino Film Festival (SDLFF)** will take place **March 8-18, 2012**, at the UltraStar Mission Valley Cinemas at Hazard Center located in beautiful San Diego, California. The following is just a taste of what filmmakers and attendees will experience at the 19th Annual San Diego Latino Film Festival:

- **165 feature and short films**
- Over 130 guest filmmakers and actors
- **SDLFF Awards Competition**
- Documania Series
- **Cine Gay Series**
- Arte Latino Art Exhibit
- **Opening and Closing Night After-Parties**
- Filmmaker's Lounge
- **Student Outreach Screenings**

Background

The San Diego Latino Film Festival was established eighteen years ago as a student festival at the University of California, San Diego focusing on works by Latinos. Since that time, The San Diego Latino Film Festival has developed into one of the larger and well-respected Latino film festivals in the country. Over 221,000 people have attended during the past 18 years and more than 3,150 films and videos from across Latin America and the United States have been screened.

Audience

Our audience is comprised of business and community leaders, students, professors and professionals, filmmakers, actors, and industry leaders. All demonstrating an interest in Latino community issues, history, culture and education, representing communities from throughout San Diego County and Baja California.

- Attendance in 2011 was 21,000
- Average attendee age: 34 years-old
- Over 130 guest actors and filmmakers

Location

The San Diego Latino Film Festival is located in the heart of San Diego, Mission Valley, home to large shopping malls, retail shops, restaurants, office space, luxury hotel accommodations, and more. Mission Valley is the ideal venue to reach the 4 million-plus Latinos living in the County as well as in Tijuana.



Special Guests

Over 1,430 guest filmmakers and actors have attended the festival since 1994 including:



Media Coverage & Marketing Reach

Since 1994 SDLFF has received extensive coverage in radio, television, online and print. Media Partners and festival coverage in 2011 included:

Radio

- KPBS Radio
- Radio Latina 104.5
- Invasora 99.7
- Pulsar 107.3
- Jazz 88.3
- La Mejor 99.3
- Diego 91.7

Television

- Azteca America
- VeneMovies
- KPBS
- Univision
- Telemundo
- ABC 10 News
- KFMB (CBS)
- NBC 7/39
- KUSI-TV
- Fox 6

Online

- SanDiegoRed.com
- SDGLN.com
- SignOnSanDiego.com
- DoltInGaySanDiego.com
- San Diego.com

Print

- El Mexicano
- San Diego City Beat
- Giving Back Magazine
- San Diego Magazine
- San Diego Reader
- Diario San Diego
- Tijuaneo
- San Diego Union-Tribune
- Enlace
- Night & Day
- El Latino
- 944 Magazine
- Gente Bien

Total Impressions and Reach: 27.1 million

FORMER SPONSORS

Bank of America.



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PRESENTING SPONSOR (1 available)

\$50,000

Total promotional value \$ 119,500

Special Benefits

- Festival is presented by "your company"
- Exclusivity
- Thank You Plaque
- Three (3) Promotional E-blasts to San Diego Latino Film Festival's email list (created by MACSD)
- Company Press Release in all Press Kits
- Access to Event Photos
- Fifteen (15) second Promo Spot with Company Representative (produced by MACSD Video Production Services)
- 3 year option to renew at \$50,000
- Company will present the "Audience Favorite" Award at Closing Night Gala with \$5,000 of the sponsorship given to the winning filmmaker

Marketing

- Top billing and logo (as available) on press releases (electronic & print)
- Two (2) full page ads in 10,000 programs (1 b&w, and 1 color back cover)
- Corporate Spotlight in festival program with photo of company representative
- Top billing and logo on 10,000 souvenir programs, 10,000 postcards, and 8,000 brochures
- Top billing and logo on 1,000 posters
- Logo placement on MTS bus signage (as available)
- Recognition and logo (as available) in all live and recorded promos on partnering radio and television stations
- Logo in partnering Spanish & English newspapers/magazines (distribution of 500,000)
- 2 banner ads on main website page (www.sdlatinofilm.com)
- logo on sponsor website page

Festival Venue Branding & Outreach

- Booth (Premiere Placement)
- Recognition and speaking opportunity (3mins) at all 164 screenings and Media Kick-off Party
- Marquee billing
- Opportunity for Product Placement (various options)
- Exclusive sponsor of 2012 volunteer festival shirts
- Company branded stage
- Three (3) Company banners in theater lobby (premiere placement)
- Three (3) Company banners outside venue (premiere placement)
- Logo on Festival produced Step and Repeat (photo opportunity spot)
- Logo on Festival produced banners and signage (premiere placement)
- Sixty (60) second Commercial trailer in all 164 screenings (company produced)
- Eight (8) On-screen digital advertisements
- Promotional item and company information in 120 swag bags

Festival Experience

- Ten (10) Festival Passes (grants access to all parties, screenings, and filmmaker's lounge)
- Thirty (30) tickets to any screening
- VIP seating at all Premiere Screenings in the theater (up to 10 people) RSVP required
- Two (2) VIP tables at each Party (10 top table) RSVP required
- Ten (10) Autographed Festival posters
- Ten (10) tickets to Media Kick-off Party (exclusive event)
- Gold Concierge Service
- Speaking Opportunities at Events
- Private "Sneak Preview" screening before Festival



SIGNATURE SPONSOR (2 available)

\$25,000

Total promotional value \$ 52,500

Special Benefits

- Thank You plaque
- 1 Promotional E-blast to San Diego Latino Film Festival's email list (created by MACSD)
- Access to Event photos
- Company will present the "Best Narrative" Award at Closing Night Gala

Marketing

- Name and logo (as available) on press releases (electronic & print)
- Two (2) full page ads in 10,000 programs (1 b&w, and 1 color back inside cover)
- Corporate Spotlight with photo of company representative in festival program
- Name and logo on 10,000 souvenir programs, 10,000 postcards, and 8,000 brochures (secondary placement)
- Name and logo (as available) on 1,000 posters (secondary placement)
- Logo in partnering Spanish and English newspapers/magazines (distribution of 500,000)
- Two (2) banner ads and logo on sponsor web page

Festival Venue Branding & Outreach

- Booth (Premiere Placement)
- Recognition and speaking opportunity (2mins) at all 164 screenings
- Two (2) Company banners in theater lobby (secondary placement)
- Two (2) Company banners outside venue (secondary placement)
- Logo on Festival produced Step & Repeat (photo opportunity spot)
- Logo on Festival produced banners and signage
- Logo on Festival volunteer badges
- Opportunity for Product Placement (various options)
- Forty-five (45) sec Commercial trailer in all 164 screenings (company produced)
- Six (6) On-screen digital advertisements
- Promotional item and company information in 120 swag bags

Festival Experience

- Eight (8) Festival Passes (grants access to all parties, screenings, and filmmaker's lounge)
- Twenty (20) tickets to any screening
- VIP seating at all Premiere Screenings in the theater (up to 8 people) RSVP required
- VIP table at each Party (10 top table) RSVP required
- Five (5) Autographed Festival posters
- Six (6) tickets to Media Kick-off Party (exclusive event)
- Gold Concierge Service





SCREEN SPONSOR (4 available)

\$10,000

Total promotional value \$ 26,700

Special Benefits

- Thank You Plaque
- Access to Event Photos
- Company exclusive signage in sponsored theater will feature your logo and name

Marketing

- Name and logo (as available) on press releases (electronic & print)
- 1 full page ad in 10,000 programs (1 b&w)
- Corporate Spotlight with photo of company representative
- Name and logo (as available) on 10,000 souvenir programs, 10,000 postcards, and 8,000 brochures
- Logo in partnering Spanish and English newspapers/magazines (as available, distribution of 500,000)
- 1 banner ad and logo on sponsored screen web page

Festival Venue Branding & Outreach

- Booth (Premiere Placement)
- Recognition and speaking opportunity (1min) at 41 screenings
- Logo on outer movie sign
- Two (2) Company banners in theater lobby
- One (1) Company banner outside venue
- Logo on Festival produced banners and signage
- Opportunity for Product Placement (various options)
- Thirty (30) second Commercial trailer in all 41 screenings (company produced)
- Three (3) On-screen digital advertisements in 41 screenings
- Promotional item in 120 swag bags

Festival Experience

- Six (6) Festival Passes (grants access to all parties, screenings, and filmmaker's lounge)
- Ten (10) tickets to any screening in sponsored theater
- VIP seating at all Premiere Screenings in the sponsored theater (up to 6 people) RSVP required
- VIP table at each Party (10 top table) RSVP required
- Two (2) Autographed Festival posters
- Four (4) tickets to Media Kick-off Party (exclusive event)





SHOWCASE SPONSOR (6 available)

\$7,500

Total promotional value \$ 20,000

Featured Showcases

- Cine Mexicano
- Cine Estudiantil
- Cine Español
- Cine Mujer
- Para la familia
- Cine Gay

Special Benefits

- Thank You Plaque
- Access to Event Photos

Marketing

- Name on press releases (electronic & print)
- ½ page ad in 10,000 programs (b&w)
- Corporate Spotlight with photo of company representative in festival program
- Name and logo on 10,000 souvenir programs, 10,000 postcards, and 8,000 brochures (logo only on showcase materials)
- One (1) banner ad and logo on sponsor web page

Festival Venue Branding & Outreach

- Table in lobby
- Recognition and speaking opportunity (1 min) at chosen showcase screenings
- One (1) Company banner in theater lobby
- Logo on Festival produced banners and signage
- Two (2) On-screen digital advertisements

Festival Experience

- Four (4) Festival Passes (grants access to all parties, screenings, and filmmaker's lounge)
- Ten (10) tickets to any sponsored showcase screenings
- Two (2) tickets to Media Kick-off Party (exclusive event)





AFTER-PARTY SPONSOR (4 available)

\$7,000

Total promotional value \$ 11,280

Be the life of the party! Bring your Company Brand to one of our Special Events.

- Opening Night After-Party
- Closing Night Celebration
- Filmmaker's Lounge

Special Benefits

- Thank You Plaque
- Access to Event Photos

Marketing

- Name and logo on
- Name and logo on Festival Party press releases (electronic & print)
- ½ page ad in 10,000 festival programs (4-color)
- Corporate Spotlight with photo of company representative in festival program
- Name & logo on 10,000 souvenir programs, and 5,000 Party postcards
- One (1) banner ad & logo on Festival Party web page

Festival Venue Branding & Outreach

- Table at Party venue
- Recognition & speaking opportunity (1 min) at sponsored Party
- Company signage at Party venue
- Logo on Festival produced banners & signage (note: at theater location)
- One (1) On-screen digital advertisement (note: at theater location)
- Opportunity for promotional giveaways,

Festival Experience

- Four (4) Festival Passes (grants access to all parties, screenings, and filmmaker's lounge)
- Ten (10) tickets to sponsored Party (non-VIP)
- VIP table at sponsored Party (10 top) RSVP required





First come, first serve on award that best suits your Company brand.

- Best Narrative Feature
- Best Documentary Feature
- Best Documentary Short
- Best Narrative Short
- Best Experimental Work
- Best Youth Work (under 18 years old)
- Best Local Work
- Best Student Work
- Audience Award (popular ballot)
- Best Animated Feature

AWARD SPONSOR (10 available)

\$5,000

Total promotional value \$ 12,275

Special Benefits

- Thank You Plaque
- Access to Event Photos
- Company will present the chosen Award at Closing Night Ceremony

Festival Venue Branding & Outreach

- Table in lobby for 3 days
- Recognition and speaking opportunity (1min) at Awards Ceremony
- Logo on Festival produced banners and signage
- One (1) On-screen digital advertisement

Marketing

- Name on press releases (electronic & print)
- 1/4 page ad in 10,000 programs (b&w)
- Name on 10,000 souvenir programs, 10,000 postcards, and 8,000 brochures
- logo on sponsor page and awards web page

Festival Experience

- Two (2) Festival Passes (grants access to all parties, screenings, and filmmaker's lounge)
- Ten (10) tickets to any screening

FILM SPONSOR (40 available)

\$2,500

Total promotional value \$5,195

Special Benefits

- Thank You Plaque

Marketing

- Name on press releases (electronic & print)
- 1/8 page ad in 10,000 programs (b&w)
- Name on 10,000 souvenir programs, 10,000 postcards, and 8,000 brochures
- logo on sponsor web page

Festival Venue Branding & Outreach

- Table in lobby "day of" screening
- Recognition during sponsored film
- Logo on Festival produced banners and signage
- One (1) On-screen digital advertisement

Festival Experience

- Ten (10) tickets to sponsored screening