

9th HAVANA FILM FESTIVAL NEW YORK

April 11-17, 2008



Sponsorship Opportunities

HFFNY has opened a window for Latin American film that no other festival has done.

– **Walter Salles**, Brazilian Director, *Motorcycle Diaries*

The festival- a project of the American Friends of the Ludwig Foundation of Cuba, a non profit organization has earned a place in New York City's cultural landscape.

– **Albor Ruiz**, *The Daily News*

WHAT IS HFFNY?

The Havana Film Festival New York (HFFNY) is an internationally recognized film festival celebrating Latin American cinema for one week each April in New York City. In its 9TH year, HFFNY features the most current cinematic talent alongside the familiar from Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Peru, Uruguay, Venezuela, Puerto Rico and the United States.

HFFNY carries on the reputation for which it is known: enriching and expanding the vision of Latino culture here in the United States. The films chosen each year reflect strong cultural and social identities rooted in their respective cities and countries. Our audience has an opportunity to see award-winning films as well as new independent films that are rarely screened in the U.S. All foreign language films are subtitled in English.

HFFNY has paid tribute to some of the most important directors and actors including: Walter Salles (Brazil), Fernando Birri (Argentina), Tomás Gutiérrez Alea (Cuba) Humberto Solas (Cuba), Silvio Caiozzi (Chile), Victor Gaviria (Colombia), Eliseo Subiela (Argentina), and Arturo Ripstein (Mexico).

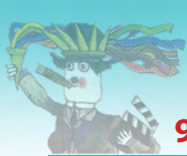
Each year, HFFNY builds upon its relationship with the community and provides a multi-cultural experience to people of all ages. HFFNY's patrons are educated through panel discussions designed to give a behind-the-scenes look at an industry that continues to gain recognition on a global level. By collaborating with other institutions and festivals, HFFNY caters to the most dynamic and rapidly growing international population

WHY SPONSOR HFFNY?

- Reach a diverse and multi-cultural audience
- Benefit from exposure to one of the fastest growing communities
- Receive prioritized visibility through a variety of media and marketing opportunities
- Become part of an exciting, artistic and educational experience
- Support a non-profit organization to celebrate the arts and different cultures
- Entertainment options and VIP privileges for your clients and employees

HFFNY customizes its programs to meet your brand needs:

- Brand development
- Partnership marketing
- Brand loyalty
- Community involvement
- Targeted customer reach
- Strategic promotion and advertising
- Merchandising opportunities



FESTIVAL OVERVIEW

9TH annual Havana Film Festival New York

Dates: April 11 – 17, 2008

The festival celebrates Latin American heritage, culture and life through film, special events, receptions and a Gala.

Locations: Screenings and special events hosted throughout New York City's boroughs - Manhattan, Queens, Brooklyn, and the Bronx

Venues: Quad Cinema, The Metropolitan Museum of Art, King Juan Carlos I of Spain Center at NYU, Hunter College, New School University, Museum of Moving Image, Queensborough Community College and others planned

Films : Thirty to forty selections from 12-15 countries

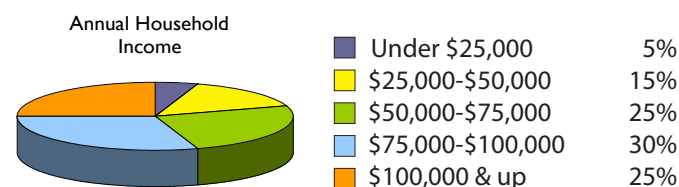
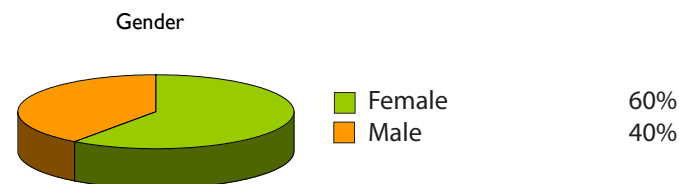
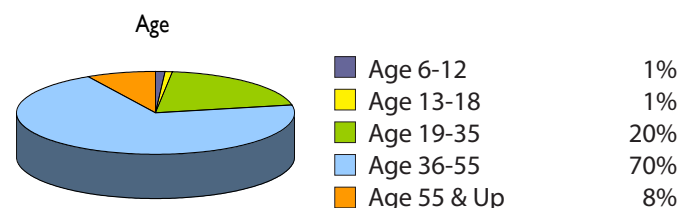
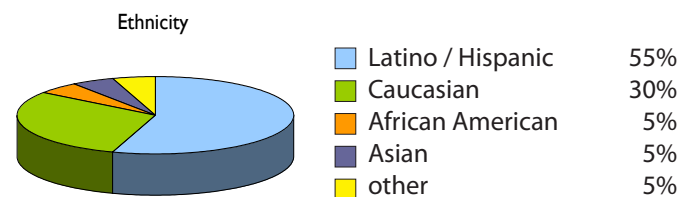
Expected Attendance: 20,000

General Impressions: Over 5 million

Web Hits: 637,000 (during the past year)

HFFNY AUDIENCE

HFFNY attracts a diverse, international audience that includes film aficionados, filmmakers, actors, academics, and community members. Our audience includes the dynamic and rapidly growing Hispanic population in New York City and from around the nation.



HFFNY HIGHLIGHTS

Programs that foster appreciation of Latin American heritage and provide opportunities to preview films with limited local distribution:

- Homage to Juan Carlos Tabio, internationally acclaimed director and Cuba's great satirical master (*The Waiting List, Guantanamera, Strawberry & Chocolate, Plaff*)
- Tribute to award winning, Cuban actor Luis Alberto Garcia (*The Elephant and the Bicycle, Plaff, Zapiros, locura azul*)
- Estela Bravo retrospective
- Premieres and award-winning films
- Special programming for children
- Showcase of next generation filmmakers
- Educational programs including panel discussions, workshops and Q&A sessions with filmmakers, actors and producers
- Filmmaker events
- Receptions with Latin American delegates

HFFNY SPECIAL EVENTS

A Havana Night Gala

Celebrity host - *Thursday, April 10, 2008.*

Opening Night Screening and Reception

to celebrate a week of exceptional films and activities

-Friday, April 11, 2008

Cine Infantil Latinoamericano (Latin American films for children) at The Metropolitan Museum of Art – *Saturday, April 12, 2008*

The National Arts Club – directors, producers, actors and luminaries mix and mingle to celebrate their success

Closing Night Screening and A Latin Night Party

Festival friends and patrons close the week with Latin food and festivities – *Thursday, April 17, 2008.*

*Based on 18,000 audience attendees at HFFNY 2006
(The Hispanic Buying Power Is Estimated At Over \$900 Billion Annually).



MARKETING OPPORTUNITIES

Market your company/brand to our attendees including media, celebrities, academics and film buffs.

Sponsorship can take the form of monetary contribution or in-kind in the form of media exposure, products and services.

Advertising

- Print publication, advertising space and media coverage
- Banners and wallsapes
- Cross-promotional merchandise
- Trailer and screenings

Events

- Special events
- Venues
- Wine and spirits
- Gift bags
- Screening rooms
- Catering
- Entertainment

Hospitality

- Airline tickets
- Hospitality suite
- Car service
- Guest meals
- Hotel rooms
- Official festival vehicle
- Parking

Media

- Online advertisements and links
- Editorials and reviews
- Email alerts

Other

- Graphic design
- Event staff
- Language translation
- Supplies

SPONSORSHIP CATEGORIES

The following categories can be used as a guide in development. The total sponsorship value is approximately 3x the company/patron contribution. (Benefits may vary for in-kind sponsorships.) Contributions are tax-deductible to the extent provided by law.

PRESENTING SPONSOR **\$100,000**

Greatest festival and media exposure as HFFNY's Title Sponsor

ACCESS TO EVENTS

Company Signage: Banners will be displayed in venues

Giveaways: Opportunities for product and promotional sampling and discounts

Verbal Recognition: At opening, closing and selected screenings and events

Private Reception: With Latin American delegates and special guests

Gala Event: Table for 10 people (6 gala invitations plus 4 with VIP Festival Passes, including invitation to A Havana Night on April 10, 2008 – dinner, entertainment, and auction)

20 Festival Passes:

• 4 VIP passes, including access to all screenings; opening night film and reception; closing night films and A Latin Night Party; panel discussions with receptions; and special events

• 6 Festival Passes including access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions

• 10 Weekday Passes that include access to all screenings before 6 pm (Fri. April 11 and Mon.– Thurs. April 14–17); panel discussions with receptions

MARKETING PROGRAMS

Cross promotions: Custom-designed program for your company, e.g., movie ticket giveaways

MEDIA

Public Appearances: Opportunity for your company representative to speak at the press conference and opening night

Newspaper Advertising: Advertisements in mainstream and Hispanic market publications with your company's logo

PRINT

Festival Catalog: Premium position – 2 full-page (11x8.5 inches) 4-color advertisements and listing for level of participation

Promotional Print Material: Title billing and prominent logo placement on over 80,000 pieces of marketing material including brochures, postcards, flyers, posters and event invitations

THEATER

Advertising: Your company advertisement will run prior to each screening

Festival Trailer: Title billing with your company logo in festival trailer shown prior to each screening

Festival Passes: Includes your company logo

WEB

Festival Website: A banner link supplied by your company on www.hffny.com

PLATINUM SPONSOR **\$50,000**

Prominent festival and media exposure as the exclusive sponsor of Opening Night or another Special Event

ACCESS TO EVENTS

Company Signage: Company banners will be displayed in venues

Giveaways: Opportunities for product and promotional sampling and discounts

Verbal Recognition: At Opening, Closing and selected screenings and events

Special Events: Exclusive sponsor of opening night film and reception or special event

Private Reception: With Latin American delegates and special guests

Gala Event: Four (2 gala invitations plus 2 with VIP Festival Passes, including invitation to A Havana Night on April 10, 2008 – dinner, entertainment and auction)

14 Festival Passes:

• 2 VIP passes – includes A Havana Night Gala April 10, 2008, access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions and other special events

• 4 Festival Passes – access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions

• 8 Weekday Passes access to all screenings before 6 pm (Fri. April 11, Mon.– Thurs. April 14–17); panel discussions with receptions

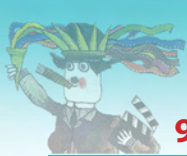
MEDIA

Newspaper Advertising: Advertisements in mainstream and Hispanic market publications with your company's logo

PRINT

Festival Catalog: One full-page (11x8.5 inches) 4-color advertisement and listing for level of participation

Promotional Print Material: Your company logo will be placed on over 80,000 pieces of marketing material including brochures, postcards, flyers, posters and event invitations



THEATER

Festival Trailer: Prominent placement of your company logo in festival trailer shown prior to each screening

WEB

Festival Website: A logo link appears on www.hffny.com

GOLD SPONSOR

\$25,000

Festival and media exposure as the exclusive sponsor of Closing Night or Special Event

ACCESS TO EVENTS

Giveaways: Opportunities for product and promotional sampling and discounts

Verbal recognition: At Opening, Closing and selected screenings and events

Invitation: To private reception and dinner

12 Festival Passes:

• 2 *VIP passes* – includes A Havana Night Gala April 10, 2008 – dinner, entertainment, and auction, access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions; and other special events.

• 4 *Festival Passes* – access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions.

• 6 *Weekday Passes* access to all screenings before 6 pm (Fri. April 11, Mon.– Thurs. April 14–17), panel discussions with receptions

MEDIA

Newspaper Advertising: Advertisements in mainstream and Hispanic market publications with your company's logo

PRINT

Festival Catalog: One full-page (11x8.5 inches) 4-color advertisement and listing for level of participation

Promotional Print Material: Your company logo will be placed on over 80,000 pieces of marketing material including brochures, postcards, flyers, posters and event invitations

THEATER

Festival Trailer: Prominent placement of your company logo in festival trailer shown prior to each screening

WEB

Festival Website: A logo link appears on www.hffny.com

SILVER SPONSOR

\$10,000

Acknowledged in festival and media for sponsoring venues and catering

ACCESS/EVENTS

Giveaways: Opportunities for product and promotional sampling and discounts

Invitation: To private reception and dinner

10 Festival Passes:

• 2 *VIP passes* – includes A Havana Night Gala April 10, 2008, dinner, entertainment, and auction; access to all screenings, opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions and other special events

• 2 *Festival Passes* – access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions

• 6 *Weekday Passes* – access to all screenings before 6 pm (Fri. April 11, Mon.– Thurs. April 14–17); panel discussions with receptions

MEDIA

Newspaper Advertising: Advertisements in mainstream and Hispanic market publications such as the New York Times and El Diario La Prensa with your company name listed

PRINT

Festival Catalog: 1/2 page (4.75x7.5 inches) 4-color advertisement and listing for level of participation

Promotional Print Material: Your company logo will be placed on over 80,000 pieces of marketing material including brochures, postcards, flyers, posters and event invitations

THEATER

Festival Trailer: Placement of your company logo in festival trailer shown prior to each screening

WEB

Festival Website: A logo link appears on www.hffny.com

BRONZE SPONSOR

\$5,000

Recognized in festival for sponsoring a visiting filmmaker

ACCESS/EVENTS

Giveaways: Opportunities for product and promotional sampling and discounts

Invitation: To private reception and dinner

8 Festival Passes:

• 4 *Festival Passes* – access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions

• 4 *Weekday Passes* access to all screenings before 6 pm (Fri. April 11, Mon.– Thurs. April 14–17); panel discussions with receptions

PRINT

Festival Catalog: 1/4 page (4.75x3.5 inches) 4-color advertisement and listing for level of participation

Promotional Print Material: Your company name will be listed in over 80,000 pieces of marketing material including brochures, postcards, flyers, and posters

WEB

Festival Website: A logo link appears on www.hffny.com

SUPPORTING SPONSOR

\$2,500

Recognized in festival for sponsoring screening

ACCESS/EVENTS

Invitation: To private reception

6 Festival Passes:

• 2 *Festival Passes* – access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions

• 4 *Weekday Passes* access to all screenings before 6 pm (Fri. April 11, Mon.– Thurs. April 14–17); panel discussions with receptions.

PRINT

Festival Catalog: 1/8 page (2.25x3.5 inches) 4-color advertisement and listing for level of participation

Promotional Print Material: Your company name will be listed in over 80,000 pieces of marketing material including brochures, postcards, flyers, and posters

WEB

Festival Website: A logo link appears on www.hffny.com

Havana Film Festival New York

3 East 69th Street, SR2, New York, NY 10021

t. 212.687.2146 f. 212.681.8037

email: info@hffny.com www.hffny.com