

April 11-19, 2013

14th Havana Film Festival New York



CELEBRATING LATIN AMERICAN CINEMA SINCE 2000

SPONSORSHIP OPPORTUNITIES

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

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

"Having already carved a niche in New York's cultural scene, in its 13th edition, HFFNY introduces New Yorkers to the most recent, most provocative and most innovative of Latin American cinematography" – **Albor Ruiz**, *The Daily News*, April 12, 2012

FESTIVAL OVERVIEW

The Havana Film Festival New York (HFFNY) is an internationally recognized film festival celebrating Latin American cinema. HFFNY has built upon its relationship with the community to provide a multi-cultural experience to people of all ages. The Festival includes films, special events, panel discussions and *A Havana Night Benefit Gala*. Our audience enjoys award winning films as well as independent films that are rarely seen in the U.S. *All foreign language films are subtitled in English.*

Films: 35+ selections from 12-15 countries

Expected Attendance: 10,000

General Impressions: Over 5 million

Web Visits: 38,000 (2012)

Social Media: 2,300 (2012) and growing rapidly

Average Attendees: 36-55 years old, with an average income between \$75,000 - \$200,000

HFFNY premieres new and classic films from:

Argentina	Cuba	Nicaragua
Bolivia	Dominican Republic	Panama
Brazil	Ecuador	Peru
Chile	El Salvador	Puerto Rico
Colombia	Guatemala	Uruguay
Costa Rica	Mexico	United States
		Venezuela

Venue partners include:

Quad Cinema
The Directors Guild Theatre
The Museum of the Moving Image
Instituto Cervantes
The Bronx Museum of the Arts

WHY SPONSOR HFFNY?

We offer several levels of sponsorship opportunities to reach one of America's most dynamic and rapidly growing populations. We hope you will join us for our 14th year and help us celebrate Latino culture.

- **Reach a diverse audience and the fast-growing Latino community**
- **Receive preeminent recognition through a variety of media and marketing opportunities**
- **Support a wide variety of programs, including children's events, free community screenings, and academic panels**

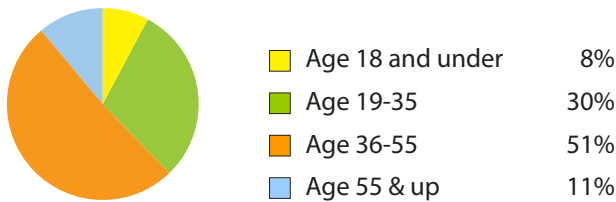
HFFNY AUDIENCE

HFFNY attracts a diverse, international audience that includes film aficionados, filmmakers, actors, academics, and community members. Our actions focus on the dynamic and rapidly growing Latino population in and around New York City, as well as nationally and internationally through our partnerships with other festivals.

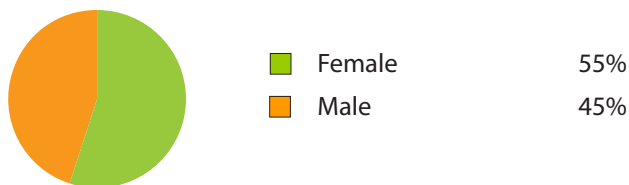
Ethnicity



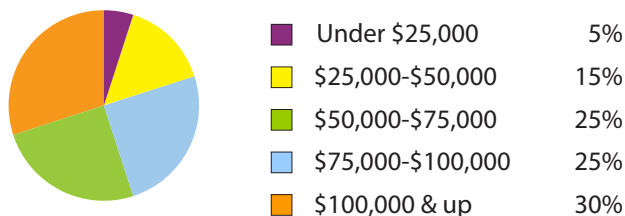
Ages



Gender



Income



*Based on audience attendees at HFFNY 2012
(Latino 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. In addition to film screenings, HFFNY offers the following special events to promote your company's name, image, products and services to our diverse and affluent audience.

HFFNY SPECIAL EVENTS

(all dates subject to change)

A Havana Night Benefit Gala

Copacabana Nightclub, with a celebrity host
Thursday, March 21, 2013

The Bronx Museum of the Arts

Special screening and Cuban style party
Friday, April 5, 2013

Opening Night Screening and Reception

Directors Guild Theatre
Thursday, April 11, 2013

Quad Cinema

Celebrate a week of exceptional films and activities, including a Fernando Birri retrospective
April 12 - 18, 2013

Instituto Cervantes

Special screenings and panel discussions with invited filmmakers and industry professionals
TBD

Museum of the Moving Image

Special screenings
Friday, Saturday, Sunday, April 12, 13, 14, 2013

Closing Night Screening, Award Ceremony and A Latin Night Party

Festival friends and patrons close the week with Latin food and festivities
Directors Guild Theatre
Friday, April 19, 2013





SPONSORSHIP CATEGORIES

The following categories can be used as a guide in development. The total sponsorship value is about 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

THEATER

Advertising: 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

Email blasts: Your company logo included on email blasts to our lists and partners' lists

ACCESS TO EVENTS

Company Signage: Company banners in venues

Public Appearances: Your company representative speaks at the press conference and opening night

Giveaways: 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 at *A Havana Night Benefit Gala* (6 gala invitations plus 4 with VIP Festival Passes)

20 Passes: 4 VIP (includes *A Havana Night Benefit Gala*), 6 Festival, 10 Weekday

MEDIA

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

PRINT

Festival Catalog: Premium position – 2 full-page 4-color advertisements and listing for level of participation

Promotional Print Material: Title billing and prominent logo placement on over 100,000 pieces of marketing material including brochures, postcards, flyers, posters

MARKETING PROGRAMS

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

PLATINUM SPONSOR

\$50,000

Prominent festival and media exposure as sponsor of Closing Night

THEATER

Advertising: Company advertisement will run prior to each selected screenings

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

Email blasts: Your company logo included on email blasts to our lists and partners' lists

ACCESS TO EVENTS

Company Signage: Company banners in venues

Giveaways: Product and promotional sampling and discounts

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

Special Events: Exclusive sponsor of closing night film and *A Latin Night Party*

Private Reception: With Latin American delegates and special guests

Gala Event: Four tickets to *A Havana Night Benefit Gala* (2 gala invitations plus 2 with VIP Festival Passes)

14 Passes: 2 VIP (includes *A Havana Night Benefit Gala*), 4 Festival, 8 Weekday

MEDIA

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

PRINT

Festival Catalog: One full-page 4-color advertisement and listing for level of participation

Promotional Print Material: Your company logo will be placed on over 100,000 pieces of marketing material including brochures, postcards, flyers and posters

MARKETING PROGRAMS

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

GOLD SPONSOR

\$25,000

Festival and media exposure as the exclusive sponsor of Opening Night

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

Email blasts: Your company logo included on email blasts to our lists and partners' lists

ACCESS TO EVENTS

Giveaways: Product and promotional sampling and discounts

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

Invitation: To private reception and dinner



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12 Passes: 2 VIP (includes *A Havana Night Benefit Gala*), 4 Festival, 6 Weekday

MEDIA

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

PRINT

Festival Catalog: One full-page 4-color advertisement and listing for level of participation

Promotional Print Material: Your company logo will be placed on over 100,000 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 Hospitality

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

Email blasts: Your company logo included on email blasts to our lists and partners' lists

ACCESS/EVENTS

Giveaways: Product and promotional sampling and discounts

Invitation: To private reception and dinner

10 Passes: 2 VIP (includes *A Havana Night Benefit Gala*), 2 Festival, 6 Weekday

MEDIA

Newspaper Advertising: Advertisements in mainstream and Hispanic market publications with your company name listed

PRINT

Festival Catalog: 1/2 page 4-color advertisement and listing for level of participation

Promotional Print Material: Your company logo will be placed on over 100,000 pieces of marketing material including brochures, postcards, flyers, posters and event invitations

BRONZE SPONSOR

\$5,000

Recognized in festival for sponsoring a filmmaker

ACCESS/EVENTS

Giveaways: Product and promotional sampling and discounts

Invitation: To private reception and dinner

8 Festival Passes: 4 Festival, 4 Weekday

PRINT

Festival Catalog: 1/4 page 4-color advertisement and listing for level of participation

Promotional Print Material: Your company name will be listed in over 100,000 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 a screening

ACCESS/EVENTS

Invitation: To private reception

6 Festival Passes: 2 Festival, 4 Weekday

PRINT

Festival Catalog: 1/8 page 4-color advertisement and listing for level of participation

Promotional Print Material: Your company name will be listed in over 100,000 pieces of marketing material including brochures, postcards, flyers, and posters

WEB

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

PASS DESCRIPTIONS

VIP Passes: include access to *A Havana Night Benefit Gala*; all screenings; opening night film and reception; closing night film and *A Latin Night Party*; panel discussions with receptions; and special events

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

Weekday Passes: include access to all screenings before 6 pm Fri. – Thurs. (excluding Sat. & Sun.), panel discussions with receptions

IN-KIND CONTRIBUTIONS

Sponsorship can take the form of monetary or in-kind contributions of media exposure, products and services. Possible types of in-kind contributions:

Advertising

Print publication, media coverage, banners and wallscapes

Events

Special events, screening rooms, venues, catering, wine and spirits

Hospitality

Airline tickets, hotel rooms, hospitality suite, car service, guest meals

Media

Online advertisements and links, editorials and reviews, reviews and e-mail alerts

Other

Printing, shipping, courier service, supplies, language translation, event staff

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