

2016



Havana Film Festival New York

Celebrating Latin American Cinema since 2000

SPONSORSHIP
OPPORTUNITIES



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Havana Film Festival New York is a project of the American Friends of the Ludwig Foundation of Cuba, founded in New York City in 2000. AFLFC is a non-profit 501 (c)(3) tax-exempt public foundation dedicated to promote and facilitate cultural, artistic and educational interchange between the United States and Cuba.

AFLFC aims to encourage and foster the exchange of ideas and information thus enriching and expanding creative expression through exchange programs that offer residencies for professional development, internships, educational exchanges and cultural festivals in contemporary fine art, photography, film, video and the performing arts.



AMERICAN FRIENDS OF THE
LUDWIG FOUNDATION CUBA

*Building Cultural Bridges Between United States
and Cuba Through Exchange Programs in the Arts*

www.aflfc.com

Havana Film Festival New York

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FESTIVAL OVERVIEW



Havana Film Festival New York

The Havana Film Festival New York (HFFNY) is an internationally recognized film festival celebrating cinema from Latin America, the Caribbean, and Latinos in the U.S. HFFNY has built upon its relationship with the community to provide a multicultural experience to people of all ages. The Festival features screenings, special events, panel discussions, and receptions. We showcase award-winning and independent films rarely seen in the U.S.

All foreign languages films are subtitled in English.



Films:
40+
selections



**Social Media
followers:**
10,000
growing rapidly



**Expected
attendance:**
15,500



Web Visits:
55,000



**Media
Impressions:**
+150
million

Recent featured countries:

Argentina
Brazil
Chile
Colombia
Costa Rica
Cuba
Dom. Republic
Ecuador
Mexico
Paraguay
Peru
Puerto Rico
United States
Uruguay
Venezuela

Past venues:

The Bronx Museum of the Arts
Brooklyn Academy of Music (BAM)
The Directors Guild Theatre
Instituto Cervantes New York
King Juan Carlos I of Spain Center at NYU
The Museum of the Moving Image
Quad Cinema
School of Visual Arts (SVA)

HFFNY AUDIENCE

HFFNY attracts a diverse, international audience that includes film aficionados, filmmakers, actors, academics, and the local community. Our programs attract the dynamic and rapidly growing Latino population in the New York City area, as well as national and international audiences through our partnerships with other festivals.



Ethnicity

Latino / Hispanic	56%
Caucasian	36%
African American	6%
Other	2%



Ages

Age 18 and under	8%
Age 19-35	30%
Age 36-55	51%
Age 55 & up	11%



Gender

Female	55%
Male	45%



Income

Under \$25,000	5%
\$25,000-\$50,000	15%
\$50,000-\$75,000	25%
\$75,000-\$100,000	25%
\$100,000 & up	30%

WHY SPONSOR HFFNY?

We offer several levels of sponsorship opportunities to reach one of America's most dynamic and rapidly growing populations, and hope you will join us in to 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 range of programs, including family programs free screenings, and panel discussions

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

Kick Off Party at the Bronx Museum of the Arts

Opening Night Screening and Party

A Week of Exceptional Film Screenings

Panel Discussions with Guest Filmmakers and Industry Professionals

Closing Night Screening, Award Ceremony, and A Latin Night Party

SPONSORSHIP CATEGORIES

The following categories can be used as guidelines for a wide range of sponsorship opportunities. 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

EVENTS ACCESS

- **Public appearances:**
Company representative speech at press conference, Opening and/or Closing night screenings
- **Verbal recognition at all venues:**
By festival presenter at opening, closing, selected screenings and events
- **Invitation to Festival private reception**
- **Passes:** 17 Festival passes and 9 weekday passes

BRANDED PROGRAMS

- Exclusive sponsor of Festival Award
- Cross promotions: branded giveaways, raffles, etc
- On-site branded activations at screenings, events, parties

THEATER / VENUES

- Company banners in all venues
- Pre-screening company ads
- Inclusion of company logo in Festival trailer

FESTIVAL MATERIALS

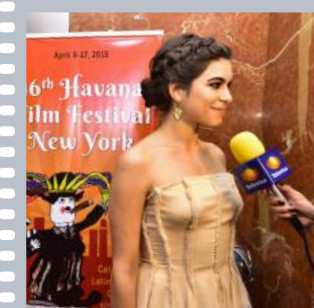
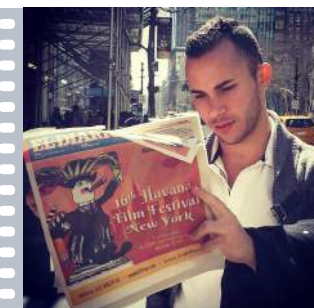
- **Signage:** Brand category exclusivity
- Company logo on Festival passes
- Company logo on promotional materials
- Company ad on 2 pages of Festival catalogue

MEDIA

- Dedicated press release
- Dedicated social media mentions
- Social media mentions
- Company logo on print/online Festival ads
- Company mention on press release

ONLINE

- Company logo/ link included in Festival email blasts
- Company logo/link on Festival website
- **Signage:** Brand category exclusivity



SPONSORSHIP CATEGORIES



PLATINUM SPONSOR

\$50,000

Prominent Festival and media exposure

EVENTS ACCESS

- Verbal recognition at selected venues
- Invitation to Festival private reception
- Passes: 12 Festival passes, 8 weekday passes

BRANDED PROGRAMS

- Cross promotions: branded giveaways, raffles, etc
- On-site branded activations at screenings, events, parties

THEATER / VENUES

- Company banners in selected venues
- Pre-screening company ads
- Inclusion of company logo in Festival trailer

FESTIVAL MATERIALS

- Company logo on promotional materials
- Company ad on 1 page of Festival catalogue

MEDIA

- Social media mentions
- Company logo on print/online Festival ads
- Company mention on press release

ONLINE

- Company logo/link included in Festival email blasts
- Company logo/link on Festival website

GOLD SPONSOR

\$25,000

Festival and media exposure

EVENTS ACCESS

- Verbal Recognition at selected venues
- Invitation to Festival private reception
- Passes: 8 Festival passes, 4 weekday passes

BRANDED PROGRAMS

- On-site branded activations at screenings, events, parties

THEATER / VENUES

- Company banners in selected venues
- Inclusion of company logo in Festival trailer

FESTIVAL MATERIALS

- Company logo on promotional materials
- Company ad on 1 page of Festival catalogue

MEDIA

- Social media mentions
- Company logo on print/online Festival ads
- Company mention on press release

ONLINE

- Company logo/link included in Festival email blasts
- Company logo/link on Festival website

PASS DESCRIPTIONS

Festival Pass: include access to all screenings, opening night film and reception, closing night film and A Latin Night Party, panel discussions, and special events

Weekday Pass: include access to all weekday screenings before 6pm (excluding Sat. & Sun.), and panel discussions



SPONSORSHIP CATEGORIES



SILVER SPONSOR

\$10,000

Acknowledged in festival and media

EVENTS ACCESS

- Passes: 6 Festival passes, 3 weekday passes

BRANDED PROGRAMS

- On-site branded activations at screenings, events, parties

THEATER / VENUES

- Inclusion of company logo in Festival trailer

FESTIVAL MATERIALS

- Company logo on promotional materials
- Company ad on 1/2 page of Festival catalogue

MEDIA

- Company logo on print/online Festival ads
- Company mention on press release

ONLINE

- Company logo/link included in Festival email blasts
- Company logo/link on Festival website

BRONZE SPONSOR

\$5,000

Acknowledged in Festival and media

EVENTS ACCESS

- Passes: 4 Festival passes, 2 weekday passes

FESTIVAL MATERIALS

- Company logo on promotional materials
- Company ad on 1/4 page of Festival catalogue

MEDIA

- Company mention on press release

ONLINE

- Company logo/link on Festival website

SUPPORTING SPONSOR

\$2,500

Acknowledged in festival materials

EVENTS ACCESS

- Passes: 2 Festival passes, 2 weekday passes

FESTIVAL MATERIALS

- Company logo on promotional materials
- Company ad on 1/8 page of Festival catalogue

MEDIA

- Company mention on press release

ONLINE

- Company logo/link on Festival website

IN-KIND CONTRIBUTIONS

Sponsorship can take the form of monetary or in-kind contributions such as media exposure, products, and services:

Advertising:

print & online publications, banners and wallscapes

Events: special events, screening rooms, party venues

Products: catering, wine and spirits, give-aways, gift bags

Hospitality: airline tickets, hotel accommodations, hospitality hub, car service, guest meals

Media: editorials and reviews, e-mail blasts

Services: printing, shipping, courier service, supplies, language translation, event staffing