FILM SOCIETY PRESENTS

OCTOBER 15–22, 2020

8TH ANNUAL CINE LATINO AT HOME
A CELEBRATION OF NEW LATIN AMERICAN AND IBERO CINEMA

SPONSORSHIP OPPORTUNITIES
OUR MISSION
The MSP Film Society’s mission is to foster a knowledgeable and vibrant appreciation of the art of film and its power to inform and transform individuals and communities.

MINNESOTA’S FOREMOST FILM EXHIBITION ORGANIZATION
Founded in 1962, MSP Film Society, the presenting organization of the Minneapolis St. Paul International Film Festival, is a 501(c)(3) non-profit arts organization with the mission to exhibit the very best of new local, domestic and international independent cinema.

We promote the art of film as a medium that fosters cross-cultural understanding, education, entertainment, and exploration. We offer audiences unique opportunities to experience the wealth of international cinema, to engage with and learn from visiting international filmmakers, and to come together and share these experiences as a community.

The MSP Film Society screens films from around the world daily, produces and presents its annual centerpiece, the Minneapolis St. Paul International Film Festival, and curates and presents a number of themed and niche film festivals and series throughout each year, the most important of which is our Cine Latino.
In this year when we cannot gather in person, Cine Latino will come to you – as CINE LATINO AT HOME / EN CASA!

“Thank you, as always, for bringing these movies to the Twin Cities, and for showing the Latino community and culture through them.”
- Festival Attendee

CINE LATINO AT HOME / EN CASA
Now entering its 8th season, Cine Latino is the region’s only showcase of Latin American and Iberian cinema, featuring a rich tapestry of narrative and documentary films from across the globe from some of the world’s most acclaimed and up-and-coming Spanish- and Portuguese-language filmmakers. Cine Latino is enriched by the presence of visiting filmmakers and community events, hosted virtually this year.

Cine Latino at Home/en Casa will feature films from Latino and Ibero filmmakers, with an anticipated attendance of 5,000 filmgoers from around the region. Screenings will take place virtual on the MSP Film Society website and through the MSP Film streaming channel available on Roku and AppleTV.

This year offers new opportunities to Sponsors such as - Sponsorship of Zoom Q&As with filmmakers/talent from around the globe, the new Cena en Casa food shorts showcase, and the exciting retrospectives of work by established artists!
AUDIENCE DEMOGRAPHICS
Sponsors reach a targeted, influential audience who support CINE LATINO

AUDIENCE
5,000 total event attendance

41% male | 57% female

PROGRAMMING INTERESTS AND TRENDS
Films they can’t see anywhere else
Films from other countries
Films with visiting filmmakers

» More than 90% of attendees attend two or more films
» Nearly 60% of attendees are Spanish speakers

EDUCATION
85%
Attendees with a Bachelor’s Degree or higher level of education

TOP AUDIENCE MARKET CATEGORIES
Art & Theater Aficionados
Green Living Enthusiasts
Media & Book Lovers
Sport & Health/Fitness Buffs
Value Shoppers
Travel Enthusiasts
Avid Investors
Movie Lovers
Avid News Readers
Music Lovers
Foodies & Cooking Enthusiasts
Garden/Home Decor Fans
SPONSORSHIP LEVELS

Cine Latino offers businesses and organizations an excellent opportunity to engage both the traditional filmgoing audience as well as a large population of Latino festivalgoers from Minneapolis and St. Paul.

*In addition to these traditional sponsorship tiers, customized sponsorship packages are available!*

### PREMIER ($10,000)
- BACK COVER advertisement on Digital Festival Guide with video embedding options
- Inclusion in ALL press releases
- Logo placement on digital materials and website
- Sponsorship of 10 films in the festival. Support recognized on the film's webpage and in the Festival Guide
- 6 All-Access Sponsor Passes
- Ticket discounts

### PLATINUM ($5,000+)
- INSIDE FRONT OR BACK COVER advertisement in Digital Festival Guide with video embedding options
- Inclusion in ALL press releases
- Logo placement on digital materials and website
- Sponsorship of 3 films in the festival. Support recognized on the film's webpage and in the Festival Guide
- 4 All-Access Passes
- Ticket discounts

### GOLD ($2,500+)
- FULL PAGE advertisement in Digital Festival Guide with video embedding options
- Inclusion in SELECT press releases
- Logo placement on printed and digital materials and website
- Sponsorship of 1 film in the festival. Support recognized on the film's webpage and in the Festival Guide
- 2 All-Access Passes
- Ticket discounts

### SILVER ($1,000+)
- HALF PAGE advertisement in Official Festival Guide
- Inclusion in SELECT press releases
- Logo placement on digital materials and website
- Sponsorship of 1 film in the festival. Support recognized on the film's webpage and in the Festival Guide
- 2 All-Access Passes
- Ticket discounts
SPONSORSHIP LEVELS

Community Partnerships are great opportunities for small businesses and non-profits to connect with specific films in the festival.

COMMUNITY PARTNER ($500+)

- Named as Sponsor of 1 film, selected by the Festival, with logo appearing on film pages.
- Logo placement on printed and digital materials, Festival signage and website
- Ticket package & ticket discounts