



**FILM
SOCIETY
PRESENTS**



OCTOBER 15–22, 2020

8TH ANNUAL

CINE LATINO AT HOME

A CELEBRATION OF NEW LATIN AMERICAN AND IBERO CINEMA

SPONSORSHIP OPPORTUNITIES





FILM SOCIETY



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**.



CINE LATINO AT HOME

CINE LATINO EN CASA

In this year when we cannot gather in person, Cine Latino will come to you –
as CINE LATINO AT HOME / EN CASA!



8 DAYS OF FILM

THURSDAY TO THURSDAY

20+ FILMS FROM 12+ COUNTRIES

FEATURES FILMS, AND SHORTS

VIRTUAL FILM SCREENINGS

VIEWABLE VIA OUR APP OR WEBSITE

5,000+ ATTENDEES

SEVEN CONSECUTIVE YEARS OF GROWTH

VIRTUAL GUESTS

DIRECTORS, ACTORS, AND MORE

VIRTUAL EVENTS

Q&AS AND PANELS

**“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.

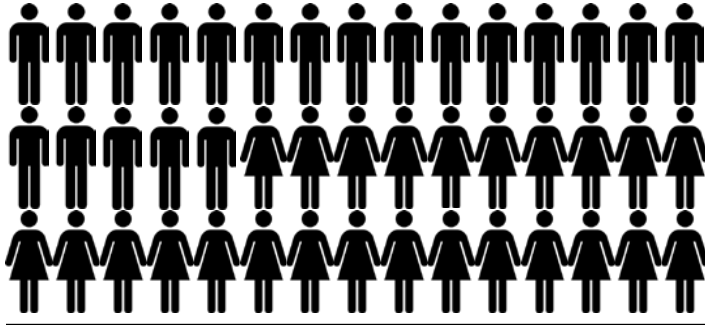
This year offers new opportunities to Sponsors such as - Sponsorship of **Zoom Q&As** with filmmakers/talent from around the globe, the new **Cena en Casa** food shorts showcase, and the exciting **retrospectives** of work by established artists!

AUDIENCE DEMOGRAPHICS

Sponsors reach a targeted, influential audience who support **CINE LATINO**

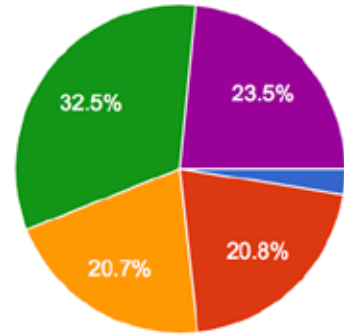
AUDIENCE

5,000 total event attendance



41% male | 57% female

AGE



18-34 35-49 50-64 65+

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



Avid Investors



Green Living Enthusiasts



Movie Lovers



Media & Book Lovers



Avid News Readers



Sport & Health/Fitness Buffs



Music Lovers



Value Shoppers



Foodies & Cooking Enthusiasts



Travel Enthusiasts



Garden/Home Decor Fans



**CINE LATINO
AT HOME**

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



**CINE LATINO
EN CASA**





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