

April 16-23, 2009

10TH HAVANA FILM FESTIVAL NEW YORK

Tenth Anniversary Celebrating Latin American Cinema



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 10TH 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. 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), Jacobo Morales (Puerto Rico), Arturo Ripstein (Mexico), Jorge Perugorria (Cuba), Mirtha Ibarra (Cuba).

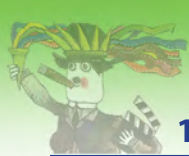
Each year, HFFNY builds upon its relationship with the community and provides a multi-cultural experience to people of all ages. Panel discussions are designed to give our patrons a behind-the-scenes look at an industry that continues to gain recognition on a global level. By collaborating with other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

Why sponsor HFFNY?

- Influence a booming diverse Latino audience
- Benefit from exposure to one of the fastest growing communities
- Receive preeminent recognition 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 Latino 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

10TH annual Havana Film Festival New York

Dates: April 16 – 23, 2009

The festival celebrates Latin American heritage, culture and life through film, special events, receptions and A Havana Night Gala with dinner, entertainment and auction

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 and Tisch School of the Arts at NYU, Hunter College, The Bronx Museum of the Arts, Queensborough Community College and others planned

Films : Forty selections from 12-15 countries

Expected Attendance: 20,000*

General Impressions: Over 5 million

Web Hits: 783,510 (during the past year)

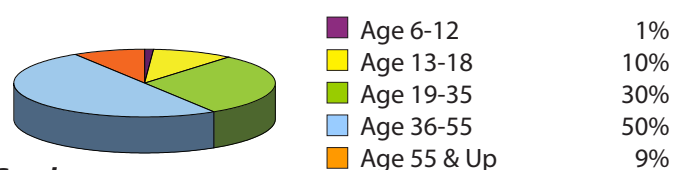
HFFNY AUDIENCE

HFFNY attracts a diverse, international audience that includes film aficionados, filmmakers, actors, academics, and community members. All our actions focus on the dynamic and rapidly growing Hispanic population in and around New York City, nationally and internationally.

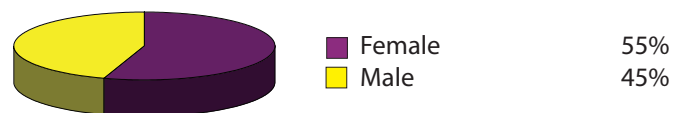
Ethnicity



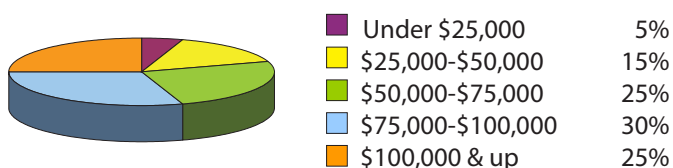
Ages



Gender



Income



HFFNY HIGHLIGHTS

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

- Retrospective of Cuban master, Santiago Alvarez' bold and unexpected images
- Remembering Humberto Solas (1941-2008): Legendary filmmaker whose works encompassed key moments in Cuban and Latin American history
- Recent Puerto Rican Cinema: films by leading directors, Jacobo Morales, Raul Marchand, Edmundo Rodriguez, Lilian Rosado
- Stranger than Fiction: A tribute to Colombian director Luis Ospina
- Nuevas Miradas, New Views: the latest films produced by graduate students from the International School of Film and TV (EICTV), San Antonio de los Baños, Cuba
- Premieres of award-winning Latin American films
- Special programming for children
- Showcase of works by young Cuban 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 Benefit Gala

With celebrity host, dinner, entertainment, and auction at The National Arts Club—*Friday, April 3, 2009.*

The National Arts Club

Private screening and dinner with special guests—*Wednesday, April 15, 2009*

Opening Night Screening and Reception

to celebrate a week of exceptional films and activities—*Thursday, April 16, 2009*

Cine Infantil Latinoamericano

(Latin American films for children) at The Metropolitan Museum of Art—*Saturday, April 18, 2009*

Closing Night Screening and A Latin Night Party

Festival friends and patrons close the week with Latin food and festivities—*Thursday, April 23, 2009.*

*Based on 20,000 audience attendees at HFFNY 2008
(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 wallscapes
- Trailer and screenings
- Cross-promotional merchandise

Events

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

Hospitality

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

Media

- | | |
|---------------------------------|---------------|
| Online advertisements and links | E-mail alerts |
| Editorials and reviews | |

Other

- | | | |
|-----------------|----------------------|-----------------|
| Printing | Graphic design | Shipping |
| Courier service | Supplies | Copying service |
| Event staff | Language translation | |

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/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

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 Benefit Gala-dinner, entertainment, and auction)

20 Passes:

• 4 VIP Festival passes including A Havana Night Benefit Gala; access to all screenings; opening night film and reception; closing night film 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 including access to all screenings before 6 pm (Fri. April 17 and Mon.-Thurs. April 20-23); panel discussions with receptions

MARKETING PROGRAMS

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

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 90,000 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

Email Marketing: Logo included in email communications

PLATINUM SPONSOR \$50,000

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

ACCESS/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 tickets (2 gala invitations plus 2 with VIP Festival Passes, including invitation to A Havana Night Benefit Gala-dinner, entertainment and auction)

14 Passes:

• 2 VIP Festival passes including A Havana Night Benefit Gala; access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions; and special events

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

• 8 Weekday Passes including access to all screenings before 6 pm (Fri. April 17 and Mon.-Thurs. April 20-23); 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 90,000 pieces of marketing material including brochures, postcards, flyers, posters and event invitations

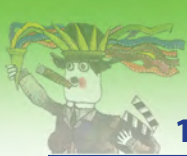
THEATER

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

Email Marketing: Logo included in email communications



10TH Havana Film Festival New York

GOLD SPONSOR

\$25,000

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

ACCESS/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 Passes:

• 2 *VIP Festival passes* including A Havana Night Benefit Gala; access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions; and special events

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

• 6 *Weekday Passes* including access to all screenings before 6 pm (Fri. April 17 and Mon.–Thurs. April 20–23); 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 90,000 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

Email Marketing: Logo included in email communications

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 Passes:

• 2 *VIP Festival passes* including A Havana Night Benefit Gala; access to all screenings; opening night film and reception; closing night film and A Latin Night Party; panel discussions with receptions; and special events

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

• 6 *Weekday Passes* including access to all screenings before 6 pm (Fri. April 17 and Mon.–Thurs. April 20–23); panel discussions with receptions

MEDIA

Newspaper Advertising: Advertisements in mainstream and Hispanic publications 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

90,000 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

Email Marketing: Your company name will appear in email communications

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 Passes:

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

• 4 *Weekday Passes* including access to all screenings before 6 pm (Fri. April 17 and Mon.–Thurs. April 20–23); 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 90,000 pieces of marketing material including brochures, postcards, flyers, and posters

WEB

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

Email Marketing: Your company name will appear in email communications

SUPPORTING SPONSOR

\$2,500

Recognized in festival for sponsoring screening

ACCESS/EVENTS

Invitation: To private reception

6 Passes:

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

• 4 *Weekday Passes* including access to all screenings before 6 pm (Fri. April 17 and Mon.–Thurs. April 20–23); 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 90,000 pieces of marketing material including brochures, postcards, flyers, and posters

WEB

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

Email Marketing: Your company name will appear in email communications

Havana Film Festival New York

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