



---

RECENT  
CINEMA  
*from* **SPAIN**

---

SPONSORSHIP  
PROPOSAL

7<sup>th</sup> EDITION NOV- 16-19, 2017

***THE MOST OUTSTANDING RECENT  
SPANISH FILMS SERIES IN THE U.S."***

Olympia Theater  
174 Flagler Street Miami Florida  
[www.Miami.recentcinemafromspain.com](http://www.Miami.recentcinemafromspain.com)  
<http://www.olympiatheater.org/>

# RECENT CINEMA FROM SPAIN



## HISTORY OF THE SERIES

Recent cinema from Spain is the most important annual Spanish film showcase in Miami. After 6 editions, the series has become well established and has won its place on the city's cultural and cinematic calendar. Every year the series gathers more than 4,000 viewers.

Recent Cinema from Spain brings to Miami the unique opportunity to meet & greet Spanish film celebrities who are presenting the films and who participate in Q & A sessions after the movies. The series brings to Florida the diversity of Spanish cinema.

Recent cinema from Spain series is an initiative of EGEDA, the Audiovisual Producers' Rights Management Association, in order to provide a new space for the promotion and distribution of Spanish language films in the USA.

Recent Cinema from Spain is co-produced by EGEDA and the Olympia Theater, a beacon for the South Florida arts community, with the special collaboration of The Spanish Institute of Cinematography and Audiovisual Arts (ICAA), under the Spanish Ministry of Education, Culture and Sport. It has the support of The Spanish Embassy in Washington, the Spanish Consulate in Miami, The Spanish Cultural Center in Miami (CCE), The Spanish Tourism Office in Miami, The City of Miami, the MDDA, Miami Dade County, Camacol and of foundations like the Spain-USA Foundation and Artes Miami, as well as several Academic institutions and private sponsors.

Recent Cinema from Spain is an excellent setting for sponsors to gain visibility and increase brand-name recognition due to the great attendance and the promotion and publicity the series receives in the media, both in Miami and internationally.



# RECENT CINEMA FROM SPAIN



## ABOUT THE SERIES

**FEATURED IN US MEDIA OUTLETS**

**INTERNATIONAL MEDIA EXPOSURE :  
SPANISH SPEAKING NEWS OUTLETS IN  
SPAIN AND LATINAMERICA**

**OPENING NIGHT RED CARPET**

**OVER 1.000 ATTENDEES PER NIGHT**

**OPENING NIGHT VIP PARTY**

**PANELS AND DISCUSSIONS WITH  
TALENT: ACTORS AND DIRECTORS**

**OUR FILMS: US PREMIERES AND BOX  
OFFICE HITS**

**EVERY EDITION'S POSTER IS DESIGNED  
BY A CELEBRATED SPANISH ARTIST**

**KICK-OFF EVENT FOR PRESS AND  
SPONSORS ENDORSED BY A SPECIAL  
GUEST**

**NETWORKING OPPORTUNITIES**



# RECENT CINEMA FROM SPAIN



## PREVIOUS EDITIONS POSTERS

Posters designed by celebrated artists such as Javier Mariscal, DEMO, Javier Fesser & Pablo Matilla.

2016



2015



2014



2013



2012



2011



# RECENT SPANISH CINEMA



GOYA WINNERS, BOX OFFICE HITS & THE OFFICIAL OSCAR ENTRIES AS BEST FOREIGN PICTURE



# RECENT CINEMA FROM SPAIN



## GUESTS OF THE SPANISH SERIES

MIGUEL ANGEL MUNOZ



ANDREU BUENAFUENTE



AMAIA SALAMANCA



JAVIER CAMARA



ERNESTO ALTERIO



ANTONIO DE LA TORRE



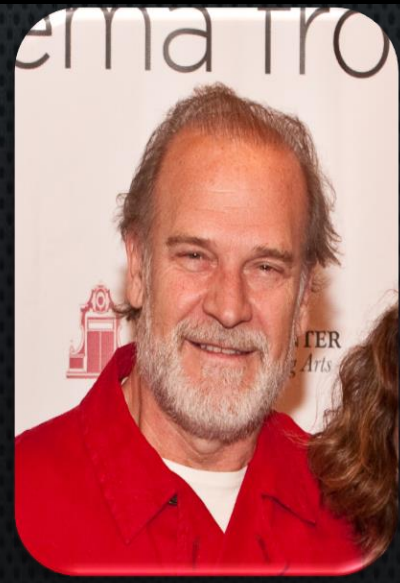
MARTIN RIVAS



JUAN DIEGO BOTTO



LUIS HOMAR



# RECENT CINEMA FROM SPAIN



## GUESTS OF THE SPANISH SERIES

ELVIRA LINDO



MATEO GIL



MARINA SERESKY



GOYA TOLEDO



MIKI ESPARBE



JAVIER RUIZ CALDERA



FERNANDO GONZALEZ



ALVARO CERVANTES



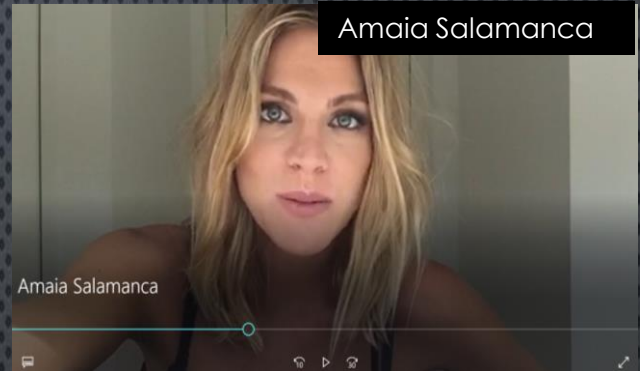
WILLIAM MILLER





## TALENT SUPPORTING THE SERIES

Numerous actors from Spain and Spanish speaking actors based in USA showed their support to the series sending exclusive videos to invite moviegoers to watch their films. These greetings from popular talent were a great tool for our social media platforms and helped spread the word and create hype around the series.



### ANDREU BUENAFUENTE

*Creo que el Recent Cinema es un apoyo para el cine español alucinante y estamos muy contentos porque la verdad es que los que hacemos comedia a veces somos como el primo gracioso de la industria pero hay que tener en cuenta que hubo una inversión y mucha ilusión, por lo tanto, yo que he estado ahí metido, creo que soy el más indicado para valorar este agradecimiento.*

### JAVIER CÁMARA – ACTOR

*“Any event that helps the promotion of Spanish movies in other countries is always welcome. I am thrilled and eager to see how the audience here in Miami receives our movie”*





# RECENT CINEMA FROM SPAIN



## ATTENDANCE



**4,000 +**  
people in 2016

**ENGLISH SPEAKING  
ATTENDEES'S GROW**

- JOURNALISTS
- FILMMAKERS
- FOREIGN FILM LOVERS
- OLYMPIA THEATER MEMBERS AND FOLLOWERS
- SPANISH SPEAKING AUDIENCE OF DIFFERENT NATIONALITIES
- INTERNATIONAL FILM FESTIVALS' ORGANIZERS AND PROGRAMMERS
- FILM PROFESSORS FROM DIVERSE FLORIDA UNIVERSITIES
- VISITORS OF THE MIAMI BOOK FAIR
- THE ALWAYS SUPPORTIVE SPANISH COMMUNITY
- CULTURAL INFLUENCERS
- MIAMI TALENT: MUSICIANS AND ACTORS



## US & LATINAMERICAN CELEBRITIES IN ATTENDANCE

MARTA SANCHEZ

CAFÉ QUIJANO

NACHO CANO

BORIS IZAGUIRRE



# SocialMedia

**Mesala Films** @MesalaFilms · 11/17/16  
 Nuestro querido @YoAlter en la 6ª Edición de @CinemafromSpain de Miami con #Rumbos

**Boris R Izaguirre** @IzaguirreBoris · 11/17/16  
 Gracias @ilaurab Nos vemos geniales! Un honor participar del estreno del @cinemafromspain Love,... [instagram.com/p/BM75U\\_0hA-H/](https://www.instagram.com/p/BM75U_0hA-H/)

**Celínés Toribio** @CelinesToribio · 11/17/16  
 @cinemafromspain Olè! #cinema #actress [instagram.com/p/BM7ml5hgHuY/](https://www.instagram.com/p/BM7ml5hgHuY/)

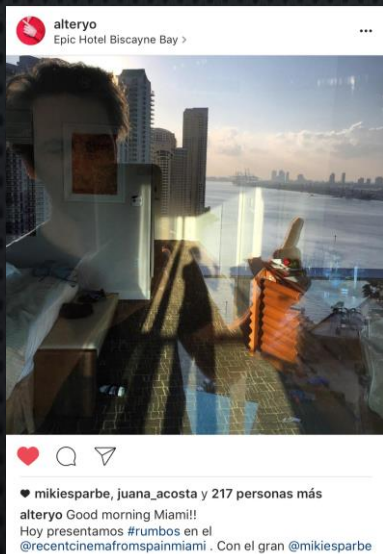
**Pirámide Films** @PiramideFilms · 11/18/16  
 Hoy @marinaseresesky presenta #LaPuertaAbierta en el @cinemafromspain de #Miami!

**Iberia** @Iberia · 11/10/16  
 @cinemafromspain Hi, Thanks for share this with us, Best Regards :)

**marina seresesky** @marinaseres... · 11/18/16  
 Alfombra roja de la inauguración del @cinemafromspain con @YoAlter y mikiesparbe Gracias a mi... [instagram.com/p/BM9OZR6j6X3/](https://www.instagram.com/p/BM9OZR6j6X3/)



**Andreu Buenafuente** @Buenafu... · 11/20/16  
 Ultimas horas en Miami tras presentar EL PREGÓN Muchas gracias @RSpanishCinema por tender este puente. Se os quiere!!!



# RECENT CINEMA FROM SPAIN



## TV & ON LINE TV



# SPONSORSHIP OPPORTUNITIES 2017



**LOGO PLACEMENT**

Incorporate your brand logo in various digital & printed platforms. Increase brand awareness thanks to our photocall.



**INVITATIONS/ PASSES**

Sponsors gain VIP access to the Opening night, passes for the Series and tickets for the screenings.



**LOGO PLACEMENT PRESS**

Align your brand logo through our press publicity.



**SCREEN TIME**

Great exposure with your logo included before each film screening. Improve your engagement including both logos and trailers before the screenings throughout the Series.



**ONSITE PRODUCT INTEGRATION AND SAMPLING**

Generate an unique experience for the audience with product integration and sampling at our opening night or at our daily screenings.



**DIGITAL**

Over 40,000 subscribers receive the newsletter from Egeda US, Olympia Theatre, Centro cultural Español and the Consulate General of Spain in Miami.



**GIFTING**

Reach out to the Series' audience and our VIP guests thanks to a wide variety of product placement opportunities.



**SOCIAL MEDIA**

Engage in conversation with our social media followers (30,000+) in Instagram, Twitter and Facebook.



**HAPPY HOURS**

Opportunity to sponsor or present one screening through our Happy Hours.

**OTHER SPONSOR OPPORTUNITIES**

We offer exclusive opportunities to promote your brand and engage the Miami audiences.

# SPONSORS PREVIOUS EDITIONS

