



RECENT
CINEMA
from **SPAIN**

2018

NOV 8-11





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 is co-produced by EGEDA US and the Olympia Theater, with the special collaboration of The Spanish Institute of Cinematography and Audiovisual Arts (ICAA),. It has the support of The Spanish Embassy in Washington, the Spanish Consulate in Miami, The Spanish Cultural Center in Miami (CCEMiami),The Spanish Tourism Office in Miami, The City of Miami, theMiami MDDA, Miami Dade County, Camacol and of foundations like the Spain-USA Foundation, as well as several academic institutions and private sponsors.



LOCATION

Built in 1926 by Paramount Pictures as a Movie palace, the Olympia Theater is a beacon for the South Florida arts community. The magnificently restored theater with an enchanting Mediterranean courtyard & designed auditorium recall another era when films were events and grand theaters provided a dreamlike escape from the modern world. The Olympia Theater supports the entertainment industry in South Florida.

ATTENDANCE

The series brings to the city of Miami Spanish Premieres and the unique opportunity to meet & greet Spanish film celebrities who are presenting the films and who participate in Q&A sessions after the movies.

SPONSORSHIP OPPORTUNITIES

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.



ABOUT THE SERIES



800+
per Night



----- over -----
4K People



4
Days



Opening night with
1,000+ attendees,
Red Carpet
followed by VIP Party



7 Years in
Miami



----- over -----
30K
Followers



7
Movies

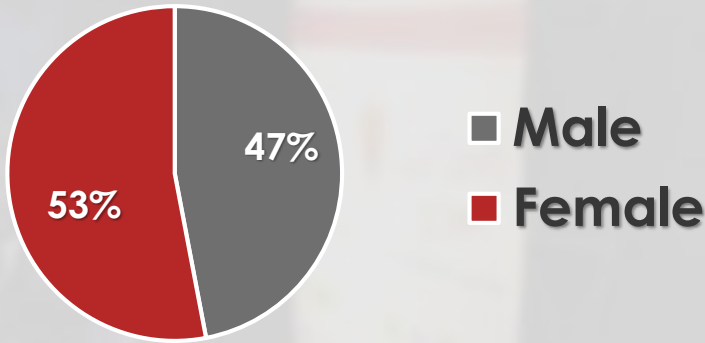


Networking
events,
Q&A &
Panels

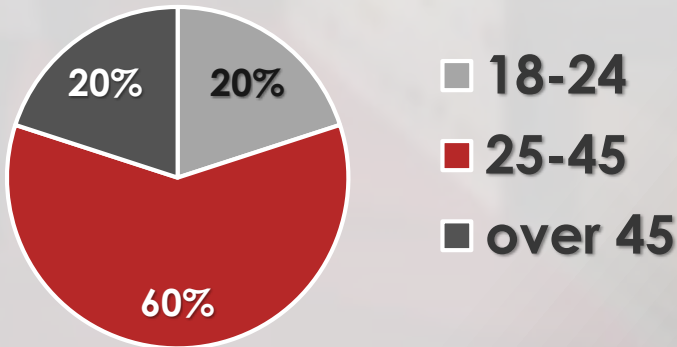


ABOUT THE SERIES

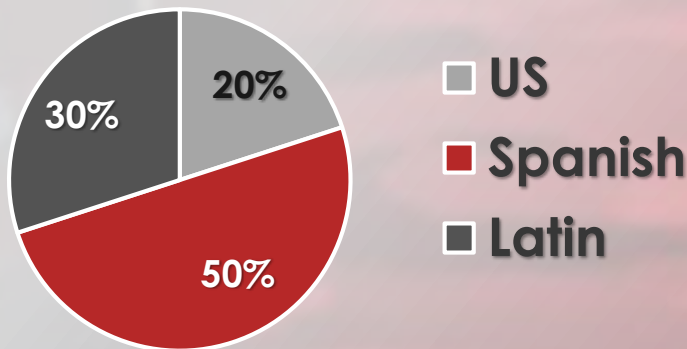
GENDER



AGE



AUDIENCE



80%

Returning Attendees

30%

New Attendees

15%

Increase English speaking Audience

40%

Increase in Social Media Coverage



FILM PREMIERES





TALENT AT THE SPANISH SERIES

*“Creo que esta muestra es un soporte para el cine español. Cuando te involucras en un proyecto y ves que tu inversión es apoyada valoras aun más estas iniciativas” - **Andreu Buenafuente***

*“Events like Recent cinema from Spain are instrumental to promote Spanish films internationally” – **Juan Diego Botto***



Boris Izaguirre,
Recent Cinema from Spain 2017

*“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” – **Javier Cámara***



Marta Sánchez,
Recent Cinema from Spain 2015



Álvaro Cervantes,
Recent Cinema from Spain 2011

*“We have great actors & filmmakers in Spain. What we have to do is export them and bring them here to the USA. I am very thankful to the organizers (EGEDA US and the ICAA) for bringing Spanish movies to Miami” – **Amaia Salamanca***





SOCIAL MEDIA



Miami Recent Cinema from Spain

Publicado por Garle Méndez Padrón · 16 de noviembre a las 10:05

Tomorrow! FRIDAY Nov 17th at 5pm! Don't miss our PANEL DISCUSSION at CCEMiami with actors Javier Pereira and Carlos Santos and directors Pablo Berger attending this year's Recent Cinema from Spain series.



Miami Recent Cinema from Spain

Publicado por Garle Méndez Padrón · 16 de noviembre a las 9:27

Press day with the director Pablo Berger and the actors @javierpereiraoficial and @carlossantos ! Tonight opening night presentation followed by film ABRACADABRA!! #cinemafromspainmiami



Miami Recent cinema @Cinemafr... · 2d

Esta noche proyectaremos nuestra última película del programa de esta edición "CONTRATIEMPO" protagonizada por @mario_casas_ ! te esperamos en el @OlympiaTheater



+ Save the dates & Press releases sent to over **30k**

http://www.larecentspanishcinema.com/EN/RS_PressZone.asp





PROMOTIONAL MATERIAL

Media Walls



Door stickers



Poster



Brochure – Movie Program



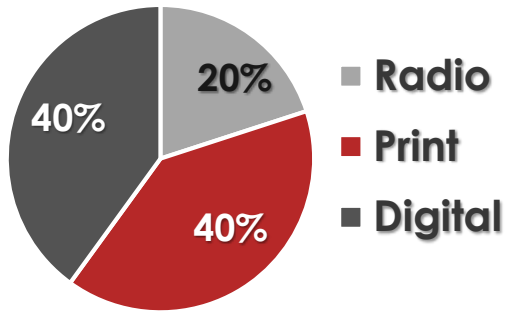
Sponsor Logos on Screen





MEDIA EXPOSURE

AD CAMPAIGNS



Diario Las Américas

el Nuevo Herald

The Miami Herald

MIAMI New Times

MEDIA COVERAGE



Diario Las Américas

EFE: Agencia EFE

MIAMI New Times



LA VANGUARDIA

eldiario.es

VISITFLORIDA.COM



PLAYCINE

miamiartzine

YAHOO! VIDA Y ESTILO

The SunPost All Breaking News!



el Nuevo Herald

EL PAÍS

MUJER

VANITATIS



MIAMI'S COMMUNITY NEWSPAPERS

atevé



SPONSORSHIP OPPORTUNITIES 2018

SPONSORSHIP BRAND OPPORTUNITIES	PREMIUM	GOLD	SILVER	SUPPORTING
LOGO PLACEMENT ON PRINTED PLATFORMS	\$10,000	\$5,000	\$3,000	\$1,500
SPOT 30'	YES			
RCFS Banner at the Theatre (Marquee banner)	LOGO	LOGO		
RCFS Photocall (Step & Repeat)	LOGO	LOGO		
RCFS poster (500 units)	LOGO	LOGO	LOGO	
RCFS Movie Program/ brochure (10.000 units)	LOGO	LOGO	LOGO	LOGO
LOGO PLACEMENT ON SCREEN				
Projection before films	LOGO	LOGO	LOGO	LOGO
Projection on stage backdrop at Q&A	LOGO	LOGO	LOGO	LOGO
LOGO PLACEMENT ON DIGITAL				
Dedicated Social Media Post	LOGO			
Social Media Post	LOGO	LOGO	LOGO	LOGO
RSC Official website (links to Sponsor web)	LOGO	LOGO	LOGO	LOGO
Save the date & Newsletters sent to over 30K	LOGO	LOGO	LOGO	LOGO
TICKETS & INVITES				
VIP Reserved seats at the Opening Night	8	6	4	2
Opening night VIP invites (movie + after party)	8	6	4	2
Movie tickets for the rest of the screenings	10	8	6	4
Kick off party tickets (TBC)	10	8	6	2
PROMOTIONAL MATERIAL & GIFTING				
Display of Promotional Material and/or pop up banner at the theatre during the series	YES	YES	YES	
Insertions in Gift bags (400/1000 units)	YES	YES	YES	YES
Display of Promotional Material and/or pop up banner at the theatre during the Kick off Party (TBC)	YES	YES	YES	YES
RECOGNITION AND ADVERTISING				
Verbal Recognition prior to each screening	MENTION	MENTION		
Verbal Recognition at the Opening Night	MENTION	MENTION	MENTION	MENTION
Verbal Recognition at the Kick off Party (TBC)	MENTION	MENTION	MENTION	MENTION
Print Advertisement	LOGO*	NAME	NAME	
Written recognition & Logo in Press Releases	LOGO	LOGO	LOGO	LOGO

* Subject to availability/otherwise name





SPONSORSHIP OPPORTUNITIES 2018



Premium
\$10.000



Gold
\$5.000



Silver
\$3.000



Supporting
\$1.500

SPECIAL SPONSORS PACKAGE



\$1.000

- ❖ **Movie and Q&A sponsored and presented by:** Dedicated slide on screen before the movie.



Logo on the Sponsors Slide on screen during the whole series and on the Spanish series website at the sponsors section.



- ❖ **A dedicated space for your brand:** a dedicated space at the majestic Olympia Theater to create an engaging experience with the audience.

We work intimately with each brand to create unique, customized experiences. Give us your ideas and we can make it happen



Photo booth's opportunity to engage with the audience at the theatre's entrance.



Create an audience experience with product integration and sampling at the **daily happy hours** prior to the movies



Opportunity to sponsor the **popcorn boxes**



SPONSORS BRANDING & VISIBILITY

100 MONTADITOS



TEQUILA HONOR



IBERIA



CHOCOLATES VALOR



ESTRELLA DAMM



MACYS



JAMON DELIBERICO



CAR 2 GO



PRESENTED AND PRODUCED BY



with the special collaboration of



PREVIOUS SPONSORS



