

Cine Mexicano

Partnership Opportunities

Cine Mexicano: Mexican Film Series

August 18 - October 26, 2000

Chula Vista, California

For additional information call:

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BACKGROUND

Cine Mexicano: Mexican Film Series was founded in 1999 by the same organizers of the successful annual San Diego Latino Film Festival. The acclaimed inaugural series in 1999 was attended by 2,700 people from Chula Vista and throughout the San Diego/Tijuana Border Region. Those who attended were treated to the very best in contemporary and classic Mexican Cinema. One of the highlights of 1999, was the West Coast Premiere screening of Alejandro Springall's award-winning feature film, *Santitos*. Director Alejandro Springall and writer Maria Amparo Escandon were both present for the Opening Night Reception and only second screening in the United States (after Sundance Film Festival). *Cine Mexicano* serves as a rare opportunity to offer San Diego/Tijuana audiences a 'full-run' (one week) of a contemporary Mexican feature film; unlike the one-day/one-time screenings within the San Diego Latino Film Festival. Furthermore, due to Chula Vista's close proximity to the Border and the series' focus on Mexican Cinema, *Cine Mexicano* has a unique chance to attract members of the Latino/Mexican community that would not usually drive to the few art cinema houses to see the occasionally distributed Mexican feature film.

DESCRIPTION

Cine Mexicano will take place August 18 - October 26, 2000 at the CinemaStar movie theater located on Third Avenue in the heart of downtown Chula Vista. The upcoming series will present 3 contemporary Mexican feature films representing the very best Mexico has to offer. The contemporary Mexican features will each have a one-week run. In addition to the entertainment value, the screenings at the Mexican Film Series will provide Chula Vista, South Bay and Tijuana audiences with the unprecedented opportunity to see contemporary films that have never been screened in the area and to gather together in celebration of Mexican art and culture during an important time of the year (i.e. Hispanic Heritage Month and Mexican Independence Day).

LOCATION

Cine Mexicano will take place at CinemaStarTheatres on Third Avenue in downtown Chula Vista. Being that Chula Vista is the second largest city in San Diego County and with its close proximity to Tijuana, the city is an ideal location for *Cine Mexicano*. Currently, 40% of Chula Vista's population is made-up of Latinos. In addition to the Latinos living in Chula Vista, residents from Tijuana regularly visit and shop in the city. Chula Vista receives a large portion of the \$3 billion spent annually on goods and services by Tijuana residents.

AUDIENCE

Based on the First Annual *Cine Mexicano: Mexican Film Series* in 1999, *Cine Mexicano* expects an audience of 3,000-4,000 between August - October 2000. The audience will consist of local high school & community college students, families and residents from throughout the San Diego/Tijuana border region. Average age of 1999 attendees: 36 years-old.



MEDIA IMPRESSIONS & REACH

The **First Annual Cine Mexicano: Mexican Film Series** was covered in the following publications, t.v. stations and radio stations:

- ☐ San Diego Union-Tribune (Night & Day)
- ☐ San Diego Union-Tribune (Arts/Current Section)
- ☐ San Diego Union-Tribune (*En Español* Section)
- ☐ Frontera Newspaper
- ☐ El Sol de San Diego
- ☐ El Latino Newspaper
- ☐ KPBS On-Air Magazine
- ☐ Marquee Magazine
- ☐ In Motion Magazine
- ☐ Chula Vista Star News
- ☐ SLAMM Magazine
- ☐ San Diego Metropolitan
- ☐ The Publication
- ☐ SignOnSanDiego.com
- ☐ Univision San Diego/KBNT Channel 19
- ☐ KLOVE 102.9
- ☐ La Nueva 106.5
- ☐ KPBS (1-hour talk show)
- ☐ El Informador
- ☐ LatinStyle Magazine
- ☐ San Diego.com, Inc.
- ☐ La Prensa San Diego
- ☐ San Diego Magazine
- ☐ San Diego Reader
- ☐ D-Town
- ☐ The Press-Enterprise
- ☐ San Diego Parent Magazine
- ☐ San Diego Daily Transcript

Total impressions and reach: 3.5 million

BOARD OF DIRECTORS

Carroll Blue (Professor-San Diego State University), **Mark Burgess** (President-sandiego.com Inc.), **Zeinabu Irene Davis** (Professor-University California San Diego), **Mark Day** (Independent Director/Producer), **Eloisa de Leon** (Executive Director-San Diego Area Dance Alliance), **Paul Espinosa** (Independent Producer), **Andy Friedenberg** (Director/Founder-Cinema Society San Diego), **Adolfo Guzman-Lopez** (Producer-KPBS Radio), **Judy A. Harper** (Border Development Program Officer-San Diego Dialogue), **Patric Stillman** (Corporate Services Manager-San Diego World Trade Center).

PREVIOUS SPONSORS

- ☐ American Airlines
- ☐ Chula Vista Downtown Business Association
- ☐ Diego & Son Printing
- ☐ El Latino Newspaper
- ☐ Heftel Broadcasting Corporation
- ☐ Henry's Marketplace
- ☐ Hometown Buffet
- ☐ Mexican Cultural Institute of San Diego
- ☐ San Diego Parent Magazine
- ☐ San Diego Repertory Theatre
- ☐ Sempra Energy (*Presenting*)
- ☐ Trader Joe's
- ☐ Univision San Diego
- ☐ Viejas Casino
- ☐ Zen Bakery



SCHEDULE OF EVENTS

August 18 - October 26, 2000

AUGUST

August 18, Friday

5:30 p.m. Opening Night Reception
7 p.m. Feature Film Screening (TBA)

August 19, Saturday

7 p.m. & 9 p.m. Feature Film Screenings (TBA)

August 20, Sunday

5 p.m. & 7 p.m. (TBA)

August 21 - 24, Monday - Thursday

7 p.m. & 9 p.m. Feature Film Screenings (TBA)

SEPTEMBER

September 15-16, Friday-Saturday

7 p.m. & 9 p.m. Feature Film Screenings (TBA)

September 17, Sunday

5 p.m. & 7 p.m. (TBA)

September 18 - 21, Monday - Thursday

7 p.m. & 9 p.m. Feature Film Screenings (TBA)

OCTOBER

October 20-21, Friday-Saturday

7 p.m. & 9 p.m. Feature Film Screenings (TBA)

October 22, Sunday

5 p.m. & 7 p.m. (TBA)

October 23 - 26, Monday - Thursday

7 p.m. & 9 p.m. Feature Film Screenings (TBA)

COST: \$5 General / \$3 Students



PRESENTING SPONSOR (1 available) \$12,000

- Billing as a "Presenting Sponsor" in 3 live mentions/PSAs aired daily for 2 weeks on partnering radio station
- Billing as a "Presenting Sponsor" in 3 PSAs aired daily for 2 weeks on partnering t.v. station
- Opportunities for company information table at all 39 screenings
- Listed in all press releases, P.S.As and publicity materials as: "Presented by.."
- Photo opportunities with special filmmakers and actors
- Special recognition and presentation of 'Thank you' plaque at Opening Night Screening
- Logo and name in 500 special reception invitations
- On-screen 35mm slide advertisement at all 39 screenings
- Signage (4' by 6' banner) at CinemaStar Theatres at all 39 screenings and at receptions
- Logo, hot link and banner advertisement (1" by 3") on web page announcing series
- Logo and name in 5,000 brochures
- Logo and name on 5,000 flyers
- Logo on 1,000 series posters
- Logo on 1/4 page Ads in partnering Spanish-Language publications (distribution of 250,000)
- Verbal recognition at 39 screenings
- 30 complimentary passes (VIP seating/access to all screenings & receptions)
- Opportunity for product and/or promotional item give-aways (i.e. bags, key chains, pens, etc.)
- "Right of First Refusal" for same sponsorship level or above for Mexican Film Series in 2001
- Separate press release and press announcement regarding company's sponsorship of series
- 150 complimentary tickets for schools, t.v. & radio to be given on behalf of the "Presenting Sponsor"

MAJOR SPONSORS (2 available) \$6,000

- Billing as a "Major Sponsor" in all publicity materials
- On-screen 35mm slide advertisement at 39 screenings
- Photo opportunities with special filmmakers and actors
- Special recognition and presentation of 'Thank you' plaque at Opening Night screening
- Signage (4' by 6' banner) at CinemaStar Theatres at all 39 screenings
- Logo, hot link and banner advertisement (1" by 3") on web page announcing series
- Logo and name in 5,000 brochures
- Logo and name in 500 special reception invitations
- Logo and name on 5,000 flyers
- Logo on 1,000 series posters
- Name on 1/4 page Ads in partnering Spanish-Language publications (distribution of 250,000)
- Billing as a "Major Sponsor" in all press releases
- Verbal recognition at 39 screenings
- 15 complimentary festival passes (VIP seating/access to all screenings & gala receptions)
- Opportunity for product and/or promotional item give-aways (i.e. bags, key chains, pens, etc.)
- 75 complimentary tickets for schools, t.v. & radio to be given on behalf of the "Major Sponsor"
- "Right of First Refusal" for same sponsorship level or above for Mexican Film Series in 2001

* Logo dimensions: 75% of Presenting Sponsors



RECEPTION SPONSOR (1 available) \$3,000

- Billing as a "Opening Night Reception Sponsor" in all publicity materials
- On-screen 35mm slide advertisement at screening following Opening Night reception
- Signage (4' by 6' banner) at Opening Night reception - banner up for 1 week
- Opportunities for information table (i.e. company products, corporate colors, etc.) at Opening Night reception
- Photo opportunities with special filmmakers and actors
- Special recognition and presentation of 'Thank you' plaque at Opening Night reception
- VIP seating at Opening Night reception
- Logo and name in 500 special reception invitations
- Logo & hot link on web page announcing series
- Logo and name in 2,000 brochures
- Name on 5,000 flyers
- Name on 1/4 page Ads in partnering Spanish-Language publications (distribution of 250,000)
- Billing as a "Opening Night Reception Sponsor" in all press releases
- Verbal recognition at Opening Night reception
- 10 complimentary series passes (access to all screenings & reception)
- Opportunity for promotional item give-aways (i.e. bags, key chains, pens, etc.) at Opening Night reception

* Logo dimensions: 50% of Presenting Sponsors

FILM SPONSORS (3 available) \$1,500

- Billing as a "Film Sponsor" in all publicity materials
- On-screen 35mm slide advertisement at sponsored film screening(s)
- Signage (4' by 6' banner) at United Artists Theatres at sponsored screening (s) - banner up for 1 week
- Logo and hot link on web page announcing series
- Name in 2,000 brochures
- Name on 5,000 flyers
- Company name on 1/4 page Ads in partnering Spanish-Language publications (distribution of 250,000)
- Billing as a "Film Sponsor" in all press releases
- Verbal recognition at sponsored screening
- 50 complimentary tickets to screening (specific program to be determined pending interest of sponsor)

* Logo dimensions: 25% of Presenting Sponsors