



Partnership Opportunities

Third Annual

Cine Mexicano: Mexican Film Series

August 17 - November 22, 2001

Mann Hazard Center 7 Theaters
San Diego, 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. Since that time over **7,000** people from throughout the San Diego/Tijuana Border Region have been treated to the very best in contemporary and classic Mexican Cinema. Acclaimed feature films screened at the series include: *Santitos, La Otra Conquista, Cilantro y Perejil, El Coronel No Tiene Le Escriba, Todo el Poder, La Ley de Herodes,* and *El Callejon de los Milagros*. **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 San Diego'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

The Third Annual Cine Mexicano will take place **August 17 - November 22, 2001** at Mann Hazard Center 7 Theaters in the heart of San Diego's Mission Valley area. The upcoming series will present **4 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 San Diego 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 is located in one of our country's finest cities and is a very attractive destination for travelers from across the world. **Cine Mexicano** will take place at the Mann Hazard Center 7 Theaters located on 7510 Hazard Center Dr. in San Diego, California. The Mann Hazard Center 7 Theaters is located in the Hazard Center shopping complex located in the heart of San Diego's Mission Valley area. Mission Valley is home to large shopping malls (i.e. Fashion Valley), retail shops, restaurants, office space, luxury hotel accommodations, and more. A very central location in San Diego County, Mission Valley is the ideal venue to reach the 2 million-plus Latinos living in the County as well as in Tijuana. It is estimated that the buying power for this Latino population is \$6.3 billion with retail sales at \$3.0 billion. This makes the San Diego Latino/Tijuana market the **third largest Latino market in the United States!**

AUDIENCE

Based on the Second Annual Cine Mexicano: Mexican Film Series in 2000, **Cine Mexicano** expects an audience of **5,000-6,000** between August - November 2001. 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 *Annual Cine Mexicano: Mexican Film Series* has been 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 (Enlace 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: 4.5 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** (Filmmaker), **Andy Friedenberg** (Director/Founder-Cinema Society San Diego), **Adolfo Guzman-Lopez** (Reporter-KPCC Radio), **Judy A. Harper** (Border Development Program Officer-San Diego Dialogue), **Patric Stillman** (Chief Operating Officer-San Diego World Trade Center).

PREVIOUS SPONSORS

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

Cine Mexicano

The Mexican Film Series

SCHEDULE OF EVENTS

August 17 - November 22, 2001

- AUGUST**
- August 17, Friday
5:15 p.m. Opening Night Celebration
7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- August 18, Saturday - August 19, Sunday
12:45 p.m., 3:00 p.m., 5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- August 20 - 23, Monday - Thursday
5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- SEPTEMBER**
- September 14, Friday
5:15 p.m. Reception w/ visiting filmmaker
7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- September 15, Saturday - September 16, Sunday
12:45 p.m., 3:00 p.m., 5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- September 17 - 20, Monday - Thursday
5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- OCTOBER**
- October 19, Friday
5:15 p.m. Reception w/ visiting filmmaker
7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- October 20, Saturday - October 21, Sunday
12:45 p.m., 3:00 p.m., 5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- October 22 - 25, Monday - Thursday
5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- NOVEMBER**
- November 16, Friday
5:15 p.m. Reception w/ visiting filmmaker
7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- November 17, Saturday - November 18, Sunday
12:45 p.m., 3:00 p.m., 5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)
- November 19 - 22, Monday - Thursday
5:15 p.m., 7:30 p.m. & 10:00 p.m. *Mexican Feature Film* (tba)

COST: \$7.50 General / \$5.50 Students / \$25 Film Pass (includes all films)
\$75 Series Pass (includes all films, VIP seating & receptions) / \$20 Reception (includes one film & reception)

Cine Mexicano

The Mexican Film Series

PRESENTING SPONSOR (exclusive) \$15,000

<u>DESCRIPTION</u>	<u>VALUE</u>
□Billing as a "Presenting Sponsor" in live mentions & promos aired daily for 4 weeks on partnering radio station	\$30,000
□Billing as a "Presenting Sponsor" in live mentions & promos aired daily for 4 weeks on partnering t.v. station	\$10,000
□Opportunities for company information table at all 92 screenings	\$1,000
□Listed in all press releases, P.S.As and publicity materials as: " Presented by... "	\$1,000
□Photo opportunities with special filmmakers and actors	\$500
□Special recognition and presentation of 'Thank you' plaque at Opening Night Screening	\$500
□On-screen 35mm slide advertisement at all 92 screenings	\$4,000
□Signage (4' by 6' banner) at Mann Hazard Center 7 Theaters at all 92 screenings and at receptions	\$2,000
□Logo, hot link and banner advertisement (1" by 3") on web page announcing series (6 months)	\$3,000
□Logo and name in 32,000 postcards	\$2,800
□Logo and name on 8,000 flyers	\$500
□Logo on 1,000 series posters	\$500
□Logo on 1/4 page Ads in partnering Spanish-Language publications (distribution of 500,000)	\$3,000
□Verbal recognition at 92 screenings	\$1,000
□30 complimentary passes (VIP seating/access to all screenings & receptions)	\$2,250
□Opportunity for product and/or promotional item give-aways (i.e. bags, key chains, pens, etc.)	\$2,000
□"Right of First Refusal" for same sponsorship level or above for Cine Mexicano 2002	n/a
□Separate press release and press announcement regarding company's sponsorship of series	\$500
□150 complimentary tickets for schools, t.v. & radio to be given on behalf of the "Presenting Sponsor"	\$1,125
TOTAL PROMOTIONAL VALUE	\$65,675

MAJOR SPONSORS (2 available) \$7,000

<u>DESCRIPTION</u>	<u>VALUE</u>
□Billing as a "Major Sponsor" in all publicity materials / press release	\$1,000
□On-screen 35mm slide advertisement at 92 screenings	\$4,000
□Photo opportunities with special filmmakers and actors	\$500
□Special recognition and presentation of 'Thank you' plaque at Opening Night screening	\$500
□Signage (4' by 6' banner) at Mann Hazard Center 7 Theaters at all 92 screenings	\$4,000
□Logo, hot link and banner advertisement (1" by 3") on web page announcing series (6 months)	\$3,000
□Logo and name in 32,000 postcards	\$2,800
□Logo and name on 8,000 flyers	\$500
□Logo on 1,000 series posters	\$500
□Logo on 1/4 page Ads in partnering Spanish-Language publications (distribution of 500,000)	\$3,000
□Verbal recognition at 92 screenings	\$1,000
□15 complimentary series passes (VIP seating/access to all screenings & gala receptions)	\$1,125
□Opportunity for product and/or promotional item give-aways (i.e. bags, key chains, pens, etc.)	\$2,000
□75 complimentary tickets for schools, t.v. & radio to be given on behalf of the "Major Sponsor"	\$562
□"Right of First Refusal" for same sponsorship level or above for Cine Mexicano 2002	n/a
TOTAL PROMOTIONAL VALUE	\$24,487

* Logo dimensions: 75% of Presenting Sponsors



STUDENT OUTREACH SPONSOR (2 available) **\$5,000**

<u>DESCRIPTION</u>	<u>VALUE</u>
<input type="checkbox"/> Billing as a "Student Outreach Sponsor" in all publicity materials and press releases	\$1,000
<input type="checkbox"/> On-screen 35mm slide advertisement at student outreach screenings (4 total)	\$1,000
<input type="checkbox"/> Signage (4' by 6' banner) at all student outreach screenings (1,200 students)	\$1,000
<input type="checkbox"/> Photo opportunities with special filmmakers and actors	\$500
<input type="checkbox"/> Opportunities for company information table at all student outreach screenings (4 total)	\$1,000
<input type="checkbox"/> Special recognition and presentation of 'Thank you' plaque at Opening Night screening	\$500
<input type="checkbox"/> VIP seating at Opening Night, Friday night receptions <u>and</u> at all screenings	\$250
<input type="checkbox"/> Logo, hot link and banner advertisement (1" by 3") on web page announcing series (6 months)	\$3,000
<input type="checkbox"/> Logo and name in 32,000 postcards and on 8,000 flyers	\$3,300
<input type="checkbox"/> Logo on 1/4 page Ads in partnering Spanish & English newspapers/magazines (distribution of 500,000)	\$3,000
<input type="checkbox"/> Verbal recognition at Opening Night screening and on student outreach day	\$250
<input type="checkbox"/> 10 complimentary series passes (VIP access to all screenings & receptions)	\$750
<input type="checkbox"/> 300 complimentary tickets for sponsored day of screenings for local elementary and high school students	\$2,250
<input type="checkbox"/> Opportunity for promotional item give-aways (i.e. bags, key chains, pens, etc.) on student outreach day	\$500
<input type="checkbox"/> "Right of First Refusal" for same sponsorship level or above for Cine Mexicano 2002	n/a
TOTAL PROMOTIONAL VALUE	\$15,300

* **Logo dimensions:** 40% of Presenting Sponsors

GALA SPONSOR (2 available) **\$4,000**

<u>DESCRIPTION</u>	<u>VALUE</u>
<input type="checkbox"/> Billing as a "Gala Sponsor" in all publicity materials & press releases	\$1,000
<input type="checkbox"/> On-screen 35mm slide advertisement at all screenings following Cine Mexicano receptions	\$1,000
<input type="checkbox"/> Signage (4' by 6' banner) at all Cine Mexicano receptions (4 total, at DoubleTree Hotel San Diego)	\$750
<input type="checkbox"/> Opportunities for information table (i.e. company products, corporate colors, etc.) at all receptions	\$1,000
<input type="checkbox"/> Photo opportunities with special filmmakers and actors	\$500
<input type="checkbox"/> Special recognition and presentation of 'Thank you' plaque at Opening Night reception	\$500
<input type="checkbox"/> VIP seating at all receptions	\$250
<input type="checkbox"/> Logo and name in 500 special reception invitations	\$500
<input type="checkbox"/> Logo, hot link and banner advertisement (1" by 3") on web page announcing series (6 months)	\$3,000
<input type="checkbox"/> Logo and name in 32,000 postcards	\$2,800
<input type="checkbox"/> Name on 8,000 flyers	\$500
<input type="checkbox"/> Name on 1/4 page Ads in partnering Spanish-Language publications (distribution of 500,000)	\$1,500
<input type="checkbox"/> Verbal recognition at all receptions	\$500
<input type="checkbox"/> 5 complimentary series passes (access to all screenings & receptions)	\$375
<input type="checkbox"/> Opportunity for promotional item give-aways (i.e. bags, key chains, pens, etc.) at all receptions	\$500
TOTAL PROMOTIONAL VALUE	\$14,675

* **Logo dimensions:** 50% of Presenting Sponsors



FILM SPONSORS (4 available)

\$2,000

<u>DESCRIPTION</u>	<u>VALUE</u>
<input type="checkbox"/> Billing as a "Film Sponsor" in all publicity materials & press releases	\$750
<input type="checkbox"/> On-screen 35mm slide advertisement at sponsored film screenings (23)	\$800
<input type="checkbox"/> Signage (4' by 6' banner) at Mann Hazard Center 7 Theaters at sponsored screenings (23) - banner up for 1 week	\$600
<input type="checkbox"/> Logo and hot link on web page announcing series (3 months)	\$1,000
<input type="checkbox"/> Name in 8,000 postcards	\$750
<input type="checkbox"/> Name on 5,000 flyers	\$250
<input type="checkbox"/> Company name on 1/4 page Ads in partnering Spanish-Language publications (distribution of 250,000)	\$500
<input type="checkbox"/> Opportunities for company information table at 23 screenings	\$800
<input type="checkbox"/> Verbal recognition at sponsored screening	\$250
<input type="checkbox"/> 50 complimentary tickets to screening (specific program to be determined pending interest of sponsor)	\$375
TOTAL PROMOTIONAL VALUE	\$5,775

* **Logo dimensions:** 25% of Presenting Sponsors