

IRADMAN'S EGYPTIAN



SPONSORSHIP PROPOSAL OCTOBER 15-18, 2015 - LOS ANGELES





HISTORY OF THE SERIES

Recent Spanish Cinema has celebrated its XX edition bringing to Los Angeles since 1995 a showcase of the most outstanding recent Spanish films. This year we will have our XXI edition.

The historic Egyptian Theatre, built in 1922 on the renowned “Walk of Fame” on Hollywood Boulevard, with seating for 600 persons, has housed each edition of the multiple screenings for lovers of Spanish cinema. And the series has become the most important Spanish cinema event in the USA.

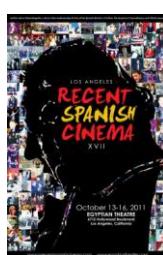
Recent Spanish Cinema is the result of an initiative of the Spanish Ministry of Education, Culture and Sport’s Institute of Cinematography and Audiovisual Arts (ICAA) and The American Cinematheque, a non-profit cultural organization in the heart of Hollywood dedicated to public presentation of films from yesterday and today beyond the scope of the big, mainstream commercial productions. In collaboration with EGEDA US, the Los Angeles branch office of the Spanish Audiovisual Producers Rights Management Association (with the acronym in Spanish EGEDA). EGEDA US coordinates since 2010 the series together with the 2 founders.

Recent Spanish Cinema is the oldest Spanish series in the USA. The series is the most important annual event for Spanish cinema in the city of Los Angeles and provides an exceptional setting for the US debut of Spanish productions.

The series is an excellent setting for sponsors to gain visibility and increase brand-name recognition due to the great attendance and to the promotion the series receives in Los Angeles and internationally, as has been demonstrated in past editions.

The Opening night gala kicks off the series with the screening of the Film selected by The Spanish Film Academy to represent Spain for the Oscar Award for best Foreign Language Film or with a Spanish box office hit, followed by a reception party with 600 attendees.

In addition, the series provides American west coast audiences the unique opportunity to meet and greet Spanish film celebrities who are presenting the films and who participate in Q&A sessions with audiences following the screenings of their films.





ATTENDANCE



Recent Spanish cinema series has won, after XX editions, its place at the cultural and cinematic calendar of the city of Los Angeles. And has become a reference of European movie in Los Angeles.

The Opening Night gala was a complete success with a full house and over 618 guests and the film shown was Spain's entry for the Oscar for Best Foreign Language Film "Living is easy with eyes closed" by David Trueba. The audience could enjoy a beautiful movie followed by Q&A with the filmmaker. Also attending the series were actors Clara Lago and Martino Rivas with the screenings of "Spanish Affair" and "Three many weddings" and filmmaker Paco Leon with "Carmina and Amen". We had an average of 500 people per movie on Saturday and 400 hundred on Friday and Sunday.

Filling the venue and receiving a great exposure from the media have been two great goals achieved in the past editions, being the XX edition one of the best in the history of the series.

Audience was composed by:

Foreign Film lovers

Followers of The American Cinematheque

Spanish speaking Audience of different nationalities.

Organizers and programmers of international

Film Festivals

Journalist and Media

Distributors

Filmmakers, actors, casting directors and several other film industry professionals.

Member of The Academy of Motion Picture, Arts and science.

Students from different universities

There was an increase in American (English speaking) attendance this year, of students and first comers to the Spanish series. We are therefore reaching a broader public which is one of our goals.





RECENT
SPANISH
CINEMA

MOVIES AT THE SERIES





GUESTS OF THE SERIES

We have the presence of directors, actors and other representatives of the films that participated in the Spanish Series as well as of other celebrities of the city of Los Angeles who attend the shows to support the Spanish cinema.



Emilio Aragón



Paz Vega



Álvaro Cervantes



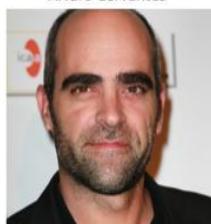
María Valverde



Eduardo Noriega



Miquel Àngel Muñoz



Luis Tosar



Angie Cepeda



Ángela Molina



Antonio de la Torre



Hugo Silva



Achero Mañas



Enrique Búnbury



Benito Zambrano



Pablo Berger



Marta Etura



David Trueba



Paco León



Clara Lago



Martíño Rivas



RECENT SPANISH CINEMA



Press Event ▲

On October 16th took place the annual press meeting at EGEDA US office where the media had the chance to have one-on-one with the Spanish guests who came from Spain to present their movies. We had the honor to count with the presence of the actress Clara Lago (Spanish Affair), and directors David Trueba (Living is easy with eyes closed), and Paco León (Carmina & Amen).

The opening night in LA took place at the Egyptian Theater (Hollywood Blvd) with a red carpet attended by an important Spanish delegation headed by David Trueba, Paco León, Clara Lago y Martíño Rivas. We were honored with the presence of The General Consul of Spain in Los Angeles Mr Javier Vallaura. Recent Spanish Cinema has become one of the longstanding series that are presented in the US and had a wide media coverage.



◀ New Filmmakers from Spain



Opening Night

This initiative is designed to provide exhibition platform for up-and-coming directors and producers who are currently residing in the USA or who were living in the United States during the production of their short film. The winner of 'Movibeta' Distribution prize was 'Sequence' by filmmaker Carlos Torrens.



Roundtable ▲

On October 17th a panel discussion took place in the Spielberg Theater with the filmmakers and actors attending this year's Recent Spanish Cinema series. We had the privilege to hear from the talent behind 'Living is Easy with Eyes closed' director David Trueba, 'Carmina & Amen' director Paco León, and the leading actress from 'Spanish Affair' Clara Lago. Moderated by Julián Daniel Gutiérrez-Albilla (Associate Professor, University of Southern California). Full house!

The XX Edition of Recent Spanish Cinema In collaboration with the Spanish Resource Center of the Education Office of the Spanish Consulate in LA, organized this special screening of the film 'Justin and the knights of valour', they were engaged in a series of film and Spanish language related pedagogical tasks to help them make the most of the film while improving their Spanish language skills. The event was a great success, receiving more than 600 children from elementary schools.



◀ Q&A



The screening's attendees had the unique opportunity to enjoy Q&A sessions with the Spanish directors and actors that came to present their movies. We had the privilege to have the participation of journalist Juan Carlos Arciniegas from CNN as the moderator of the opening night Q&A.

HIGHLIGHTS 2014



QUOTES
ABOUT THE SERIES



David Trueba

Director

"For us is a privilege to be in the Spanish series in LA. The race for the Oscars is very hard and there is a lot of competition so a showcase like this means a big support."



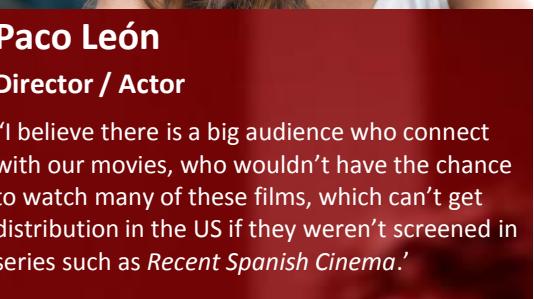
Clara Lago
Actress

"This is my first time in LA and attending the Spanish cinema series in Hollywood makes me very happy. It is a very good opportunity for any actor that would like to work in the US."



Martiño Rivas
Actor

"I think sometimes we tend to be too self-critical and too pessimistic with everything related to ourselves. A series like this shows that Spanish productions are really appreciated abroad."



Paco León

Director / Actor

"I believe there is a big audience who connect with our movies, who wouldn't have the chance to watch many of these films, which can't get distribution in the US if they weren't screened in series such as *Recent Spanish Cinema*.'





RECENT SPANISH CINEMA

PROMOTIONAL MATERIALS



Cintas adhesivas en las puertas de Egyptian Theater



Banner utilizado en los coloquios después de todas las proyecciones



Column banner inside the Egyptian Theater



Photocall



Banner inside the Egyptian Theater



Gobo projection for the XX Edition of the Series



Column Banners inside the Egyptian Theater



Projection of sponsor logos on the Egyptian Theater prior to each film



Step and repeat + Banners with logos



Gate banner outside the Egyptian Theater



Volunteer T-Shirts



egeda
us



RECENT **SPANISH** CINEMA



Sponsor and Press passes



Postcard



PROMOTIONAL MATERIALS



Projected logos before each film



Official program of the series



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**RECENT
SPANISH
CINEMA**

**MEDIA
COVERAGE
2014**

CNN SHOWBIZ



Nationwide program Showbiz, with an estimated viewers of 25.000.000 (US and Latinamerica).

CANAL+



Etsimated audience of 2,000.

Cinema Without Borders

Recent Spanish Cinema, LA OCT 16-19

The 20th Annual Spanish Film Festival at the Egyptian Theatre in Hollywood, California, will feature 20 films from 10 countries. The festival is organized by the Spanish Consulate General of Los Angeles, the Spanish Cultural Institute of Los Angeles, the Spanish Embassy of Washington, DC, the Spanish Ministry of Culture, the Spanish National Film Commission, the Spanish Film Fund, the Spanish Center of Cinematography, the Spanish Embassy of Mexico City, the Spanish Embassy of Bogota, the Spanish Embassy of Lima, the Spanish Embassy of Santiago, Chile, the Spanish Embassy of Buenos Aires, Argentina, and the Spanish Consulate of Mexico City.

Program Schedule

Friday, October 17 - 8:00 PM - Spanish Premieres

Saturday, October 18 - 1:00 PM - Spanish Premieres

Sunday, October 19 - 1:00 PM - Spanish Premieres

Monday, October 20 - 1:00 PM - Spanish Premieres

Tuesday, October 21 - 1:00 PM - Spanish Premieres

Wednesday, October 22 - 1:00 PM - Spanish Premieres

Thursday, October 23 - 1:00 PM - Spanish Premieres

Friday, October 24 - 1:00 PM - Spanish Premieres

Saturday, October 25 - 1:00 PM - Spanish Premieres

Sunday, October 26 - 1:00 PM - Spanish Premieres

Monday, October 27 - 1:00 PM - Spanish Premieres

Tuesday, October 28 - 1:00 PM - Spanish Premieres

Wednesday, October 29 - 1:00 PM - Spanish Premieres

Thursday, October 30 - 1:00 PM - Spanish Premieres

Friday, October 31 - 1:00 PM - Spanish Premieres

Saturday, November 1 - 1:00 PM - Spanish Premieres

Sunday, November 2 - 1:00 PM - Spanish Premieres

Monday, November 3 - 1:00 PM - Spanish Premieres

Tuesday, November 4 - 1:00 PM - Spanish Premieres

Wednesday, November 5 - 1:00 PM - Spanish Premieres

Thursday, November 6 - 1:00 PM - Spanish Premieres

Friday, November 7 - 1:00 PM - Spanish Premieres

Saturday, November 8 - 1:00 PM - Spanish Premieres

Sunday, November 9 - 1:00 PM - Spanish Premieres

Monday, November 10 - 1:00 PM - Spanish Premieres

Tuesday, November 11 - 1:00 PM - Spanish Premieres

Wednesday, November 12 - 1:00 PM - Spanish Premieres

Thursday, November 13 - 1:00 PM - Spanish Premieres

Friday, November 14 - 1:00 PM - Spanish Premieres

Saturday, November 15 - 1:00 PM - Spanish Premieres

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**Vida
La Dura**
San Diego

Spanish filmmaker David Trueba's Oscar race begins

CINEMA SPAIN Features



Spanish filmmaker David Trueba's "Vida La Dura" has been nominated for Best Foreign Language Film at the 87th Academy Awards ceremony which officially kicked off Monday with winners announced on February 22 next year.

It is among the 10 contenders for Best Foreign Language Film at the 87th Academy Awards ceremony which officially kicked off Monday with winners announced on February 22 next year.

It is always a movie. It's better to be inside than outside, it's like the World Cup final, it's better to play it than watch it on TV," Trueba told The Times. "The movie can run in a theater and which means a lot of people can see it. It's better to be inside than outside."

The film just 300 meters (984 feet) from the Dolby theater where the golden statuettes are presented every year.

Trueba is familiar with his previous having witnessed it with his nomination for "Vidalia en balanza" (The Soldiers of Silence, 2007) and during his brother Fernando's nominations for "Clase y Raza" (2010) and "Bella España" (The Beautiful, 1992) for which the elder sibling won the Oscar.

Only four Spanish films have won in the Foreign Film category: "Mar Adentro" (The Sea Inside, 2004), "Tudo sobre Mi Madre" (All About My Mother, 1999), "Bella España" (1992) and "Vida a la Espalda" (1982).

"I am quite a sensible person and pretty conditioned, and I know the difficulties and how complicated it is for a small country like ours to make it to the select group of the five nominated movies. One always has to be sensible and respectful," the filmmaker commented.

"Living in Easy with Eyes Closed" is a "tough movie" based on real events and the lack of English in dictatorial Francisco Franco's time who drove to pushout Spain to meet Federico Fellini who is shooting it in Italy.

Trueba doesn't hide the fact that his movie is up against stronger comedies than the last time he was nominated.

"It is placed among the fifteen favorites," said Trueba of the movie which, unlike "The Soldiers of Silence," was released in the United States, a factor which often plays an important part in securing the nomination.

Starting this week and until December 15, the competing filmmakers will try to get close to the 300 members of the Hollywood Foreign Language Film Award Committee to show their films and score them positively in order to make it to the list of nine favorites which will be announced on December 20.

The committee will then select five of those nine favorite films which will be the Oscar nominees to be announced on January 15.

Trueba's movie comes after sweeping Spain's Goya Awards where it was in six categories including best film and best director.





RECENT SPANISH CINEMA



Promotional Video ▲

To celebrate and promote the XX Edition of Recent Spanish Cinema in Los Angeles, we had the honour to present the promotional video written, directed and produced by award winning and renowned Spanish director Daniel Sanchez Arevalo, with the title 'Traumatizing clichés.' The producers of The Recent Spanish cinema series hope to continue this initiative each year, to bring the creativity of Spanish talent to Los Angeles each year in these series trailers.

Recent Spanish Cinema [US]
Film Festival / Film Festival

Filmography

- Carmina y amén - Programming
- Spanish Affair - Programming
- Family United - Programming
- Living Is Easy with Eyes Closed - Programming
- Ismail - Programming
- Three Many Weddings - Programming
- Tryouts (short) - Programming
- Witchin and Bitchin - Programming (uncredited)
- Sequence (short) - Programming
- The Last Days - Programming

IMDB ▲

Internet Movie Database. The largest database of film industry of the world.



ADVERTISEMENT CAMPAING 2014

ELMA ▶

ELMA(European language and movies in America).Foundation support for European cinema in USA



◀ LA Weekly

LA Weekly prints 160,000 copies every week.



Los Angeles Times ▶

LA Times prints 600,000 copies every week.



◀ Radio

"American Cinematheque presenting the XX annual Recent Spanish Cinema showcase, premieres of new films from Spain are presented with actors and filmmakers in person. Including Spain's official Oscar entry 'Living is easy with eyes closed,' Alex de la Iglesia's supernatural comedy 'Witchin' & Bitchin',' 'Family United' the story of a family reunion amidst the 2010 World Cup soccer final and more. October 16 through 19 at Egyptian Theater on Hollywood."





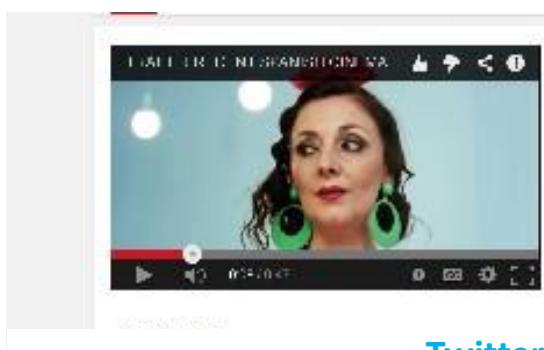
SOCIAL MEDIA



Instagram

We doubled the number of followers and have started the hashtag #RecentSpanishCinema with pictures of the series.

Página | Ayuda | Preferencias | Configuración | Ayuda ▾



Twitter

This year our Twitter account has had more activity than ever thanks to interaction with actors & directors invited to the series.





RECENT SPANISH CINEMA

The Los Angeles Recent Spanish Cinema series provides an ideal opportunity to promote a wide range of products for companies interested in an enthusiastically received event with great media potential that attracts large audiences.

The series is an excellent setting to gain visibility, increase brandname recognition, and promote products, as has been demonstrated in past editions.

We invite you to consider participating in this event as a sponsor. Levels of sponsorship for 2015 are as follows:

- OFFICIAL SPONSOR: \$ 8,000
- PREMIER SPONSOR: \$ 5,000
- MAJOR SPONSOR: \$ 3,000
- SUPPORTING SPONSOR: \$ 1,500

SPONSORSHIP OPPORTUNITY 2015

The benefits corresponding to each level can be seen on pages 14, 15, 16 and on pages 17-19 are various examples of the promotional materials to be seen at the film series and how our sponsors last year were able take advantage of the many unique and interesting opportunities for branding and visibility for their materials and/or products.

As a special sponsorship offering, the Presenting Sponsor category offers, among other benefits, exclusive spaces as the promotional video in addition to a large number of spaces for visibility of the sponsor's materials and/or products. We also have a special offer for collaborating companies, with special packs of invitations for the film series for their employees and/or customers.

Please contact us for more information and a la carte sponsorship options

Contacto: elvira.cano@egeda.com





SPONSORSHIP OPPORTUNITY 2015

	OFFICIAL	PREMIERE	MAJOR	SUPPORTING
LOGO/NAME INSERTIONS	\$8,000	\$5,000	\$3,000	\$1,500
RCFS poster (500 units)	LOGO	LOGO	LOGO	
RCFS program (5,000 units)	LOGO	LOGO	LOGO	LOGO
RCFS postcard (5,000 units)	LOGO	LOGO	LOGO	LOGO
RCFS Banner at the Theatre Gates	LOGO			
RCFS Banner at the Theatre	LOGO	LOGO		
RCFS Media Wall	LOGO	LOGO		
Projection before Films	LOGO	LOGO	LOGO	LOGO
Projection on stage backdrop at Q&A	LOGO	LOGO	LOGO	
RCFS Official Web	LOGO*	LOGO*	LOGO*	LOGO*

PROMOTIONAL MATERIAL	\$8,000	\$5,000	\$3,000	\$1,500
Pop-Up Banner at Theatre	YES			
Display Sponsor's Promotional Material	YES	YES	YES	
Insertions in Gift Bags (600 units)	YES	YES	YES	YES

INVITATIONS MATERIAL	\$8,000	\$5,000	\$3,000	\$1,500
VIP Invitations for Opening Night	2	2	2	2
Invitations for Opening Night	8	6	4	2
Pases for entire Film Series+Opening Night	4	2		
Invitations for 3 days of Film Screenings	10	8	6	4

COMMUNICATION & ADVERTISEMENT	\$8,000	\$5,000	\$3,000	\$1,500
Press Releases	LOGO	LOGO	LOGO	LOGO
Press Advertising	NAME	NAME	NAME	
Save the Date & Newsletters	LOGO	LOGO	LOGO	LOGO
Social Media (facebook, twitter, etc...)	MENTION*	MENTION*	MENTION*	
Special Thanks to Sponsors at Opening Night	MENTION	MENTION	MENTION	MENTION
Special Thanks to Sponsors at all Screenings	MENTION	MENTION		

* Link to Sponsor website



RECENT
SPANISH
CINEMA

OFFICIAL SPONSOR **\$ 8,000**

LOGO AND NAME PLACEMENT

- Inclusion of logo on the official poster .
- Inclusion of logo in the program (5,000 units).
- Inclusion of logo on the post card (5,000 units).
- Inclusion of logo on the banner at the theater courtyard .
- Inclusion of logo on the banner at the theater gates.
- Inclusion of logo on the step and repeat.
- Projection on the theater screen of the logo of the sponsor's trademark at the beginning of each screening session.
- Inclusion of logo on the Q&A banner at the theater.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMOTIONAL MATERIAL DISTRIBUTION

- Opportunity to display a pop-up banner of the brand in the theater (provided by the sponsor)
- Opportunity to display promotional material in specially designated areas.
- Opportunity to include promotional material in gift bags (600 units).

COMMUNICATION AND PUBLICITY

- Mention at the press conference.
- Inclusion of logo on press releases.
- Inclusion of name in print media advertising.
- Inclusion of logo in the save the date and newsletter.
- Mention Social Media (Facebook, Twitter, etc...) * Link to sponsor website
- Mention in the Opening Gala speech.
- Mention prior to each screening.

INVITATIONS AND PASSES

- 2 VIP tickets for Opening Night (reserved seat & VIP area access).
- 8 tickets to the opening ceremony.
- 4 passes for the entire series (a part from the Opening Gala).
- 10 tickets to attend screenings on the remaining days.

**SPONSORSHIP
OPPORTUNITIES**

PREMIER SPONSOR **\$ 5,000**

LOGO AND NAME PLACEMENT

- Inclusion of logo on the official poster.
- Inclusion of logo in the program (5,000 units).
- Inclusion of logo on the post card (5,000 units).
- Inclusion of logo on the banner at the theater gates.
- Inclusion of logo on the step and repeat.
- Projection on the theater screen of the logo of the sponsor's trademark at the beginning of each screening session.
- Inclusion of logo on the Q&A banner at the theater.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMOTIONAL MATERIAL DISTRIBUTION

- Opportunity to display promotional material in specially designated areas.
- Opportunity to include promotional material in gift bags (600 units).

COMMUNICATION AND PUBLICITY

- Mention at the press conference.
- Inclusion of logo on press releases.
- Inclusion of name in print media advertising.
- Inclusion of logo in the save the date and newsletter.
- Mention Social Media (Facebook, Twitter, etc...) * Link to sponsor website
- Mention in the Opening Gala speech.
- Mention prior to each screening.

INVITATIONS AND PASSES

- 2 VIP tickets for Opening Night (reserved seat & VIP area access).
- 6 tickets to the opening ceremony.
- 2 passes for the entire series (a part from the Opening Gala).
- 8 tickets to attend screenings on the remaining days.



RECENT
SPANISH
CINEMA

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR

\$ 3,000

LOGO AND NAME PLACEMENT

- Inclusion of logo on the official poster.
- Inclusion of logo in the program (5,000 units).
- Inclusion of logo on the post card (5,000 units).
- Projection on the theater screen of the logo of the sponsor's trademark at the beginning of each screening session.
- Inclusion of logo on the Q&A banner at the theater.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMOTIONAL MATERIAL DISTRIBUTION

- Opportunity to display promotional material in specially designated areas.
- Opportunity to include promotional material in gift bags (600 units).

COMMUNICATION AND PUBLICITY

- Inclusion of name in media advertising
- Inclusion of name in print media advertising.
- Inclusion of logo in the save the date and newsletter.
- Mention Social Media (Facebook, Twitter, etc...) * Link to sponsor website
- Mention in the Opening Gala speech.

INVITATIONS AND PASSES

- 2 VIP tickets for Opening Night (reserved seat & VIP area access).
- 4 tickets to the opening ceremony.
- 6 tickets to attend screenings on the remaining days.

SUPPORTING SPONSOR

\$ 1,500

LOGO AND NAME PLACEMENT

- Inclusion of logo in the program (5,000 units).
- Inclusion of logo on the post card (5,000 units).
- Projection on the theater screen of the logo of the sponsor's trademark at the beginning of each screening session.
- Inclusion of logo with link to the sponsor's website on the event website, where there will be a space devoted exclusively to the sponsors.

PROMOTIONAL MATERIAL DISTRIBUTION

- Opportunity to include promotional material in gift bags (600 units).

COMMUNICATION AND PUBLICITY

- Inclusion of logo in the save the date and newsletter.
- Mention in the Opening Gala speech.

INVITATIONS AND PASSES

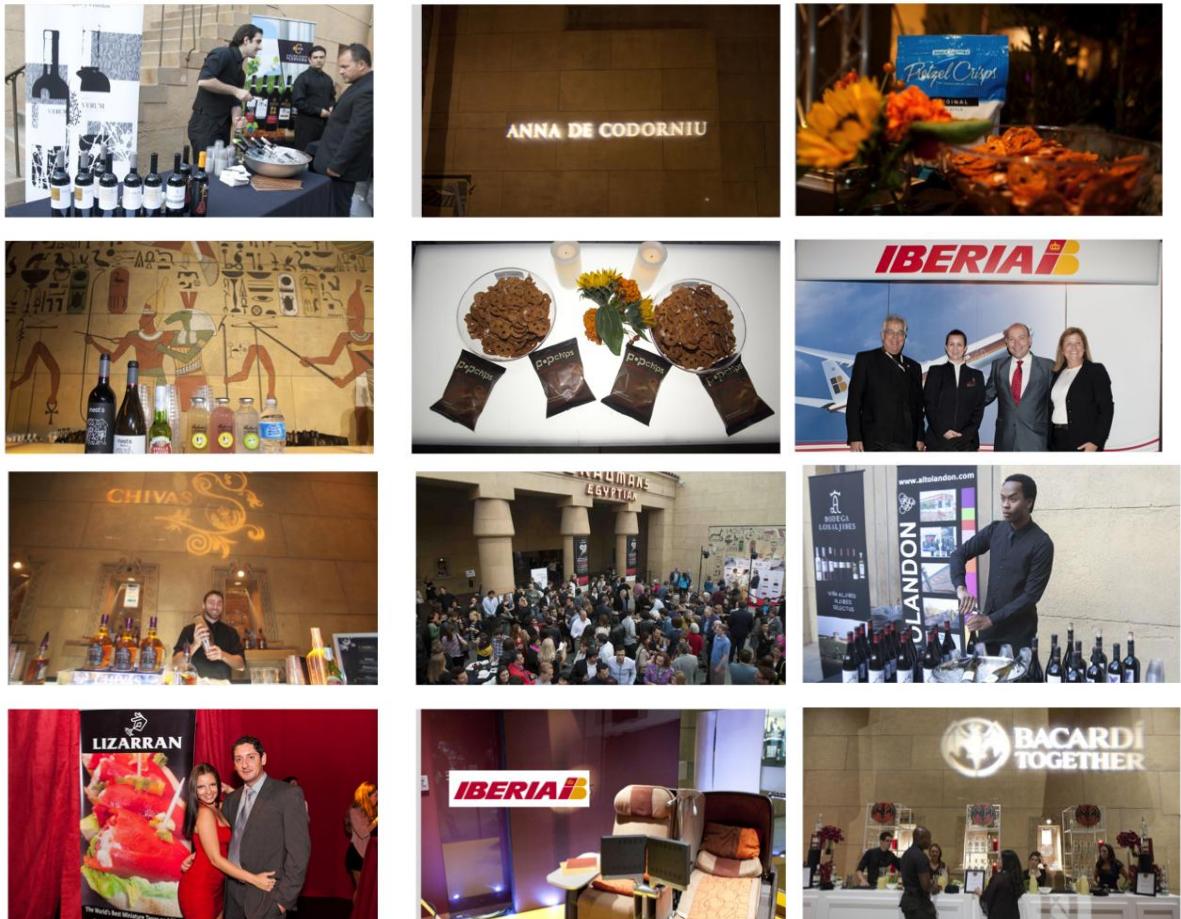
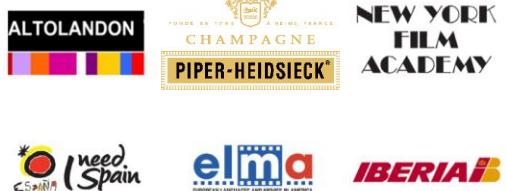
- 2 VIP tickets for Opening Night (reserved seat & VIP area access).
- 2 tickets to the opening ceremony.
- 4 tickets to attend screenings on the remaining days.



SPONSORSHIP OPPORTUNITY 2014

SPONSORS VISIBILITY

The impact of this event is growing each year and it provides a great promotion and visibility window for our sponsors. For these reasons, we have opened new, customized visibility spaces. In previous editions, we had exclusive presentation parties, trips raffles, gifts, interactive demonstrations, etc ...





RECENT SPANISH CINEMA

OTHER SPONSORSHIP OPPORTUNITIES

PROMOTIONAL MATERIALS: SPECIAL EXPOSURE



Projection of a promotional spot for the sponsor prior to each of the films (maximum length of 20 seconds).



Opportunity to sponsor the rows of reserved seats inside The Theater.



Opportunity to sponsor the T-shirts worn by the staff and volunteers attending to the public during the film festival.



Opportunity to sponsor the popcorn boxes offered free to the audiences attending.



Inclusion of the sponsor's logo on the Recent Cinema from Spain on line tickets/vouchers.



Posibilidad de instalar un stand o caseta especial para interactuar con el público a la entrada del teatro.



The bracelets providing access to the VIP reception at the opening gala will be customized with the sponsor's logo.