



RECENT
SPANISH
CINEMA

2018

OCT 11-14





THE SERIES

Recent Spanish Cinema has brought a showcase of the most outstanding recent Spanish films to Los Angeles since 1995. One of the oldest foreign film series in the US and has contributed significantly to placing “Made in Spain “ productions in the vanguard of international filmmaking.

The Recent Spanish Cinema Series is an initiative of the Spanish Institute of Cinematography and Audiovisual Arts (ICAA) with the American Cinematheque and EGEDA US.



LOCATION

The Egyptian Theatre , major Hollywood landmark & the American Cinematheque's permanent home, was the venue for the first-ever Hollywood premiere. A reminder of the glamour that made Hollywood Boulevard famous. Robin Hood, Ben-Hur, My Fair Lady or King Kong among the movies that premiered at The Egyptian Theatre.

ATTENDANCE

The series brings to the city of Los Angeles 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 Spanish Cinema 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 Los Angeles and internationally.



ABOUT THE SERIES



600+
per Night



----- over -----
3K Attendees



4
Days



Opening Night
Red Carpet
followed by VIP
Party



----- over -----
20 Years in
Los Angeles



----- over -----
55K
Followers



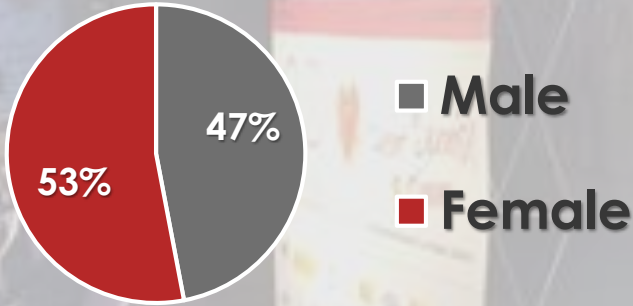
8
Movies +
Short Film
program



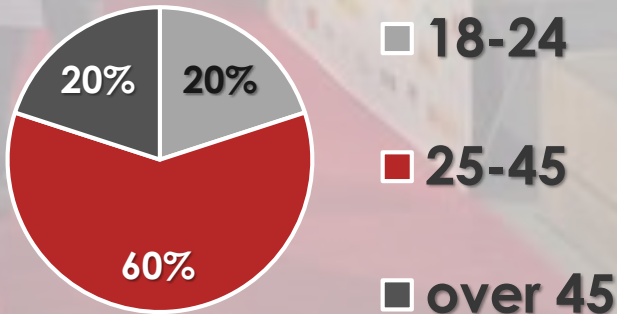
Networking
events,
Q&A &
Panels

ABOUT THE SERIES

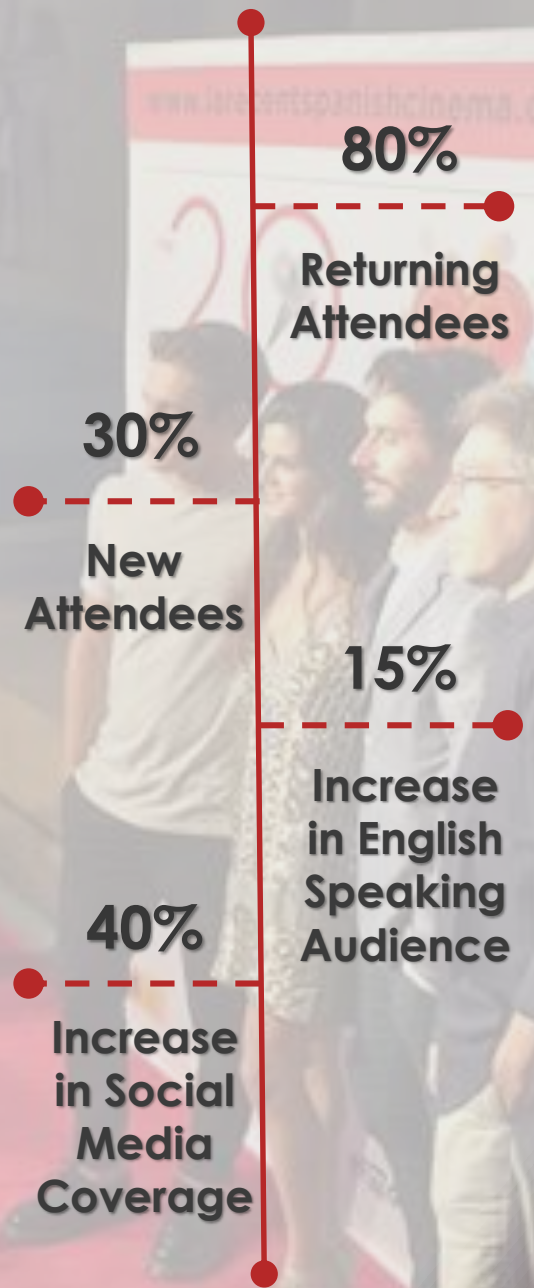
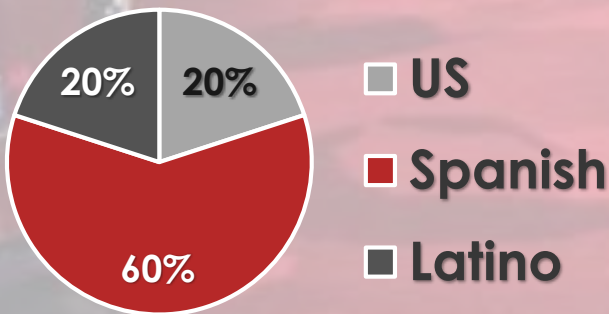
GENDER



AGE

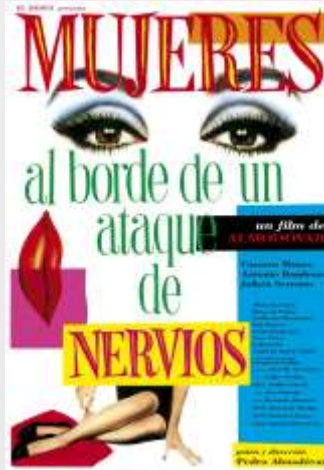


AUDIENCE





FILM PREMIERES





TALENT AT THE SPANISH SERIES

"Recent Spanish Cinema es esencial para el cine español porque nos da la oportunidad de hacer una proyección única en el corazón de Hollywood" – **Alex de la Iglesia**

"The race for the Oscars is very hard so a showcase like this means a big support" – **David Trueba**

"There is a big audience in Los Angeles who connects with our movies thanks to The Spanish series" – **Paco León**



Goya Toledo,
Recent Spanish Cinema 2016



Angie Cepeda,
Recent Spanish Cinema 2015



Eduardo Noriega,
Recent Spanish Cinema 2010



Luis Tosar, *Recent Spanish Cinema 2010*



Marlon Moreno,
Recent Spanish Cinema 2015

"It's a wonderful experience to come to Recent Spanish Cinema to share our films with the Hollywood audience" – **Leticia Dolera**



Leynar Gómez,
Recent Spanish Cinema 2016





SOCIAL MEDIA



25

Posts during the Film Series

Recent Spanish Cinema Los Angeles
 Ayer a las 19:30 · 🌐

Muchas gracias a everyone who joined us for RecentSpanishCinema 2017! Your support helped make our 23rd year a success! See you for year 24 🇺🇸

Recent Spanish Cinema Los Angeles
 viernes a las 15:01 · 🌐

FRÁGIL EQUILIBRO, a Goya-winning documentary, tells three intertwined stories happening on three different continents. Don't miss it tomorrow at **Recent Spanish Cinema Los Angeles!** FREE RSVP: <http://bit.ly/2xP5aZr>



26

Posts during the Film Series



20

Posts during the Film Series

RecentSpanishCinema @RSpanis... · 3d ▾
 TODAY! Discussion between films with THE INVISIBLE GUEST actress Ana Wagener, plus introduction to RESCUE UNDER FIRE by director Adolfo Martinez.

RecentSpanishCinema @RSpanis... · 4d ▾
 Round Table with @alexdelafglesia #anawagener #martaetura #carlossantos and #adolfofomartinez !! @Cine!CAA #RecentSpanishCinema

+ Save the dates & Press releases sent to over **55k**

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





PROMOTIONAL MATERIAL

Theater Gate Banner



Courtyard and Column Banner



Media Wall



Poster



Brochure – Movie Program



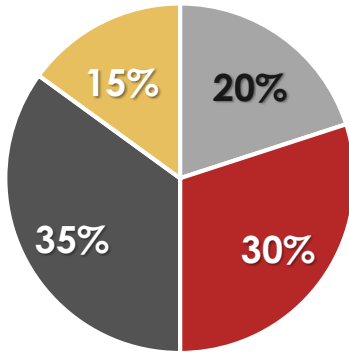
Sponsors Logos on Screen





MEDIA EXPOSURE

ADS CAMPAIGN



■ Radio

Los Angeles

LA WEEKLY

■ Print



■ Digital



MEDIA COVERAGE



Fotogramas

VARIETY

rtve

TELECINCO.es

CANAL+

cuatro

iHOLA!

EL MUNDO.es

ABC

Los Angeles Times

europa press

LA VANGUARDIA

terratv



El Confidencial

HEPA

SEMANA

YAHOO!



CINEMA BUZZ

decine21.com

20 minutos

Cine&Tele

elEconomista América.com



eldiario.es Periodismo a pesar de todo

LAS VEGAS INFORMER

AUDIOVISUAL451

FOX NEWS Latino

IndieWire

LA WEEKLY

VERSIÓN FINAL

el Nuevo Herald





SPONSORSHIP OPPORTUNITIES 2018

SPONSORSHIP BRAND OPPORTUNITIES	PREMIUM	GOLD	SILVER	SUPPORTING
LOGO PLACEMENT ON PRINTED PLATFORMS	\$10,000	\$5,000	\$3,000	\$1,500
Street Pole Banners*	LOGO			
SPOT 30' before the movies	YES			
RSC Banner at the Theatre Gate on Hollywood Blvd	LOGO	LOGO		
RSC Photocall (Step & Repeat)	LOGO	LOGO		
Banners at the Egyptian Theatre Courtyard	LOGO	LOGO		
RSC poster (500 units)	LOGO	LOGO	LOGO	
RSC Printed Movie Program /Brochure (5.000 units)	LOGO	LOGO	LOGO	LOGO
LOGO PLACEMENT ON SCREEN				
Projection on Q&A banner	LOGO	LOGO		
Projection before films	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
PROMOTIONAL MATERIAL & GIFTING				
Display of Promotional Material and/or pop up banner at the theatre	YES	YES	YES	
Insertions in Gift bags (600 units)	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
Print Advertisement	LOGO*	NAME	NAME	
Written recognition & Logo in Press Releases	LOGO	LOGO	LOGO	LOGO

* Subject to the City of Los Angeles availability

** 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.

- ❖ **Panel sponsored and presented by:** Dedicated slide on screen before the panel.



Logo on the Sponsors Slide on screen during the whole series and on the Spanish series website at the sponsors section. **Pop up banner** display opportunity during the panel



\$1.000



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



BACARDI



IBERIA



TOUS



ESTRELLA DAMM



LOLEA



CHOCOLATES VALOR



MACYS



