



# Discovering Latin America V Film Festival

## Description of the organization

[Discovering Latin America](http://www.discoveringlatinamerica.org) is a non-governmental organization (Registered Charity No. 1106705) formed in London in August 2002, composed of 90 volunteers from 15 countries.

DLA has an objective of promoting Latin American culture in London, and through the activities and events it organizes DLA collects funds to finance solidarity projects in Latin America (this year's charity will be decided in August).

The Discovering Latin America Film Festival ("DLA Film Festival") is London's largest Latin American film festival, now entering its 5<sup>th</sup> year.

## The festival

The DLA Film Festival comprises feature films, documentaries, shorts and film & culture events. This year's edition will program around 16 feature films and 6 documentaries from over 10 countries between November 23 and December 3, representing the very best of new film from across Latin America. Several will have their UK premieres and have introductions and Q&A sessions with the film director or producer and leading players. The programme also includes retrospectives, shorts and an industry forum, for an overall total of 51 screenings.

## Locations

The DLA Film Festival has its main base in two Odeon cinemas in the West End (Covent Garden and Panton Street) and in South London at the Ritz. Other venues used for special events and screenings are the Tate Modern (South Bank) and the Everyman (Hampstead).

## Media coverage and marketing

- Comprehensive coverage in major local and national newspapers and magazines for target audience, with total 6m readership.
- Specialist film and Latin American press.
- Own website, associated websites.
- Email and SMS lists (own, from Latin American embassies and organizations in London).
- Printed material (50,000 pieces): flyers, posters, catalogue.
- National and local radio programs.
- Launch screening and party in September.

## Type of audience

- Targeting 7,000+ attendees, 100,000+ visits to the website during festival.
- 50% male, 50% female.
- 46% of audience 25-34 years old, 23% 35-44.
- 61% ABC1s.
- 15% graduate/post-graduate students (currently).
- Attraction to festival: 45% cinema, 42% Latin America.

## Sponsorship opportunities and prices

- Main sponsors from £ 10,000
- Event(s) sponsors £ 3,000 - 5,000
- General sponsors £ 1,000 - 2,000

## Benefits to sponsor

### *Main sponsors*

- Primary credits on all the extensive advertising and media campaign and on press releases, and in over 50,000 pieces of print: flyers, posters, invitations, catalogues and other materials.
- Prominent location on and links from all pages of the festival's microsite.



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- Acknowledgements at all screenings.
- 50 tickets to the Opening Night and 50 for other special events and general films.
- Up to 200 concessionary tickets for employees and families.
- Banners in cinemas' foyers, as well as the opportunity to have their own printed materials and/or distribute product samples at selected screenings.
- Opportunity and support to host their own gala screening and party.
- Exclusivity in their product category.

### *Event(s) sponsors*

- Credits on the extensive advertising and media campaign and on press releases, and in over 50,000 pieces of print: flyers, posters, invitations, catalogues and other materials.
- Location on and link from start and sponsored event's pages of the festival's microsite.
- Acknowledgment at event.
- 50 tickets to the sponsored event and 10 for the Opening Night.
- Up to 100 concessionary tickets for employees and families.
- Banners in cinema's foyer, as well as the opportunity to have their own printed materials and/or distribute product samples at the sponsored event.
- Opportunity and support to host their own gala party.

### *General sponsors*

- Mention on large format advertising and pieces of print, including festival's catalogue.
- Location on and link from start page of the festival's microsite.
- 10 tickets for the Opening Night.

### **Timing**

All sponsorships need to be confirmed by 30 September 2006.