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RECENT  
**SPANISH**  
CINEMA

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SPONSORSHIP  
PROPOSAL

23<sup>rd</sup> EDITION OCT 19-22, 2017

**THE MOST OUTSTANDING RECENT  
SPANISH FILMS SERIES IN THE U.S.**

*Egyptian Theatre  
6712 Hollywood Blvd  
Los Angeles , California*

[www.egyptiantheatre.com](http://www.egyptiantheatre.com)  
[www.larecentspanishcinema.com](http://www.larecentspanishcinema.com)





## HISTORY OF THE SERIES

Recent Spanish Cinema has brought a showcase of the most outstanding recent Spanish films to Los Angeles since 1995. The series has won its place on the cultural and cinematic calendar of the city of Los Angeles. It's the 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 historic Egyptian Theatre, built in 1922 on the renowned "Walk of Fame" on Hollywood Boulevard, has housed each edition of the multiple screenings for lovers of Spanish cinema, accommodating 600 attendees per screening.

The Recent Spanish Cinema Series is an initiative of the Spanish Institute of Cinematography and Audiovisual Arts (ICAA), a branch of the Spanish Ministry of Education, Culture and Sport devoted to preserving, fostering, and promoting the Spanish filmmaking and audiovisual sectors, with the American Cinematheque, a non-profit cultural organization in the heart of Hollywood dedicated to public presentation of films of yesterday and today beyond the scope of the big, mainstream productions and EGEDA US, the Los Angeles branch of the Spanish audiovisual Producers' Rights Management association.

The series is an exceptional setting for the US debut of numerous Spanish film productions and it provides, thanks to the series' promotional & media campaigns, the opportunity for further distribution elsewhere in the United States.

In addition, the series brings to the city of Los Angeles the unique opportunity to meet & greet Spanish film celebrities who are presenting the films and who participate in Q&A sessions after the movies.



# RECENT SPANISH CINEMA



## ABOUT THE SERIES

**FEATURED IN US MEDIA OUTLETS**

**INTERNATIONAL MEDIA EXPOSURE : SPANISH  
SPEAKING NEWS OUTLETS IN SPAIN AND LATIN  
AMERICA**

**OPENING NIGHT RED CARPET**

**OVER 600 ATTENDEES PER NIGHT**

**OPENING NIGHT VIP PARTY**

**PANELS AND DISCUSSIONS WITH TALENT:  
ACTORS AND DIRECTORS**

**OUR FILMS: US PREMIERES AND BOX OFFICE HITS**

**55,000 + FOLLOWERS**

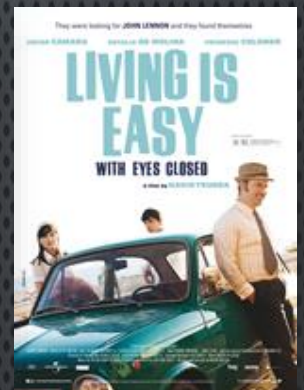
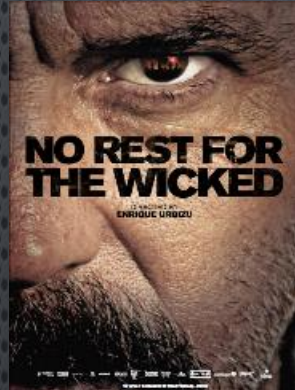
**AT THE EGYPTIAN THEATER ON HOLLYWOOD  
BLVD!. OVER 20 YEARS BRINGING SPANISH  
CINEMA TO THE US!**



# RECENT SPANISH CINEMA



GOYA WINNERS, BOX OFFICE HITS & THE OFFICIAL OSCAR ENTRIES AS BEST FOREIGN PICTURE



# RECENT SPANISH CINEMA



## GUESTS OF THE SPANISH SERIES

PAZ VEGA



PACO LEON



CLARA LAGO



MARTINO RIVAS



DAVID TRUEBA



HUGO SILVA



ANTONIO DE LA TORRE



JULIO MEDEM



EMILIO ARAGON



# RECENT SPANISH CINEMA



## GUESTS OF THE SPANISH SERIES

MAXI IGLESIAS



LUIS TOSAR



GOYA TOLEDO



MIGUEL ANGEL MUNIOZ



EDUARDO NORIEGA



ANGIE CEPEDA



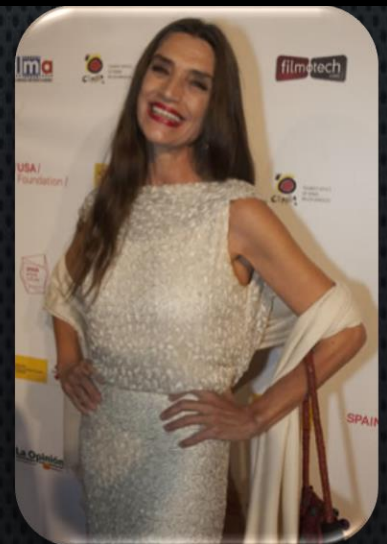
MARTA ETURA



CARLOS BARDEM



ANGELA MOLINA

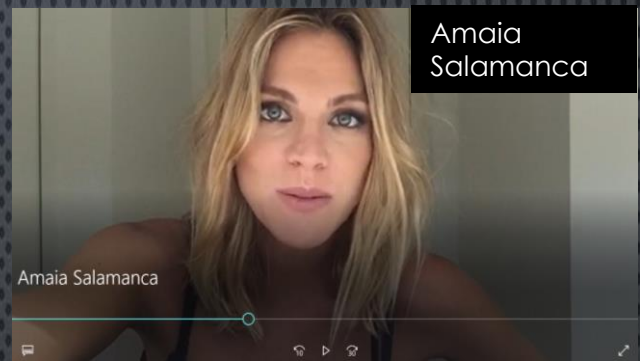


# RECENT SPANISH CINEMA



## TALENT SUPPORTING THE SERIES

Numerous actors from Spain and Spanish speaking actors based in LA showed their support to the series sending exclusive videos to invite moviegoers to watch their films. These greetings from popular talent were a great tool for our social media platforms and helped spread the word and create hype around the series.



### BELEN CUESTA

*"Muestras como esta que promocionen el cine que hacemos y las historias que contamos, que lleguen a sitios como este, a este teatro y a esta ciudad es maravilloso. Mas debería pasar porque yo creo que se hace un gran cine en nuestro país"*



### PACO LEON

*"I believe there is a big audience who connects with our movies but 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



## ATTENDANCE

THERE WAS AN INCREASE IN ENGLISH SPEAKING ATTENDEES

3000 + people in 2016

THE AUDIENCE WAS COMPOSED OF:

- FOREIGN FILM LOVERS AND AMERICAN CINEMATHEQUE MEMBERS AND FOLLOWERS.
- SPANISH SPEAKING VIEWERS OF DIFFERENT NATIONALITIES.
- ORGANIZERS OF INTERNATIONAL FILM FESTIVALS.
- FILM DISTRIBUTORS.
- MEMBERS OF THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCE.
- JOURNALISTS & TV HOSTS (INCLUDING HFPA, CNN, UNIVISION, VARIETY AND L.A. TIMES).
- PR AND PUBLICISTS.
- STUDENTS AND TEACHERS FROM VARIOUS COLLEGES AND UNIVERSITIES.



## US & LATIN-AMERICAN CELEBRITIES IN ATTENDANCE

Patricia Riggen



Leynar Gomez



Demian Bichir





# Social Media

**Truman Film** @trumanfilm · 4d  
 Localidades agotadas ayer en Los Angeles, en la inauguración del @RSpanishCinema, que termina el domingo 16 @CineCAA

**Cristian Valencia** @\_cristianvalen · 10/11/16  
 No podemos sentirnos más afortunados formar parte del @RSpanishCinema de #LosÁngeles junto a... [instagram.com/p/BLa16vNB-Dr/](https://www.instagram.com/p/BLa16vNB-Dr/)

**J.M. Longoria** @jm\_longoria · 4d  
 Supporting the @RSpanishCinema tonight!! Thank you @dennispastorizo for the photo!!... [instagram.com/p/](https://www.instagram.com/p/)

**Alba Ribas** @\_albaribas · 3d  
 Hello L.A. 😊  
 Today @ThecorpseofAnaF in the @RSpanishCinema ❤️🔥

**Lorena Bernal** @LoBer99 · 2d  
 @trumanfilm con @BombitaDarin y @JAVIERCAMARA1 en @RSpanishCinema Película, guión y actores maravillosos! #cine #redcarpet #lorenabernal

**Assumpta Serna** @assumptaserna · 4d  
 Anoche en @RSpanishCinema con los maravillosos @BernardBullen #HelenaHaro y #Villa #LA #cine

**Roque Baños** @roquebanos · 3d  
 Una estupenda velada con buenos amigos y compañeros. [lavanguardia.com/vida/20161014/...](http://lavanguardia.com/vida/20161014/...) @RSpanishCinema #Cine #LosAngeles @EFEnoticias @LaVanguardia

**Andrea Vicunia** @andreavicunia · 4d  
 @trumanfilm @RSpanishCinema @CineCAA increíble! Todo el Teatro entregado! Un gusto veros juntos @JAVIERCAMARA1 @BombitaDarin ❤️👏 #maestros



leynar.gomez Egyptian Theatre ·  
 silviakal1 y 168 personas más leynar.gomez invitado a la Premier de Cine Español!!!



hollywooddiario Egyptian Theatre ·  
 6 reproducciones  
 hollywooddiario Belén Cuesta #actress presentando @kikipeliula del director @pacoleon Spanish Cinema #hollywood #rscinla



whitebearr Egyptian Theatre ·  
 13 Me gusta  
 whitebearr Actress Belen Cuesta gives an interview during @recentspanishcinema #rscinla



deborahdominguez Egyptian Theatre ·  
 84 personas más deborahdominguez #Quemaravilla & #queorgullo #español ❤️ #LANOVIA



murielofficial\_ Egyptian Theatre ·  
 131 Me gusta



anil\_pichua Egyptian Theatre ·  
 36 Me gusta  
 anil\_pichua Perfect Saturday night!! #spanishgirl #movie #kiki #pacoleon #pics #smile #gri #laughing #illymoments #friends #rscinla #spanishcinema #rscinlatheatre #Spain #losangeles



jm\_longoria ·  
 92 personas más jm\_longoria Supporting the @recentspanishcinema tonight!!! Thank you @dennispastorizo for the photo!! #recentspanishcinema #JMLongoria #Latinos #Spain #Truman



spain\_inla Egyptian Theatre ·  
 21 Me gusta  
 spain\_inla En la alfombra roja con ocasión de la inauguración de la Muestra de Cine Español el pasado día 13 en el Egyptian Theatre de Los Angeles. Aparecen en la fotografía, entre otros, los directores de cine Paula Ortiz y Javier Ruiz Caldera con Elvi Cano, directora de EGEDA US, Rafael Cabrera del ICAA y el Cónsul General. La Muestra ha sido un éxito y el mejor ejemplo de talento y la creatividad del cine español. @RSpanishCinema @elvicano #spanish #film #egyptiantheatre #hollywood #losangeles #LA #Spain

sergiomacian Egyptian Theatre ·  
 christlanrodriguez, valgomeng y 53 personas más sergiomacian #rscinla #gals #spanish #cinema #guiltyascharged #complicatedlove #cordoba #laughing #smileoverstayed

murielofficial\_ Egyptian Theatre ·  
 399 Me gusta  
 murielofficial\_ I leave here some photos of the Gala #recentspanishcinema to which I had the pleasure of being invited last night. I hope you like it... más

hollywooddiario Goya Toledo #actress en la Red Carpet Recent Spanish Cinema #hollywood #rscinla @a6cinema @goyatoledo

# SPONSORSHIP OPPORTUNITIES 2017



**LOGO PLACEMENT**

Incorporate your brand logo in various digital & printed platforms. Increase brand awareness thanks to our media wall.



**INVITATIONS/ PASSES**

Sponsors gain VIP access to the Opening night, passes for the Series and tickets for the screenings.



**LOGO PLACEMENT PRESS**

We offer each brand the opportunity to create personalized experiences and promotional materials.



**SCREEN TIME**

Align your brand logo through our press publicity.

Great exposure with your logo included before each film screening. Improve your engagement including both logos and trailers before the screenings throughout the Series.



**ONSITE PRODUCT INTEGRATION AND SAMPLING**

Generate a unique experience for the audience with product integration and sampling at our opening night or at our daily screenings.



**DIGITAL**

Over 55,000 subscribers receive the newsletter from Egeda US, the Egyptian Theatre, and the Consulate General of Spain in Los Angeles.



**GIFTING**

Reach out to the Series' audience and our VIP guests thanks to a wide variety of product placement opportunities.



**SOCIAL MEDIA**

Mention on Instagram (5k+ followers), Twitter (19000+ followers), Facebook (30.000+ followers) .



**HAPPY HOURS**

Opportunity to sponsor or present one screening through our Happy Hours.

**OTHER SPONSOR OPPORTUNITIES**

We offer exclusive opportunities to promote your brand and engage Los Angeles audiences.