

GRAMMANS
EGYPTIAN

SPONSORSHIP PROPOSAL



RECENT
SPANISH
CINEMA

25th Annual
Recent Spanish Cinema

Los Angeles

**October
2019**





WHAT...

Be part of **One of the oldest and most successful foreign film series in the US** which has contributed significantly to placing "Made in Spain " productions in the vanguard of international filmmaking.

WHERE...

At the **Egyptian Theatre** , major Hollywood landmark & the American Cinematheque's permanent home, **the venue for the first-ever Hollywood premiere**. A reminder of the glamour that made Hollywood Boulevard famous. **Or at a similar venue.**

WHO.....

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. **Pedro Almodóvar, Javier Bardem, Viggo Mortensen, Angela Molina, Clara Lago, Paco León....**

WHY.....

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. It's a unique networking experience, a link between the Spanish, Latin-American and US film industry .



ABOUT THE SERIES



600+
per Night



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



4
Days



Opening Night
Red Carpet
followed by VIP
Party



25 Years in
Los Angeles



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



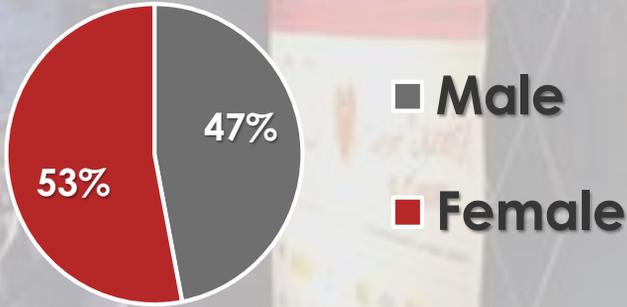
8
Movies +
Short Film
program



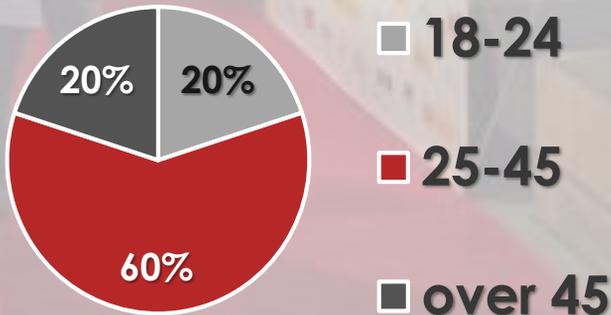
Networking
events,
Q&A &
Panels

ABOUT THE SERIES

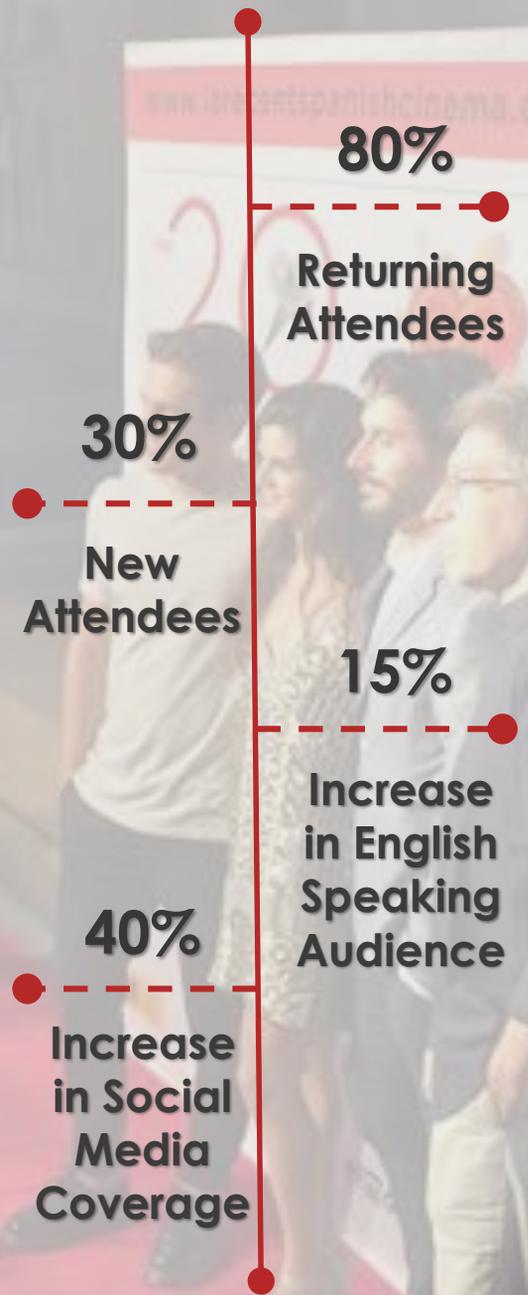
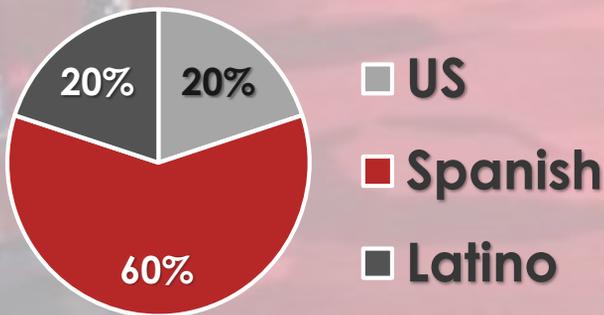
GENDER



AGE

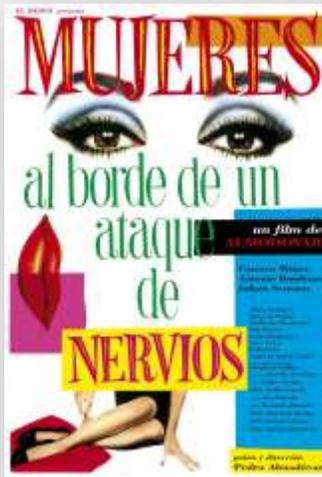


AUDIENCE





FILM PREMIERES





PROMOTIONAL MATERIAL

Banners



Banners



Media Wall



Poster



Brochure – Movie Program



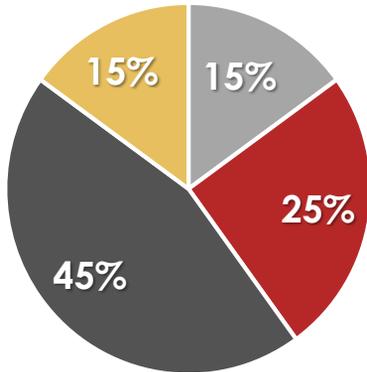
Sponsor Logos on Screen





MEDIA EXPOSURE

ADS CAMPAIGN



■ Radio

■ Print

■ Digital

■ Spot at Movie Theatres

Los Angeles

LA WEEKLY



MEDIA COVERAGE



europa
press



UNIVISION

TELECINCO.es

EL MUNDO.es

El Confidencial



Cine&Tele

AUDIOVISUAL451
el medio oficial del Festival de Cannes

LA WEEKLY

Fotogramas

CANAL+

ABC

LA VANGUARDIA



CINEMA BUZZ

elEconomista
América.com

FOX NEWS
Latino

VARIETY

cuatro

Los Angeles Times

LatAm
cinema.com

SEMANA

decine21.com



IndieWire

el Nuevo Herald

rtve

iHOLA!

LNTV

YAHOO!

AP

eldiario.es
Periodismo a pesar de todo





SPONSORSHIP OPPORTUNITIES 2019

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	LOGO	LOGO		
RSC Photocall (Step & Repeat)	LOGO	LOGO		
Banners at the 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				
Opening night VIP tickets (movie + after party) with Reserved seats	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 SPONSOR 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.



- ❖ **A dedicated space for your brand:** a dedicated space at the majestic Egyptian Theater to create an engaging experience with the audience.

We work intimately with each brand to create unique, customized experiences. Give us your ideas and we can make it happen



Photo booth
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**

PRESENTED AND PRODUCED BY



PREVIOUS SPONSORS





GUESTS AT RECENT SPANISH CINEMA