



## SPONSORSHIP OPPORTUNITIES

# **FIRST** **DES** **MOINES** **LATINO** **FILM** **FESTIVAL**

JUNE 18-20, 2021

OUR PARTNER





ABOUT / LATINO CENTER OF IOWA



LATINOCENTER  
OF IOWA



## ABOUT OUR ORGANIZATION

Latino Center of Iowa (LCI) is a non-profit 501(c)(3) organization working to promote culture and develop leadership and connections for the future of the Latino community in Central Iowa. Our vision is to meet the needs of the Latino community to unite, develop skills, and share its culture and history. We do this through education, resources, programming, and community-building events.



## OUR CORE VALUES

Our core values are Empowerment, Community, Excellence, Good Stewardship, Diversity and Inclusion, and Empathy and Hope.

## YOUR IMPACT

The Latino Film Festival's goal is to bring awareness, educate and engage Iowans. The festival is open and free to all to ensure access to the art of film.

Your generous support of the film festival goes to support the educational programming of the Latino Center of Iowa, serving children and families in central Iowa. Additional support allows for us to reach more people throughout Iowa.



ABOUT / DES MOINES LATINO FILM FESTIVAL



LATINOCENTER  
OF IOWA

# WHY / THE GOALS OF THE DES MOINES LATINO FILM FESTIVAL ARE AS FOLLOWS:

- 01 / Provide access to Latino films not available in local theaters
- 02 / Support Latino filmmakers
- 03 / Connect Iowans to aspects of Latino culture and social life not presented in mainstream media.

Latino Center of Iowa, in partnership with the Chicago Latino Film Festival, has created Iowa's first Latino film festival celebrating the rich cultural diversity of the Des Moines community through food, art, music, and performances featuring films from Latin America and Spain and showcasing the work of local Latin filmmakers.

Diversity, equity and inclusion is paramount and art must be accessible to all people in our community. It is important for Iowa to retain our young people, and offering a vibrant cultural scene is key to making our communities an attractive place to live.

Attendance to this 3-day festival is free to all, and to do this we are relying on the partnership, generosity and support of our sponsors to help us bring this first annual festival to Des Moines with an estimated attendance of over 2,000 over the three days.

## LATINO POPULATION BY THE NUMBERS

198,550

As of July 1, 2019, the estimated Latino population of Iowa is 198,550, making people of Hispanic or Latino origin the state's largest race or ethnic minority.

141%

The percent change in the Latino population from 2000 to 2019. This is an 116,077 increase for the period according to 2019 Annual Population Estimates.

## COMMUNITY

The vision of a few represents the voices of the many. Visionaries bring a partnership of experience to our community and discover opportunities within our community. This unique project brings together diverse partnership opportunities and enthusiasm built to embrace young and old, families and individuals, LatinX and all cultures and identities to make this event all inclusive, engaging all partnerships, from neighborhood associations, schools, community-based organizations, artists, corporations, and small businesses to participate in, partner with, and celebrate this inaugural event.

## LONG LOOK

The Latino Center of Iowa (LCI) will leverage this annual film festival to build awareness and capacity for the organization. As the Latino population is the fastest growing demographic in Iowa, LCI is committed to providing the resources and support for this growing population, with a long-term vision of developing a physical space to support and be a resource for those individuals and families and our employers and community leaders. This will achieve our mission to serve more people and to provide a space for people to gather in community.

# JOIN US FOR A 3-DAY CELEBRATION OF THE LATINO CULTURE THROUGH ARTS, MUSIC, FOOD, MOVIES AND OTHER PERFORMANCES FOR INDIVIDUALS AND FAMILIES – YOUNG AND OLD.

Iowa Latino produced films and directors will be celebrated throughout the festival, interspersed with the four + National / International Feature Films from our partner organization, Chicago Latino Film Festival celebrating 37 years.



PROMOTIONAL POSTER DESIGN

## EVENT LOCATION

### RIVERVIEW PARK

710 Corning Ave / Des Moines, IA 50313

FOR SATURDAY & SUNDAY ONLY

## SCHEDULE OF EVENTS

### FRIDAY

Street Party on 16th Street Between East Grand and East Des Moines Street. **Shops, Music, Food & Fun for All Ages.**

### SATURDAY & SUNDAY

RiverView Park hosting performers and performances all day with vendors, food trucks and sponsor booths featured.

**WE ESTIMATE ATTENDANCE OF IOWA'S INAUGURAL FESTIVAL TO BE OVER 2,000 OVER THE THREE DAY EVENT.**

Support comes from our Event Partners and Contributors such as Bravo, the Iowa Arts Council, Parks Area Foundation, Polk County, The Des Moines Art Center, Speak PR, PlasticA Designs, and Lamar Outdoor Advertising to name a few.

## ABOUT THE FILMS

---

### SE BUSCA NOVIO...PARA MI MUJER

LOOKING FOR A BOYFRIEND...FOR MY WIFE



### FILM SYNOPSIS

Based on Pablo Solarz's 2008 Argentinian comedy of the same title (itself remade in Mexico a couple years ago), Diego Rougier's new film centers on Daniel (Fernando Larraín), a frustrated husband who has lost his patience with his rather temperamental wife Natalia (Javiera Contador). Afraid to ask her for a divorce, Daniel follows his best friend's advice and hires a Lothario who can seduce her out of his life. And, of course, things do not go according to plan.

**Genre /** Comedy, 2017

**Country /** Chile

**Director /** Diego Rougier

**Film Length /** 99 Minutes

**Language /** Spanish w/ English Subtitles

### EL JUGADOR DE AJEDREZ / THE CHESS PLAYER



### FILM SYNOPSIS

After Diego Padilla wins the Spanish Chess Championship he meets a beautiful French journalist called Marianne and they soon marry and have a daughter. But when the Spanish Civil War breaks out and his best friend is assassinated, Mariana convinces Diego to move to France; fate deals them a cruel hand when Diego is accused of spying by the Nazis and imprisoned in an SS prison. His survival and the opportunity to reunite with his wife and daughter will depend now on his frequent chess matches with Nazi Colonel Maier.

**Genre /** Drama, 2017

**Country /** Spain

**Director /** Luis Oliveros

**Film Length /** 98 Minutes

**Language /** Spanish w/ English Subtitles

## ABOUT THE FILMS

---

### BUEN DÍA, RAMÓN / GUTEN TAG, RAMÓN



### FILM SYNOPSIS

Ramón, a young farmworker from Northern Mexico, has failed to cross the border five times. He refuses to work for the drug traffickers who provide his hometown's only source of employment and travels to Germany in search of a friend's aunt who will supposedly offer him a job. He arrives with no money, no papers, no knowledge of the language and no friend's aunt in sight. He barely survives on the streets until he meets Ruth, a lonely retiree, who offers him help, even though they can only communicate through drawings and hand signs. They do have one language in common: the universal language of friendship.

**Genre /** Drama, 2013

**Country /** Mexico & Germany

**Director /** Jorge Ramirez Suarez

**Film Length /** 120 Minutes

**Language /** Spanish & German w/ English Subtitles

### BROCHE DE ORO: COMIENZOS

#### THE GOLD BROOCH: BEGINNINGS



### FILM SYNOPSIS

Find out how the naughty trio of Rafael, Pablo and Anselmo became best friends in this hilarious and touching prequel to Puerto Rico's box office smash hit, "Broche de Oro". Rafael (Jacobo Morales) reluctantly accepts to be sent to a nursing home by his son after his wife's death. There he meets Pablo (Diego de la Texera), a man with delusions of being a Don Juan, and hypochondriac Anselmo (a riotous turn from Adrián García). With the help of a trio of women nicknamed "The Greeks" (Charytín Goyco, Georgina Borri y Noelia Crespo), they live up what would otherwise be a routine existence. The rare prequel that works as a standalone story, "Broche de Oro: Beginnings" far surpasses the original in its wit and poignancy.

**Genre /** Comedy, 2017

**Country /** Puerto Rico

**Director /** Raúl Marchand Sánchez

**Film Length /** 87 Minutes

**Language /** Spanish w/ English Subtitles



SPONSORSHIP OPPORTUNITIES



LATINOCENTER  
OF IOWA

## SPONSORSHIP AWARENESS

### STATIC & DIGITAL BILLBOARDS

Billboards provided by Lamar Advertising as in-kind donation

**STATIC BILLBOARDS** / 6 weeks leadup to event date  
 5-10 locations throughout Greater Des Moines Metro

**DIGITAL BILLBOARD** / 1 week leadup to event date  
 1 premium location in Greater Des Moines Metro

**ESTIMATED FOOTPRINT** / 500,000 impressions

**SPONSORSHIP AVAILABILITY** / Presenting



### PROMOTIONAL SIGNAGE

#### LOCATION OF EVENT SIGNAGE

Riverview Park Amphitheater concrete supports (X2)

**PROMINANCE** / Banner viewable by all participants

**PLACEMENT** / Company Logo Alongside Other Sponsor

**SPONSORSHIP AVAILABILITY** / Presenting / Festival Day



## LIMITED EDITION ARTPRINT BY ARTIST

### ARTIST OVERVIEW

The Latino Center Of Iowa has commissioned international and local Iowa Latino artist, Edgard Camacho, to create a limited edition art print unique to the 2020 Des Moines Latino Film Festival. This art print will be limited to just 50 copies and available to our sponsors according to tiers and available to the public to purchase. All proceeds will go to Latino Center Of Iowa for programming and operations.

**SPONSORSHIP AVAILABILITY / ALL LEVELS**



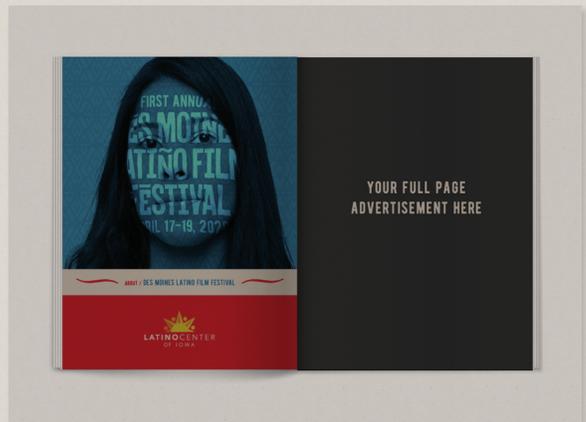
## PROGRAM ADVERTISING

**ADVERTISING / Full Page Advertisement**

**DETAILS /** Every participant will receive a lanyard with the program inside each one. We are estimating over 2,000 engaged participants

### SPONSORSHIP AVAILABILITY

Presenting / Festival Day / Contributing



## PROGRAM COVER & LANYARD LOGO PLACEMENT

**ADVERTISING / Cover Of Program**

**LOCATION OF LOGO / Cover Of Program & On Lanyard**

**DETAILS /** Every participant will receive a lanyard with the program inside each one. We are estimating over 2,000 engaged participants

### SPONSORSHIP AVAILABILITY

Presenting Sponsor



## WEBSITE PROMOTIONS

Logo will be included on the home page of website along with prominence on the 2020 Des Moines Latino Film Festival page located at [Latinocenterofiowa.org/filmfestival](http://Latinocenterofiowa.org/filmfestival).

**ADVANTAGE /** We will link your company website to the graphic representing your company and cross promote on social media to expand brand recognition.

### SPONSORSHIP AVAILABILITY

Presenting / Festival Day / Contributing



## FILM FESTIVAL TRAILER

**AUDIENCE ESTIMATION /** 600+ For Three Day Festival

Logo will be included in the 2020 Latino Film Festival Trailer screened before each film shown throughout the festival.

### SPONSORSHIP AVAILABILITY

All levels except "Friend Of Film"

### 30-60 SECOND VIDEO OR STATIC ADVERTISEMENT

Opportunity to include 30-60 second video ad or static ad into the intro to the screening of each film.

**SPONSORSHIP AVAILABILITY /** Presenting Sponsor



**75,000+**  
**MAILING LIST**

## EBLAST CAMPAIGN

LCI will collaborate with our partners, The Des Moines Art Center & The Chicago Latino Film Festival to blast out promotions for awareness and promotions for the event. We expect 75,000+ contacts from all three organizations.

### SPONSORSHIP AVAILABILITY

Presenting / Festival Day



**75,000+ LIKES**  
**& AUDIENCE ENGAGEMENT**

## SOCIAL MEDIA ADVERTISING

LCI will collaborate with our partners, The Des Moines Art Center & The Chicago Latino Film Festival to post social media posts and ad promotions for awareness and promotions for the event. We expect 55,000+ contacts from all three organizations.

### SPONSORSHIP AVAILABILITY

Presenting / Festival Day

**FIRST DES MOINES LATINO FILM FESTIVAL**  
 JUNE 18-20, 2021

**SPONSORSHIP MATRIX**

	SPONSOR PRESENTING	DAY FESTIVAL SPONSOR	SPONSOR CONTRIBUTING	FILM SPONSOR ADOPT A	SPONSOR GROW LOCAL	FILM SPONSOR FRIEND OF
	\$5,000	\$3,000	\$1,500	\$500	\$250	\$100
Presenting Sponsor*: top logo placement on all marketing materials**	●					
Your :30 or :60 second video or static ad shown before each film screening during festival	●					
Logo on Inaugural Des Moines Latino Film Festival Lanyard Strap	●					
Logo included in digital billboard ad & promotional print ads	●	●				
Unique Eblast Plus Social Media Post + Shout Out	●	●				
Logo included on social media ads	●	●				
Logo included on Electronic VIP Reception Invitations distributed to media & VIP guests (event open to film attendees)	●	●	●			
Logo included on Latino Center of Iowa Website	●	●	●			
Logo placement in festival promotional weekly e-blast beginning May, 2021	●	●	●			
Sponsor Background on Virtual Live Events	●	●	●			
Logo on Festival T-Shirts	●	●	●			
Logo on Festival Merchandise Swag Bag	●	●	●			
:10 second Video Bump @ Adopt A Feature Film				●		
:10 second Video Bump @ Adopt A Local Feature Film					●	
On-Stage Official Mention & Thanks by Festival Director throughout the festival	●	●	●	●		
Acknowledgement in press materials	●	●	●	●		
Logo included in Film Festival trailer shown before each film screening	●	●	●	●	●	
Your Promotional Materials Included in Festival Swag Bag	●	●	●	●	●	
Booth Space on Saturday & Sunday at RiverView Park	●	●	●	●	●	●
18" x 24" Art Print by Artist Edgard Camacho Screenprinted by Plastic A Designs	●	●	●	●	●	●



LATINOCENTER  
OF IOWA

**FIRST** **DES** **JUNE 18-20, 2021**  
**MOINES** **LATINO**  
**FILM** **FESTIVAL**

**INTERESTED IN SPONSORING?**

Luis Leon, Latino Center Of Iowa Board President  
P / 515.635.4134 E / [iowaLatinocenter@gmail.com](mailto:iowaLatinocenter@gmail.com)

