

**BOSTON** **LATINO**  
international  
**FILM** **FESTIVAL**

*Bridging Communities through Movies*



15<sup>TH</sup> ANNUAL BOSTON LATINO INTERNATIONAL FILM FESTIVAL  
SEPTEMBER 28 - OCTOBER 1, 2017

**EMERSON COLLEGE/ARTSEMERSON**

**NORTHEASTERN UNIVERSITY**

**DAVID ROCKEFELLER CENTER  
FOR LATIN AMERICAN STUDIES  
AT HARVARD UNIVERSITY**

[bliff.org](http://bliff.org)

Fiscal Sponsor: Filmmakers Collaborative



The **Boston Latino International Film Festival (BLIFF)** is the east coast's largest, longest-running, and most exciting presentation of cinema from the Spanish-speaking cultures of the Americas. Entering our 15<sup>th</sup> year, BLIFF has screened more than 500 films from over 20 countries, reaching a diverse audience of over 21,000 people. This year's festival features a carefully curated selection of international award winners, and the Boston premieres of provocative features, documentaries, and shorts that entertain, educate and empower diverse audiences.

## Why sponsor?

BLIFF offers your company cost-effective channels to build brand awareness, boost visibility, and create cross-cultural bridges with Boston's fast-growing Latino community. Featuring innovative voices telling unique human stories, this hip cinematic showcase will help you to:

- Reach over 3,000 audience members through over 20 film screenings, workshops and Hispanic Heritage Month Opening Night reception
- Make 40,000 additional impressions through print promotions in Spanish language press and social media
- Connect with BLIFF's partners – Harvard University, Emerson College and Northeastern University – three of our nation's top universities
- Network with a diverse audience of Latino business, academic and community leaders, as well as students, filmmakers, cinema enthusiasts, and journalists
- Make face-to-face marketing impressions on Latino consumers through placement of your brands, products and community outreach initiatives

The 2012 purchasing power of Latinos in Massachusetts totaled \$15.3 billion in 2012 —an increase of **505.3%** since 1990.\*

\* Jeffrey M. Humphreys, *The Multicultural Economy 2012* (Athens, GA: Selig Center for Economic Growth, University of Georgia, 2012).

# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor — \$10,000

- Exclusive branding as Presenting Sponsor of Festival in all online, social media and print promotions and advertising
- Exclusive designation as Hispanic Heritage Month Celebration Sponsor and speaking opportunity during Opening Night reception
- On-screen digital advertisement(s) and logo featured prior to each screening
- Social media presence in all postings (Facebook, Instagram, Twitter, etc.)
- Company logo in all print (program book, promotions and advertising)
- Digital logo (hyperlink on Festival homepage, email blasts and on-screen)
- VIP access (one row reserved) to all films
- Banner (provided by company) displayed prominently at all Festival events
- Product table
- Award for Festival's Best Film branded with company name
- Full-page ad and listed as Presenting Sponsor in program book and BLIFF website

## Gold — \$5,000

- Official designation as College Night Sponsor and speaking opportunity during Closing Night Reception
  - On-Screen digital advertisement(s) and logo featured prior to each screening
  - Social media presence in all postings (Facebook, Instagram, Twitter, etc.)
  - Company logo in all print (program book, promotions and advertising)
  - Digital logo (hyperlink on Festival homepage, email blasts and on-screen)
  - VIP access (Ten seats reserved) to all films
  - Banner (provided by company) displayed prominently at all Festival events
  - Product table
  - Festival's Audience Award (or other preferred award) branded with company name
  - Half-page ad and listed as Gold Sponsor in program book and BLIFF website
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## Silver — \$2,500

- Digital logo (hyperlink on Festival homepage, email blasts and on-screen)
- VIP access (Five seats reserved) to all films
- Banner (provided by company) displayed prominently at all Festival events
- Festival's Audience Award (or other preferred award) branded with company name
- Quarter-page ad and listed as Silver Sponsor in Program Book and BLIFF website

## Bronze — \$1,000

- VIP access (Two seats reserved) to all films
- Listed as Bronze Sponsor in program book and BLIFF website

## Community Partner — \$500

- Listed as Community Partner in program book and BLIFF website
- Two tickets to one film

## Superfriend — \$250

- Listed as Superfriend in program book and BLIFF website

## Friend — \$100

- Listed as Friend in program book

To find out more or to get involved, email us at [info@bliff.org](mailto:info@bliff.org).



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