



aluCine

17th Latin Film+Media Arts Festival

June 7-10, 2017



About the Festival

The annual aluCine Latin Film+Media Arts Festival is Canada's longest-running Latin film festival. The festival functions as a vital outlet for emerging and established Latin filmmakers living in Canada, Latin America and the diaspora, while our year-round screenings, symposiums and workshops promote the development of Latin film and culture in Toronto.

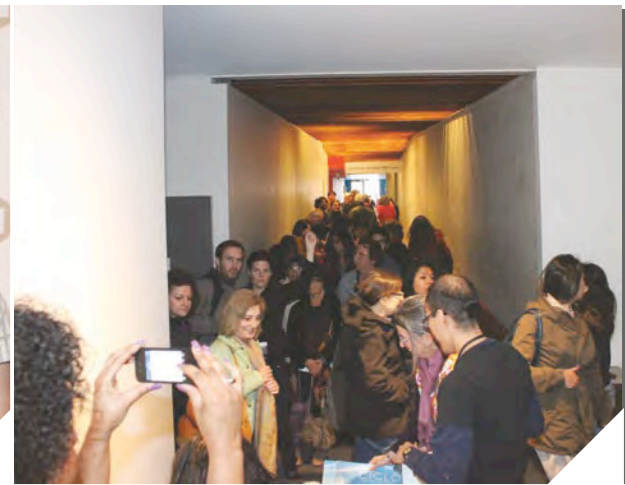
Over the past 16 years, aluCine Toronto Latin Film+Media Arts Festival has risen to become the leading exhibitor of coveted Latin works with a film repertoire including over **550 premieres** and over **40 gallery exhibitions in the GTA**. aluCine Festival brings highly-anticipated premieres of award-winning international films as well as a diverse showcase of independent work made by Latin-American directors. In 2017, we will attract 7,000+ visitors representing educated and influential consumers!

The aluCine Festival Audience

Supporting aluCine will allow you access to a very niche group of urban and cultured travellers in a concentrated timeframe. In 2016, the aluCine Festival audience increased by over 30% to over 7,000 visitors to our screenings, performances and gallery exhibitions at many venues in downtown Toronto. Before and after events, they visited local cafés, restaurants, theatres, galleries and stores.

We expect numbers to be even higher this year. Our audiences are:

- Primarily young people 44% are between the ages of 18-34
- Highly educated 70% hold a post-secondary degree
- Employed in cultural institutions, media and information technologies
- Arts oriented and highly sociable weekly frequenters of restaurants, theatres and galleries
- Brand-loyal and believe in the festival over 80% of our audience attends more than one event!



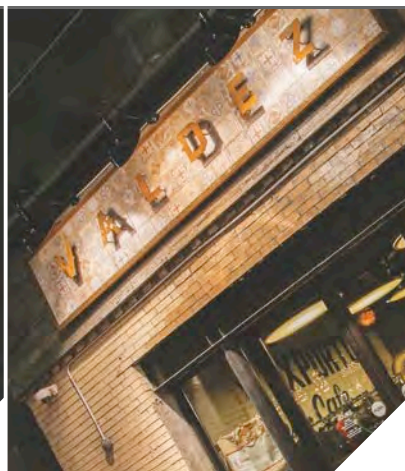
The aluCine Experience

The festival will be held in June 2017 featuring opening and closing celebration galas, recognized feature films, short films programs for adults and children, contemporary art exhibitions, performances, artist talks, industry panel series and much more.

In 2016 we presented 60 films; 27 of those from Canada and 33 from over international countries. We used 10 venues across the Greater Toronto Area, including art galleries, cinemas, hotels, and universities. We presented online videos, live music performances and dance shows all to eager audiences!

This year aluCine will celebrate its 17th anniversary showcasing the best of Latin-Canadian talents in cinema and media arts !





Supporters

You will have access to our ever-growing audiences (7,000+ in 2016) aluCine is known for consistently premiering new cultural experiences for our eager audiences. aluCine is a major cultural event in this country each year and has an international reputation for presenting unique and innovative programming.

We are a charitable, progressive and inclusive festival and committed to audience development and outreach through affordable access, free educational tours, artists talks and workshops. We work closely with our diverse range of exhibition, production and distribution organizations as Community Partners and reach their audiences. Print, radio and on-line media consistently recommend our innovative programming.

Join our prestigious supporters including Sony Centre, Women in Film & Television, Toronto Hispano, Havana Club, Musta Costa Fortune, Hispanic Business Alliance, Canadian Filmmakers Distribution Centre, Liaison of Independent Filmmakers, Milan Wineries, Valdez Restaurant, Havana Club, Milagro Cantina, Steam Whistle Brewing, Fonda Lola, Dark Horse, The Super8 Hotel, Scotia Bank, and many more!!!

Our 17th Anniversary Festival will be the LARGEST aluCine Festival yet!!

Government support is strong through our major funders: Canada Council for the Arts, Ontario Arts Council and Toronto Arts Council, Canadian Heritage, and the Trillium Foundation which actively participate in our yearly educational programs and industry panels. aluCine is also generously supported by the Ontario Trillium Foundation grant at a multi-year level.

A testament to the aluCine's reliable integrity, commitment to growth and advocacy of the Latin Cultural richness community.

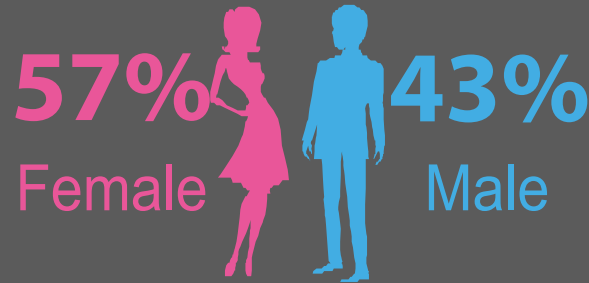


Numbers

That Matter

Festival Demographics

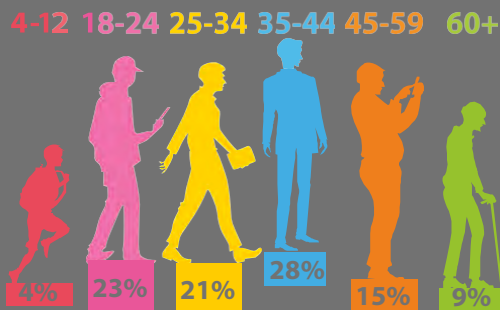
GENDER:



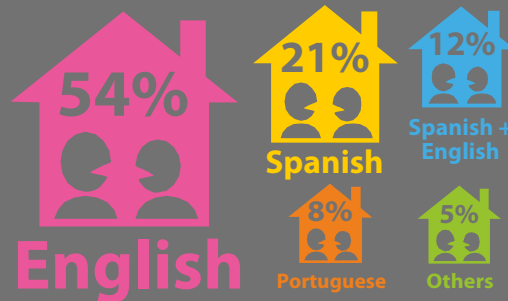
EDUCATION:



AGE:



LANGUAGES SPOKEN AT HOME:



AUDIENCE :



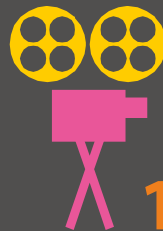
Public Attendees

Broadcaster, distributors, curators, students, filmmakers, producers, artists, and film lovers)



Pan-American Countries

Participants



Films:

550 Premieres;

1550+ Short Films

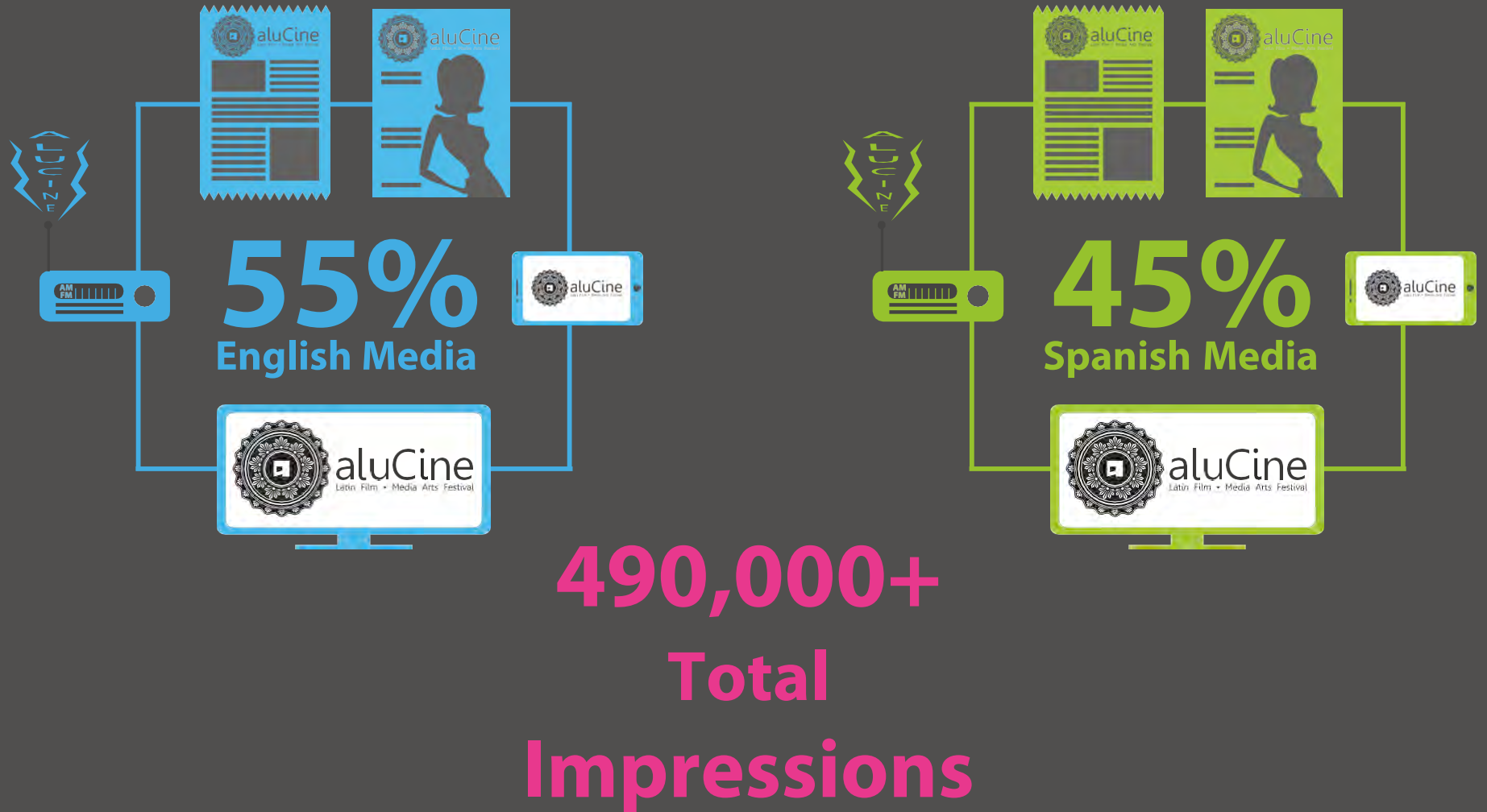
Main Venue: 2016

Jackman Hall in the Art Gallery of Ontario (AGO) Artscape Wychwood Barns Trinity Square Video - U of T



Numbers That Matter

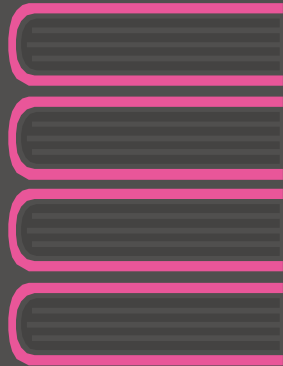
Festival Media Impressions



Numbers That Matter

Festival Promotion

7,500 Prints



5,000 Hits

Online Program Books

3,000

Postcards

4,500

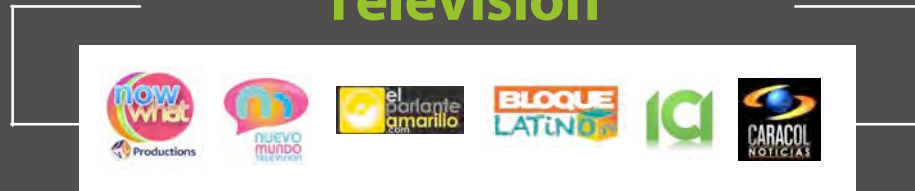
Posters



Radio Shows



Television



Outdoors



Numbers That Matter

Festival Online & Social Media Impact



alucinefestival.com

Newsletters 70,000+ subscribers & partners
E-blast 7,500+ aluCine subscribers



twitter.com/aluCineTO



facebook.com/aluCineFestival



vimeo.com/alucinefestival

Sponsorship 2017

CHART

Sponsor Category						Recognition Opportunities
Bronze \$250	Chrome \$500	Silver \$1,000	Gold \$2,000	Platinum \$3,000	Diamond \$5,000	
					√	Sponsor commercial prior to all Film Programs
					√	Sponsor signage at all venues
					√	Sponsor Logo placed in online Ticket
					√	Verbal Recognition prior to all Film Screenings
				√	√	Sponsor business stand on festival site(s)
				√	√	Verbal Recognition prior to Opening and Closing Screening Galas
			√			Verbal Recognition in 3 Program Screenings
		√	√	√	√	Written recognition in all press releases Logo placed in the Festival Trailer
		√	√	√	√	Logo placed in the Festival Poster
		√	√	√	√	Logo placed in Festival volunteer T-Shirts
				√	√	Special E-Blast sponsor edition(s)
					√	Outside Back Cover of online Program Book
				√		Inside Back Cover of online Program Book
			√			Sponsor Full Page Ad in online Program Book
		√				Sponsor 1/2 Page Ad in online Program Book
		√				Sponsor 1/4 Page Ad in online Program Book
	√					Sponsor Banner Ad in online Program Book
√	√	√	√	√	√	Sponsor Logo in online Program Book
√	√	√	√	√	√	Logo placed in festival website with link
√	√	√	√	√	√	Mentions in aluCine Social Media accounts
√	√	√	√	√	√	E-newsletter sponsor image presence
√	√	√	√	√	√	Distribution of promotional materials
5	10	20	30	40	60	Complimentary Tickets