



23 CINELASAMERICAS

2020 SPONSORSHIP INFORMATION

Cine Las Americas is a 501(c)(3) nonprofit organization in Austin, TX whose mission is to promote cross-cultural understanding and growth by educating, entertaining, and challenging audiences through film and media arts.

CINE-AT-A-GLANCE

- A uniquely Latino-focused film festival also dedicated to showcasing work by Indigenous filmmakers
- 2600+ films presented to date
- 120+ features, shorts, and music videos screened annually at our 5-day spring festival and year-round events
- Half to two-thirds of events are free and open to the public
- In addition to narrative and documentary features and shorts by Latin American, Latino, and Indigenous filmmakers, we showcase films by Texan, Latina, youth, and LGBTQ+ filmmakers as well as music videos

SPONSORING ENABLES YOUR COMPANY TO

- Connect with 10,000+ potential customers through festival promotion (pre-fest, during fest, and possibly year-round)
- Build rapport with 3000+ potential customers with a festival presence
- Strengthen brand awareness in the culturally diverse Central Texas community
- Reach a wide range of consumer demographics or target your specific audience
- Be recognized as a part of the Latino and Indigenous arts and culture communities
- Develop connections in the Latin American and U.S. film industries and festival circuit
- Align with our mission of cross-cultural understanding

PRESS COVERAGE



LATINO
MAGAZINE

THE AUSTIN
CHRONICLE

Indiewire®

we are
Austin

ARRIBA

LatAm
cinema.com

La Prensa

LIGHTS
CAMERA
AUSTIN

REMEXCLA

Austin American-
Statesman

TEXAS
STANDARD

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SPONSORSHIP LEVELS

PRESENTING	PREMIERE	SUSTAINING	SUPPORTING	COMMUNITY
\$25,000+	\$10,000+	\$5,000+	\$1,500+	\$500+

SAVE THE DATE!
MAY 6-10, 2020
AUSTIN, TX

IN 2019, THE 22ND ANNUAL CLAIFF

- Welcomed Edward James Olmos as guest of honor
- Screened 114 titles: 41 feature films, 56 short films and videos, 15 music videos, and 2 VR/360° videos during the 5-day festival
- Saw over 3,000 audience members in attendance
- 56% Latinx
- 59% female
- 50% between ages of 30 to 49
- 93% Bachelor's degree or higher
- Registered over 250 filmmaker & industry guests
- Represented 25 countries through our film selection
- Granted Jury & Audience awards in 10 categories

BY SUPPORTING

YOU ARE HELPING TO ENSURE THAT DIVERSITY IN THEATRICAL EXHIBITION AND MEDIA ARTS EDUCATION HAS A PROMINENT PLACE IN THE CULTURAL LANDSCAPE OF AUSTIN AND IN THE STATE OF TEXAS.

BECOME A SPONSOR TODAY TO PARTNER YOUR BRAND WITH AN ESTABLISHED AND DIVERSE ARTS AND CULTURAL EVENT, AND REACH A WIDE AUDIENCE IN A THRIVING AND RAPIDLY GROWING CITY.

23 YEARS CELEBRATING LATIN AMERICAN, LATINX, & INDIGENOUS VOICES IN FILM!

For Questions/Inquiries Contact: SPONSORSHIP@CINELASAMERICAS.ORG

WWW.CINELASAMERICAS.ORG