

2024 SPONSORSHIP OPPORTUNITIES



O K L A H O M A
CINE LATINO
FILM FESTIVAL





10TH ANNUAL OKLAHOMA CINE LATINO FILM FESTIVAL!

Dear Valuable Invested Partner,

On behalf of Calle Dos Cinco in Historic Capitol Hill, impassioned by the possibility of promoting Diversity within the Arts, we invite you to pave a pathway to the development of the **OKCine Youth Film Institute and the 10th Annual OKCine Latino Film Festival!**

The **OKCine Youth Film Institute** will take place over 4 Saturdays in February 3, 10, 17 and 24 2024. The **10th Annual OKCine Latino Film Festival** will take place March 23-24, 2024.

The 10th Annual OKCine Latino Film Festival promotes Latin Cultural impact on cinema in the United States, focusing on a unique mix of filmmakers, artists, film lovers and history at the heart of the Hispanic Community.

This impact manifests itself through student program instruction, adjudicated film projects, professional development for filmmakers and access to a broad realm of resources such as film forums, production platforms and distribution discussions. Please engage Institute Alumni Testimonials, below, accompanied by Festival overview:

OKCine Youth Film Institute Testimonials

***<https://youtu.be/ZBRjI7G8-Ps>
<https://youtu.be/m6PyKq1NhdA>***

***[9th Annual OKCine Latino Film Festival TV Promo](#)
<https://youtu.be/6Q6pwlYbftI>***

www.Facebook.com/OKCineLatino

www.Instagram.com/OKCineLatino

The 10th Annual OKCine Latino Film Festival offers the opportunity to promote diversity within the Oklahoma Arts Community by cultivating the creativity of local Latin talent, inspiring innovative influencers, funding the future of film, building authentic bilingual narratives, curating the coverage of our stories and creating the capacity for collaboration.

Amidst challenges, Festival Leadership remains committed to nurturing the integrity of the relevant, positive portrayal and accurate representation of Oklahoma Latinos.

Because of you, communities of artists & audiences, alike are manifested into makers of not only multicultural, but multifaceted film. Thank you for serving as a Sharer of our values, via storytelling.





ANALYTICS

LATINOS IN FILM: 0-5%

These were the words used to describe Latino representation in film.

"Dismal."
Forbes

"Abysmal"
Los Angeles Times

"Weak"
IndieWire

Of a 1,200 movie study:

NO Latino speaking characters were found AT ALL.

Of named (not necessarily speaking) film roles between 2017-2019:

Latino Film Representation (based upon 3,891 speaking characters) is at an ALL-TIME LOW:



2021



2022



2023



were Hispanic



of Latino presence was reflected via digital platform.

Further Breakdown:

28% of Top-Billed Latino actors were portrayed as law-breakers.

62% were portrayed as being involved in organized crime.

17% of Top-Billed Latino actors were portrayed as poor

13% of Top-Billed Latino actors were portrayed as uneducated

A mere **4%** represented thriving in high-level (STEM) career

Gender:

While we know that the male to female ratio of Film Directors is 20 to 1, it's important to know that:

Of **112 Directors** of 2019 movies: 2 were Latinas

Of **53 Latino Directors**, (working across a 13 year time frame): 3 were women.

One out of every **1,335 Film Directors** is Latina.

Statistics vs. Demographics:

The irony of these statistics lies in that Latinos own \$1.5 trillion in U.S. Buying Power (projected to rise to \$1.9 trillion in less than 2 years)

The Motion Picture Association of America revealed Latinos hold the **HIGHEST MOVIE-GOING RATE** amongst every racial/ethnic group.

When a **LATINO DIRECTOR** was attached to a film, the percentage of Latino characters, on-screen climbed from 4% to 13%

When a **LATINO PRODUCER** was attached to a film, the percentage of Latino characters, on-screen climbed from 4% to 9%

When a **LATINO CASTING DIRECTOR** was attached to a film, the percentage of Latino characters, on-screen climbed from 4% to 10%

So, when we repeat "Representation matters" we're clearly claiming that **Visibility is Vital.**

And I would echo with resounding relevance: **Representation Reflects.**

References:

University of Southern California: Annenberg Inclusion Initiative
CNN, NY Times, Forbes, IndieWire





OKCINE FILM INSTITUTE: CLASS 8

Key purpose: Broaden the exposure and access to the industry of filmmaking and provide hands-on experience to aspiring, young filmmakers

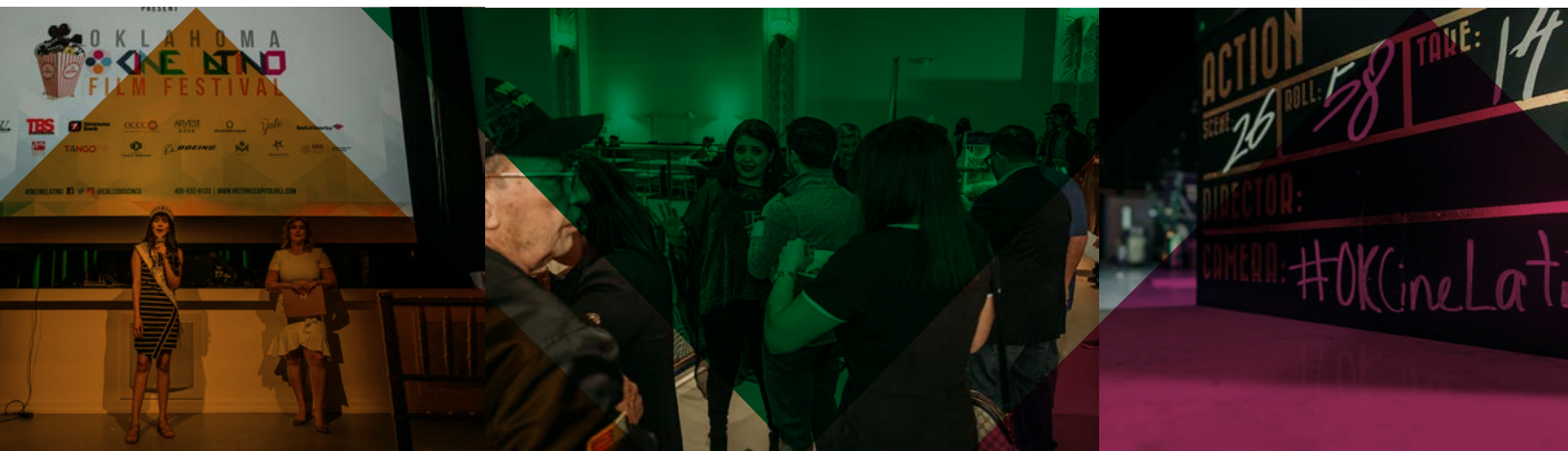
Key audience: Latino high school students: 30-35 with an interest in the film, cameras, acting and making films. Attendance/reach: Over 30 families.

OKCINE LATINO FILM FESTIVAL MARCH 23-24, 2023

Key purpose: The Oklahoma Cine Latino Film Festival promotes Latin cultural influence on cinema and has become a showcase for local and international filmmakers with submissions from Mexico, Spain and South America

Key audience: A unique mix of filmmakers, artists, and film lovers. With a focus on aspiring Latino filmmakers from the OKC community, local and now virtually, around the globe.

Anticipated attendance/reach: Attendance Approx.: 1,000. Media reach: National and international online film submission sites, Website, Social Media, Print Media Spanish (El Nacional/HOLA OK) and English (Gazette) newspaper; Telemundo Oklahoma 150,000+





FESTIVAL HISTORY

Calle Dos Cinco's annual Oklahoma Cine Latino Film Festival showcases the Latino cultural influence in cinema and has become an exciting event for local and international filmmakers with submissions from Mexico, Spain, North and South America.

The OKC Latino Film festival has brought hundreds of storytellers and seasoned film professionals to our Historic District's doorsteps looking to share their international storytelling films to a new diverse audience of filmmakers, artists and film lovers.

Our mission is to introduce the art of filmmaking to our local student community who may not have otherwise been previously exposed to the movie making industry. Our goal is to inspire the next generation of Latino film makers from the OKC Metro who want to experience a challenging program that helps; introduce the skills to filmmaking equipment, expand exposure, create greater access to the film industry, and create a well-developed pathway to success.

The award-winning filmmakers will share their behind-the-scenes storytelling tales. They will target and engage the diverse audiences through authentic storytelling from the many award-winning documentaries, short films, narratives, comedies, thrillers, horror and more, festival attendees get a glimpse, beyond genre, of the exciting world of filmmaking!



SPONSORSHIP OPPORTUNITIES

AGUILA

Logo branding: Print advertisement, posters, t-shirts, event banners, website link, email blast

Mentions: In press release, social media, stage speaking during event

Additional: Banner Placement, 10x10 booth, 4 VIP passes

\$2,500

PALOMA

Logo branding: Posters, t-shirts, event banners, website link, email blast

Mentions: Social media, stage speaking during event

Additional: Banner Placement, 10x10 booth, 2 VIP passes

\$1,500

QUETZAL

Logo branding: T-shirts, event banners, website link, email blast

Mentions: Social media

Additional: Banner Placement, 10x10 booth

\$1,000

LORO

Listed branding: T-shirts, event banners, website, email blast

\$500

AMIGOS

Listed branding: T-shirts, website

\$200