

**N**osotros *American*  
**LATINO FILM**  
*Festival*

Nosotros





## INTRODUCTION

### INTRODUCTION

(Hollywood, CA) Ricardo Montalban and Nosotros, a non profit organization, present the first annual Nosotros American Latino Film Festival. A goal set back in 1970 by Ricardo Montalbán, "to improve the image of Latinos in the entertainment industry" comes to fruition at the newly named Ricardo Montalban Theatre in November, 2004. (1615 N. Vine St., Hollywood, CA 90028)

"It's the answer to Hollywood's diversity campaign which provides what Hollywood executives have sought after, more Latinos in front of the camera and behind the camera producing quality work that can reach ethnic and mainstream audiences."





## ABOUT NOSOTROS

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Nosotros is an arts advocacy and educational non-profit institution established in 1970 by Ricardo Montalban...

*"To improve the image of Latinos through the entertainment industry, to promote employment in-front and behind the camera, and to provide educational opportunities for Hispanics in the Performing Arts"*

### The Nosotros Golden Eagle Awards©

Over the past thirty years the Golden Eagle Awards has been Nosotros' premiere event. It recognizes the outstanding work of Latinos/Hispanics both in front of and behind the camera who, through their work, impact the community and encourage the positive portrayal and image of Latinos in the entertainment industry.

#### RESOURCES FOR ACTORS

- Nosotros Latin Talent Directory
- Salsa Classes
- Acting Workshops for Adults
- Acting Workshops for Children
- Nosotros Actors Showcase
- Nosotros Talent Directory Online

#### RESOURCES FOR FILMMAKERS

- Nosotros American Latino Film Festival
- Nosotros Latino Filmmakers Showcase
- Nosotros Latino Filmmakers Network
- Writer / Director Workshops
- Producing Internships
- Table Readings

#### OTHER SERVICES

- Scholarships
- Nosotros E-group
- Members on the Move Acknowledgments
- Guest Speakers
- Casting Notices
- Job Referrals
- Networking Brunches
- Community Outreach
- Seminars
- Educational Youth Programs

[www.Nosotros.org](http://www.Nosotros.org)



## **ABOUT NOSOTROS**

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Over the years the organization has provided many resources for Latin talent in front of the camera such as acting workshops, talent showcases and production of the annual Golden Eagle Awards, which presents awards to Latinos that have made an impact in the entertainment industry.

Some of the recent programs for Latinos in front of the camera include networking brunches, acting and classes, casting director workshops, and the distribution of the Nosotros Latin Talent directory.

The organization has become very active in developing programs for filmmakers behind the camera as well. Nosotros has implemented programs such as writers workshops, directors workshops, producing internships and the new Nosotros Filmmakers Network, all in an attempt to meet the original mission statement of the organization and to fulfill the 34 year dream of its' founding member Ricardo Montalban.

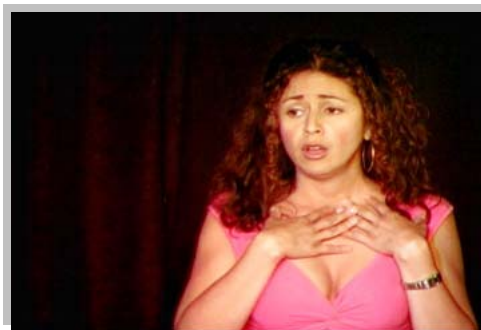
With a new home located at the recently named Ricardo Montalban Theater, formerly known as the James A. Doolittle Theater, Nosotros continually provides services to it's members. Weekly meetings are held to support it's members that serve the organization at various capacities. On any given day there are a variety of resources provided by the organization to its' membership. The Nosotros American Latino Film Festival seeks to showcase the talent that the organization actively promotes through it various programs.

**ABOUT THE NOSOTROS AMERICAN LATINO FILM FESTIVAL**

From Chicanos in East Los Angeles to Cubanos in Miami, American Latino filmmakers represent the diverse Latino cultures found in the US landscape. The goal of the festival is to provide an opportunity to display the artistic creativity of the broad spectrum of American Latinos by showcasing films that share their life experiences, traditions, and culture. The festival committee seeks to showcase films that speak to mainstream audience and the growing American Latino population.

**The goals of the festival are to:**

- **Showcase films made by American Latinos residing in the United States**
- **Showcase films made by Nosotros filmmakers behind the camera**
- **Showcase Nosotros talent through live performances**
- **Provide learning opportunities for actors and filmmakers by hosting workshops and seminars**





## PREVIOUS FESTIVAL

### ABOUT THE LAST FESTIVAL

The Nosotros American Latino Film Festival sprouted from the success of the Nosotros Latin Filmmakers Showcase produced in November 2004.



#### Highlights include:

- Showcased 8 films made by Nosotros filmmakers
- 500 attendees / standing room only crowd
- Dinner and a movie atmosphere
- Outstanding networking party

#### Support and Inquiries from:

- Arenas Entertainment
- SiTV
- Latin Heat Magazine
- William Morris Agency
- Screen Actors Guild
- AFTRA
- Forty Acres and a Mule Productions

**The Call**  
**Room 32**  
**Underdog**  
**Paris Falls**  
**Unguarded**  
**In Hot Pursuit**  
**Rose's Garden**  
**A Simple Choice**

**8 SHORT FILMS**  
**WRITTEN**  
**DIRECTED**  
**PRODUCED**  
**STARRING**  
members of  
Nosotros!

**FREE ADMISSION**

ENTERTAINMENT INDUSTRY  
NETWORKING PARTY  
*open to all entertainment  
industry professionals*



## WHAT'S NEW

### WHAT'S NEW

With the success of the Nosotros Latino Filmmakers Showcase and expressed interest from the entertainment industry professionals, Nosotros will continue to showcase films made by Nosotros members and embrace the opportunity to showcase the work of non-members as well.

### The festival will come alive in an array of ways:

- Three days of entertainment
- Showcase films made by American Latinos residing in the United States
- Showcase Nosotros talent through live performances
- Showcase films made by Nosotros filmmakers behind the camera
- Present workshops for actors
- Present workshops filmmakers
- Showcase films made by high school age student filmmakers
- Host and opening night reception
- Host a closing night awards ceremony and reception
- Provide other festive activities throughout the festival



## AWARD CATEGORIES

### 2004 NALFF AWARD CATEGORIES

The following are being considered as award categories.

**All films will be judged by a jury.**

- Best Short Film
- Best Documentary Feature
- Best Documentary Short
- Best Animation
- Best Feature Film
- Best Actor
- Best Actress
- Best Commercial
- Best Music Video
- Audience Award – Best Short
- Audience Award – Best Feature
- Ricardo Montalbán Youth Award
- Outstanding Achievement by a Nosotros Member







## POSITIONING

### POSITIONING

Over the past thirty years Nosotros has provided companies, producers, writers, and others with cultural and technical advice on motion picture and television programs with Latino themes, to encourage the accurate and sensitive portrayal of Latinos.

Nosotros has established relationships with major networks such as ABC, CBS and FOX; and support from industry organizations such as the Screen Actors Guild, AFTRA, the National Association of Latino Independent Producers and Workplace Hollywood.

Many actors and filmmakers have utilized these long standing relationships to springboard their careers. By showcasing their talent at one of the organizations many events hosted year round, actors and filmmakers have been able to be seen by many of Hollywood's executives and decision makers.

The Nosotros American Latino Film festival is the organizations largest event. It will be hosted at the newly named Ricardo Montalban Theatre. The 1,200 seat theatre is located near the world famous street crossing, the corner of Hollywood and Vine, and is a part of the ever famous Hollywood Walk of Fame. It's the largest theatre in the United States bearing the name of a Latino artist.





# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP OPPORTUNITIES

The Nosotros American Latino Film Festival (NALFF) offers its sponsors an opportunity to use the festival as a means to expose and brand their products to the most sought after market – the Latino consumer. NALFF also offers the entertainment industry a vehicle to discover new talent that is appealing not only to Latino themed productions but to a universal audience. Think of NALFF as a one-stop shop to reaching this highly coveted market, but also having a built-in audience at each event throughout the festival.



<b>PREMIER SPONSOR</b>	<b>\$30,000 PER FESTIVAL</b>
<b>PLATINUM SPONSOR</b>	<b>\$20,000 PER FESTIVAL</b>
<b>GOLD SPONSOR</b>	<b>\$15,000 PER FESTIVAL</b>
<b>BURGANDY SPONSOR</b>	<b>\$10,000 PER FESTIVAL</b>
<b>OPENING / CLOSING NIGHT SPONSOR</b>	<b>\$ 8,000 PER FESTIVAL</b>
<b>GOLDEN EAGLE CAFÉ SPONSOR</b>	<b>\$ 7,000 PER FESTIVAL</b>
<b>SEMINAR SPONSOR</b>	<b>\$ 5,000 PER FESTIVAL</b>
<b>AWARDS SPONSOR</b>	<b>\$ 4,000 PER FESTIVAL</b>



## **PREMIER SPONSOR**

### **\$30,000 PER FESTIVAL**

One or two companies or individuals may become the “Premier Sponsor” of the 1st annual Nosotros American Latino Film Festival. This level of sponsorship offers maximum exposure during the festival events and throughout the year. It is the most exclusive and important position offered by NALFF and its Board of Directors.

#### **Sponsorship Benefits**

- Access to all NALFF activities
- Public acknowledgment on all outgoing media including radio, television and print including newspaper, magazine and all advertisements
- Public acknowledgment at all NALFF all events

#### **Access to festival**

- 10 VIP Executive Packets (10 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 60 Single ticket vouchers to any general screening / 8 Gala invitations to each Gala
- Limited car service to and from the event
- 20 NALFF Collectable t-shirts / 15% Discount on all festival merchandise

#### **Brand Recognition**

- “Premier Sponsor” billing with your logo on the cover of the Festival Souvenir Book and all Festival printed materials
- “Premier Sponsor” billing with prominent placement of logo in all festival consumer print advertising
- “Premier Sponsor” billing in Festival trailers
- “Premier Sponsor” billing in trade advertising
- Full page, four color advertisement in Souvenir Book
- A brief write-up of your company will be included in the Souvenir Book
- Acknowledgement in NALFF press release
- Verbal mention on stage during show during all screenings
- Company logo on web site with web link on main designated NALFF title page
- Company logo on web site with web link on main designated NALFF sponsor page

#### **On-site Promotion**

- On-site signage and banner placement
- 10 x 10 Booth in the festival courtyard
- On-site Presence & Sampling opportunities
- Product placement in NALF Gift Bags



**PLATINUM  
SPONSOR**

## **\$20,000 PER FESTIVAL**

One or up to five companies or individuals may become the “Platinum Sponsor” of the 1st annual Nosotros American Latino Film Festival.

### **Sponsorship Benefits**

- Access to all NALFF activities
- Public acknowledgment on all outgoing media including radio, television and print including newspaper, magazine and all advertisements
- Public acknowledgment at all NALFF all events

### **Access to festival**

- 7 VIP Executive Packets (7 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 40 Single ticket vouchers to any general screening
- 4 Gala invitations to each Gala
- Limited car service to and from the event
- 10 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

### **Brand Recognition**

- “Platinum Sponsor” billing with prominent placement of logo in all festival consumer print advertising
- “Platinum Sponsor” billing in Festival trailers
- “Platinum Sponsor” billing in trade advertising
- Half page, four color advertisement in Souvenir Book
- Acknowledgement in NALFF press release
- Verbal mention on stage during show during all screenings
- Company logo on web site with web link on main designated NALFF title page
- Company logo on web site with web link on main designated NALFF sponsor page

### **On-site Promotion**

- On-site signage and banner placement
- 10 x 10 Booth in the festival courtyard
- On-site Presence & Sampling opportunities
- Product placement in NALF Gift Bags



**GOLD  
SPONSOR**

## **\$15,000 PER FESTIVAL**

Four companies or individuals may become a “Gold Sponsor” of the 1st annual Nosotros American Latino Film Festival.

### **Sponsorship Benefits**

- Access to all NALFF activities
- Public acknowledgment on all outgoing media including radio, television and print including newspaper, magazine and all advertisements
- Public acknowledgment at all NALFF all events

### **Access to festival**

- 5 VIP Executive Packets (7 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 20 Single ticket vouchers to any general screening
- 3 Gala invitations to each Gala
- 5 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

### **Brand Recognition**

- “Gold Sponsor” billing in Festival trailers
- “Gold Sponsor” billing in trade advertising
- Half page, black and white advertisement in Souvenir Book
- Company logo on web site with web link on main designated NALFF sponsor page

### **On-site Promotion**

- On-site signage and banner placement
- Product placement in NALF Gift Bags





## **BURGANDY SPONSOR**

### **\$10,000 PER FESTIVAL**

Four companies or individuals may become a “Burgandy Sponsor” of the 1st annual Nosotros American Latino Film Festival.

#### **Sponsorship Benefits:**

##### **Access to festival**

- 3 VIP Executive Packets (3 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 10 Single ticket vouchers to any general screening
- 2 Gala invitations to each Gala
- 3 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

##### **Brand Recognition**

- “Burgandy Sponsor” billing in Festival trailers
- “Burgandy Sponsor” billing in trade advertising
- Half page, black and white advertisement in Souvenir Book
- Company logo on web site with web link on main designated NALFF sponsor page

##### **On-site Promotion**

- On-site signage and banner placement
- Product placement in NALF Gift Bags



## OPENING / CLOSING NIGHT SPONSOR

### **\$8,000 PER FESTIVAL**

Two companies or individuals may become an “Opening” or “Closing” Night Presenter of each event of the Nosotros American Latino Film Festival.

#### **Sponsorship Benefits:**

- Public acknowledgment at all NALFF all events on Opening or Closing Night
- Access to all NALFF activities on Opening or Closing Night

#### **Access to festival**

- 3 VIP Executive Packets (3 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 20 Single tickets to on Opening or Closing Night sponsored event
- 10 Single ticket vouchers to any general screening
- 2 Gala invitations to each Gala
- 3 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

#### **Brand Recognition**

- “Opening or Closing Night” billing in Festival trailers
- “Opening or Closing Night” billing in trade advertising
- Verbal mention on stage during show during all events during Opening or Closing Night
- Half page, black and white advertisement in Souvenir Book
- Company logo on web site with web link on main designated NALFF sponsor page

#### **On-site Promotion**

- On-site signage and banner placement
- Product placement in NALF Gift Bags



## **GOLDEN EAGLE CAFÉ SPONSOR**

### **\$7,000 PER FESTIVAL**

The Golden Eagle Cafe will be open to filmmakers, entertainment industry professionals, VIP's and sponsors to meet, greet, and enjoy refreshments, as well as to receive information on Festival events.

#### **Sponsorship Benefits:**

##### **Access to festival**

- 2 VIP Executive Packets (3 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 10 Single ticket vouchers to any general screening
- 2 Gala invitations to each Gala
- 2 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

##### **Brand Recognition**

- “Golden Eagle Café Sponsor” billing in Festival trailers
- “Golden Eagle Café Sponsor” billing in trade advertising
- 1/4 page, black and white advertisement in Souvenir Book
- Company logo on web site with web link on main designated NALFF sponsor page

##### **On-site Promotion**

- On-site signage and banner placement
- Product placement in NALF Gift Bags





## SEMINAR SPONSOR

### \$5,000 PER FESTIVAL

One company or individual may become a sponsor of each seminar exclusively during The Nosotros American Latino Film Festival.

#### Sponsorship Benefits:

##### Access to festival

- 2 VIP Executive Packets (3 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 5 Single ticket vouchers to any general screening
- 1 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

##### Brand Recognition

- “Awards Sponsor” billing in Festival trailers
- “Awards Sponsor” billing in trade advertising
- Verbal mention on stage during the designated sponsored seminar
- 1/4 page, black and white advertisement in Souvenir Book
- Company logo on web site with web link on main designated NALFF sponsor page

##### On-site Promotion

- On-site signage and banner placement
- Product placement in NALF Gift Bags





## AWARDS SPONSOR

### **\$4,000 PER FESTIVAL**

One company or individual may become a sponsor of each award exclusively during The Nosotros American Latino Film Festival.

- Best Feature Film
- Best Short Film
- Best Documentary Feature
- Best Documentary Short
- Best Animation
- Best Actor
- Best Actress
- Best Commercial
- Best Music Video
- Ricardo Montalbán Youth Award
- Audience Award – Best Short
- Audience Award – Best Feature
- Outstanding Achievement by a Nosotros Member

### **Sponsorship Benefits:**

#### **Access to festival**

- 2 VIP Executive Packets (3 VIP badges – access to all activities; 8 single movie vouchers per badge; 2 invites to all Galas per badge)
- 5 Single ticket vouchers to any general screening
- 2 NALFF Collectable t-shirts
- 15% Discount on all festival merchandise

#### **Brand Recognition**

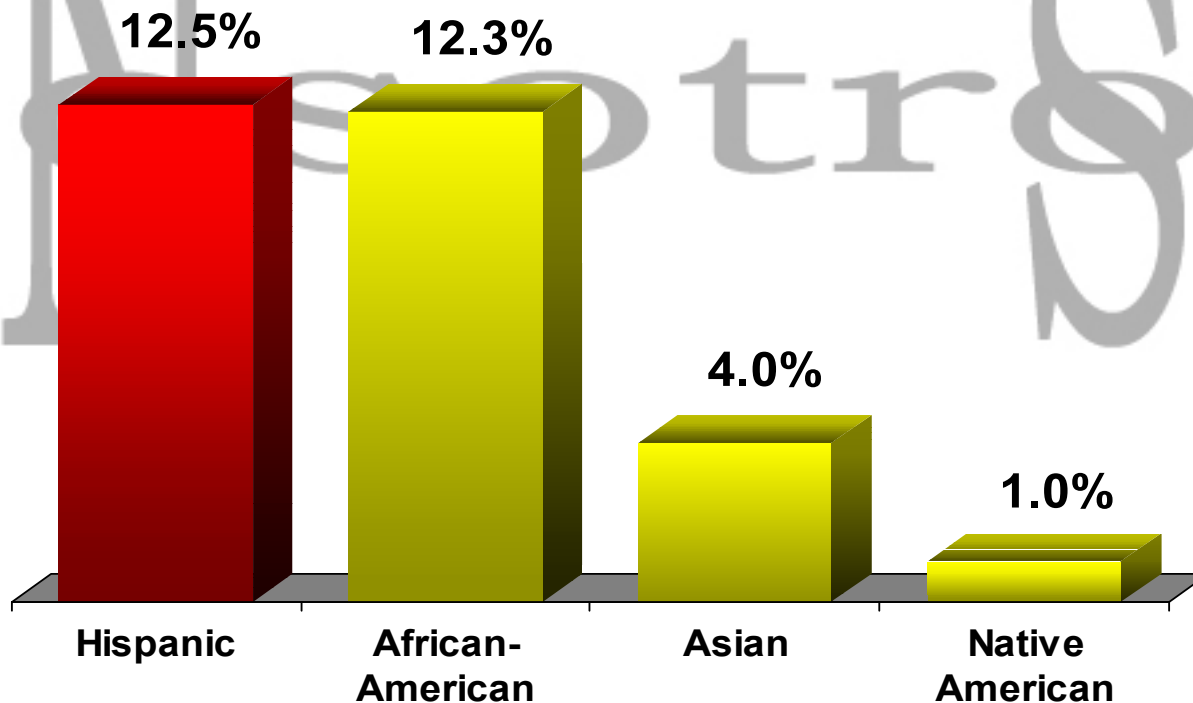
- “Awards Sponsor” billing in Festival trailers
- “Awards Sponsor” billing in trade advertising
- Verbal mention on stage during the Awards ceremony
- 1/4 page, black and white advertisement in Souvenir Book
- Company logo on web site with web link on main designated NALFF sponsor page

#### **On-site Promotion**

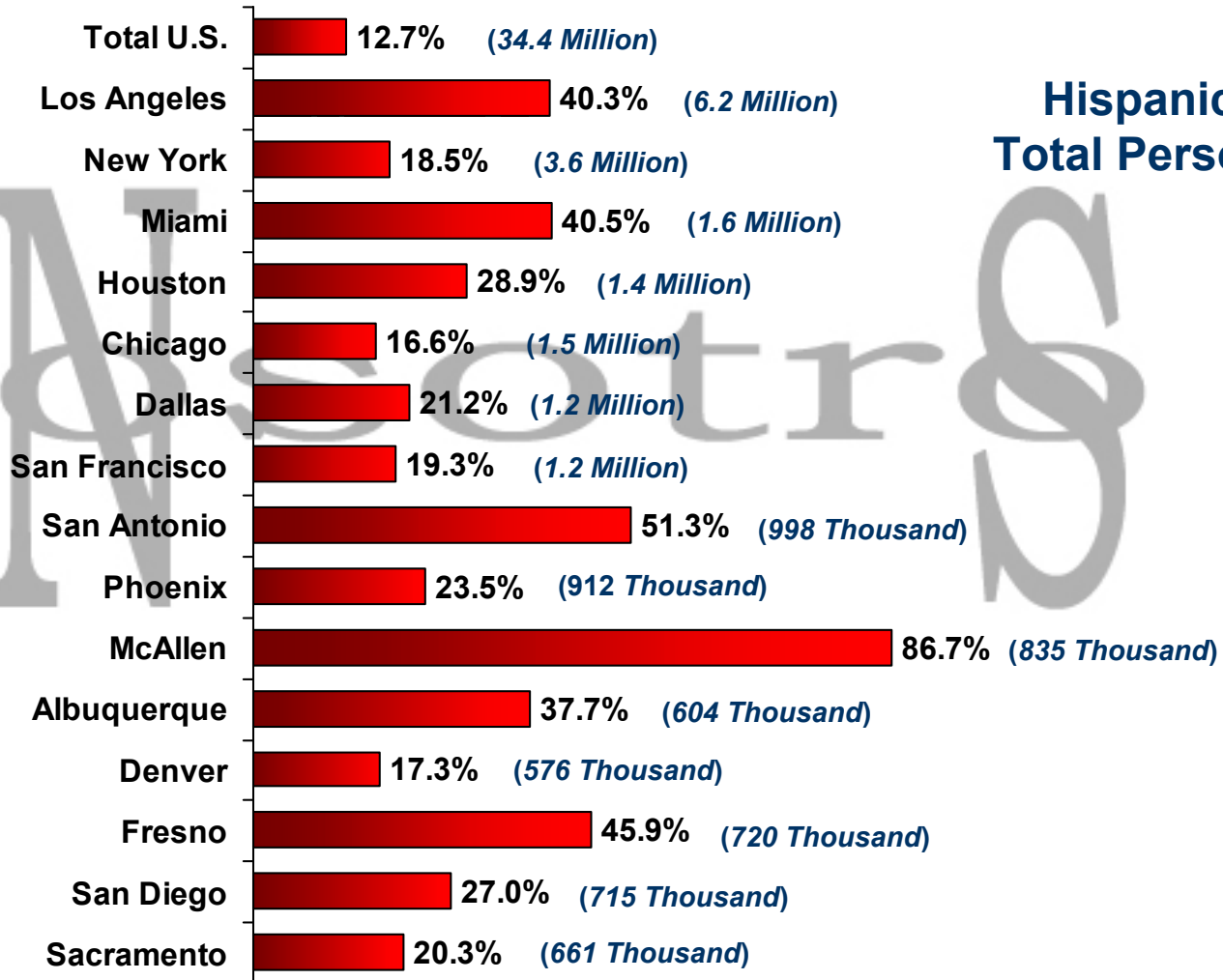
- On-site signage and banner placement
- Product placement in NALF Gift Bags

**U.S. Hispanics and African Americans Are the Largest Minority Groups**

**Current Percent of Total U.S. Population**



**HISPANICS  
TOP U.S. MARKETS**





## **FEATURED PRESS**

**Nosotros continues to receive support from the Latino Arts and Entertainment communities.**

### **TELEVISION COVERAGE**

#### **LATV (KJLA Television)**

- LA TV filmed a segment of their show "LA TV LIVE" featuring the Nosotros Latino Filmmakers showcase.
- LATV also filmed various segments for their daily show titled "LA TV Wants to Know."

#### **Mun2 (KMUN Television)**

- Telemundos' new channel filmed a segment for their show "The Roof" featuring the Nosotros Latin Filmmakers Showcase.

### **WEB SITES**

The following websites have posted articles featuring The Nosotros Latin Filmmakers Showcase.

#### **Spanix.com**

- Latino filmmakers news and resources.

#### **Nosotros.org**

- National organization of Latinos in the film industry.

#### **LatinoLA.com**

- Promotes Latino events in Los Angeles.

#### **Latinos In The Industry**

- International newsletter covering Latino Theatre, Film and Media.

#### **Fuerte Report**

- A national American Latino pop culture newsletter.

#### **Total Axis**

- Latino event promotions.



## PREVIOUS SPONSORS

### NOSOTROS LATINO FILMMAKER SHOWCASE SPONSORS

- Final Draft
- MDM Production Services
- Boricua films
- Latin Heat Magazine

Nosotros





## THE FUTURE OF NALFF

### NALFF FUTURE

We are excited to look to the future and plan growth in many areas.

**Here is a list of development ideas we are considering.**

- Expand to 5 day Latino Arts Festival
- 5,000 attendees
- Showcase films made through our Nosotros Latino Filmmakers Network
- Showcase live performances by members of Nosotros
- Showcase a top musical act through a live concert
- Include Golden Eagle Awards as the closing night Gala
- Include Student film showcase
- Establish partnerships with major studios
- Establish partnerships other entertainment industry organizations
- Establish partnerships other Latino organizations



## PRODUCTION TEAM

### 2004 NALFF PRODUCTION TEAM

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### LOCATION

2004 Nosotros American Latino Film festival  
Ricardo Montalban Theatre  
1615 N. Vine St.  
Hollywood, CA 90028

### WEBSITE

[www.Nosotros.org](http://www.Nosotros.org)