

ABOUT THE FESTIVAL

The Philadelphia Latino Arts & Film Festival (PHLAFF) is a year-round constellation of interrelated artistic programming and core initiatives that centers, celebrates, and supports the ongoing professional development and success of Latine/x/o filmmakers, multimedia artists, artists, creatives, cultural workers, and storytellers of every stripe.

MISSION

To nurture emerging and established **Latine/x/a/o creatives and filmmakers** by celebrating the richness and diversity of our cultures and experiences, while fostering cross-cultural understanding and dialogue.



PHLAFF's **team** is grounded on our commitment to share the power of **arts & film**.

PHLAFF **engages** through the universal language of **arts & film**

PHLAFF **attracts** a diverse audience and provides a space where artists, creatives, and the community can engage with audiences to present and discuss innovative work.

707 films presented to date

225 premieres **22,000+** attendees

Over 250 volunteers & **25** venues

Largest audience age between **25-34 years old**
second largest is **35-44 years old**

59% women, **38%** men, **3%** non-binary

Top cities: PHL, NYC, & LA

Top countries: United States, Colombia, Argentina,
Mexico, Germany & Puerto Rico
Mostly English and Spanish speakers



SPONSORSHIP OPPORTUNITIES

* OPPORTUNITIES

Film Festival sponsorship, artist/ audience engagement, filmmaker forums & youth workshops are just a few of the ways that **PHLAFF provides a platform** for brands to activate in unique and innovative ways to the **Latino community**.

We have a long history of **successfully collaborating with brands** that support the work we do as a non-profit and that share our values of independent spirit, creativity, innovation and storytelling.

* SPONSORSHIP LEVELS

PRESENTING (\$25,000)

- Official product /service status
- Company logo on website linked for 1 year
- On-site signage, product /display rights, & mentions
- Opportunity for on-site giveaways with logo
- Screening of your company's pre-film 'trailers'
- 30 festival passes to all events
- On-site access for customer reps to distribute promotional sales materials throughout festival

8MM (\$2,500)

- On-site mentions
- Company logo on website through conclusion of festival in July
- Predominant company logo as sponsor on pre-film 'trailers'
- 5 festival passes

35MM (\$10,000)

- Branding of one of our 2024 Kick Off Week events
- Company logo on website linked for 1 year
- On-site signage, product /display rights, & mentions
- Opportunity for on-site giveaways with logo
- Screening of your company's pre-film 'trailers'
- 10 festival passes to all events
- Brand activations & tabling opportunities

COMMUNITY PARTNER (\$1,000)

- On-site mentions
- Company logo on website linked through conclusion of festival in July
- Company logo on as sponsor on pre film 'trailers'
- 4 festival passes

16MM (\$5,000)

- Branding of the 2024 Closing Film
- On-site mentions
- Company logo on website linked for 1 year
- Prominent company logo on a promotional giveaway
- Screening of your company's pre-film 'trailers'
- 7 festival passes to all events
- On-site signage & tabling opportunities

LOCAL BRANDS & SMALL BUSINESSES (\$500)

- Company logo on website linked through conclusion of festival in July
- Company logo on as sponsor on pre-film 'trailers'
- 2 festival passes
- On-site product display/sampling or tabling opportunities

▾ BY SPONSORING PHLAFF YOU WILL:

- * Target a new, engaged and diverse audiences across all age groups
- * Make a high visibility investment through various media, social media, and live forums
- * Increase brand loyalty and appreciation
- * Support arts, education and community on a local, national, and international level

