



2019 Sponsorship Opportunities
CONNECTING YOUR BRAND TO CULTURE AND YOUR TARGET MARKET!

Welcome to the 11th Annual Hollywood Brazilian (International) Film Festival! (HBRFEST) November TBA, 2019

It is HBRFEST's pleasure and honor to have you as part of this wonderful event this year!

We from HBRFEST invite you to participate in all of our activities: Panels, Presentations, Receptions and Galas, which have been planned especially for you, to enhance your Festival experience.

Festival Mission

The Hollywood Brazilian Film Festival and Market were created to bridge the gap between Hollywood, the world film community and the Latin American Film Industry. Since Hollywood is the film world's Mecca, HBRFEST creates unparalleled business and creative opportunities, welcoming Hollywood studios, celebrities, executives, film schools, talent schools and students, as well as international executives representing businesses in Latin America. The Hollywood Brazilian Film Festival (HBRFEST), celebrates emerging and professional film and related industry talents. The inaugural year of the Hollywood Brazilian Film Festival proved successful with 45 films screened over a three-day festival. From Jan 27 – 29, 2009, over 5,590 Brazilians and regional residents had the opportunity to learn more about the film industry through lectures, competitions and the screenings of new and exciting films from across the country. Festival goers interacted with filmmakers and related professionals in the industry at various education workshops and Q&A sessions at screenings.

festival planning is on the way and has been extended to five days including more film screenings, educational seminars and community events.



Highlights of the 2019 Hollywood Brazilian Film Festival:

- 25 films selected and screened over the three-days festival
- Films screened at two local venues throughout Hollywood, CA

Festival Events

The Hollywood Brazilian Film Festival is a young, rapidly growing festival dedicated to promoting independent filmmaking. The Festival separates itself from other film festivals by embracing the Brazilian flavor through screenings of Brazilian feature films, promoting renowned Brazilian stars. The 2019 Festival will include a variety of screenings of some of the year's top films, panels and workshops that feature award-winning actors, writers and directors.

Through your sponsorship you receive recognition on targeted and exclusive association with specific events. Opening Night Screening & Gala, Closing Night, Centerpiece Screening & Gala, HBRFEST Tribute & Reception, Welcome Reception, Filmmaker Brunches, Nightly Filmmaker Events, Late Night Screenings, Daily Screenings

Current Sponsor Details

The HBRFEST is sponsored and supported currently by a mix of private companies, as well as international or local organizations as Variety, Hollywood Reporter, Brazil-California Chamber of Commerce, Hollywood Chamber of Commerce, Consulate General of Brazil, among others.

Logo Presentation

The HBRFEST, in addition to the standard benefits listed in detail in this document, will work closely with your company to present the company logo according to company standards. The Presenting Sponsor and Co Presenting Sponsors will have their logos prominently displayed in all Medias, above the festival title.

Highlights of the 2019 Hollywood Brazilian Film Festival (cont.)

Internet Campaign

Promoting your company through articles and editorial Highlights on All internet campaigns and promotions, including Newsletters. Your company's mission, campaigns, advertisements, products and services extensively promoted on the new HBRFEST Portal.

Visual Display- Press Promotion

Your logo and company name appear in official festival collateral and advertising.

Press Releases distributed to thousands of media outlets throughout USA and Brazil. Your logo and company name on Festival Program, magazines, postcards, banners, posters, commercials, trailer slides, Festival and awards print ads, radio ad and theater posters.

Merchandising & Promotions

Launch or promote your products and services at this year's Hollywood Brazilian Film Festival and Film market.

Exclusive or non-exclusive on-site product displays, demonstrations, merchandising, and product sampling, gift bags, giveaways, Drawings, exhibition, website and Advertisements.

Festival Access

Sponsors receive tickets and passes to all Festival activities VIP Film Tickets and Award Passes, exclusive parties and Special Event Tickets.

ONLINE:

YouTube, Twitter, Instagram, Facebook, LinkedIn among others

HOLLYWOOD BRAZILIAN FILM FESTIVAL OVERVIEW

Film Market

Including: Co production Market Promoting seminars and meetings between the Hollywood community and Brazilian producers.

Film Finance

International film finance, establishing film funds, securing credit for film production.

Marketing and Distribution

How to market and secure worldwide distribution.

WHY SPONSOR HBRFEST?

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States.

HBRFEST Sponsorship Benefits

Sponsorship of events in particular HBRFEST can be especially effective as a marketing tool because it can be a means of accessing a wide range of audiences such as decision makers in business, government entities, and of course customers. At HBRFEST It can be particularly beneficial for companies that take part in international trade, because sponsors for HBRFEST transcends cultural and language barriers.

For the 11th Annual HBRFEST we offer increased options to fit every budget and purpose. Your support puts your organization's name up in lights on the "big screen" in front of a large, enthusiastic demographic reaching all ages, incomes, industries and interests. Supporting the HBRFEST offers you an amazing value in promotion and marketing, while supporting a great cause: Film Culture.

Sponsorship Levels

HBRFEST Special Event Underwriting Opportunities

Co- Presenting	\$ 10,000
Opening Reception	\$ 4,500
Awards Gala	\$ 3,000
Afterglow	\$ 2,000

Sponsorship Levels (Cont.)

Below is a listing of our different sponsorship levels. With a sponsorship in an amount of US\$10,000 we can offer co-presenting Sponsorship and your company logo will be in prominent display above the festival name in all forms of advertising and all Medias. All sponsorship levels are negotiable and we are open to discussing additional benefits of your interest that might be added or revised. We intentionally limit our number of Sponsors to provide you with exclusivity, maximum exposure, and the attention you deserve. HBRFEST is a 501c3 Non-Profit, charitable Organization, and your sponsorship is tax-deductible to the fullest extent of the law. We are confident we will organize an important event bringing together the best of the Hollywood and Brazilian film communities and we will be honored to have your company as one of our co-presenters. After reviewing this information, please contact us with any questions you may have:

CO-PRESENTING SPONSOR BENEFITS \$10.000

1. Official Co-Presenter for the 11th Annual Hollywood Brazilian Film Festival and Market (HBRFEST).
2. 10 VIP passes to the HBRFEST
3. Logo and Hyperlink included on the “Sponsors” page of the website for 2 years
4. Co-Presenting Sponsor has press and speaking opportunities before the media and the public at HBRFEST.
5. Host your own “Company Lounge,” with extensive product placement. Name, Logo and special recognition as “Co-Presenting Sponsor” in all radio announcements, press interviews, and Press Releases distributed around the world.
6. “Press Wall” or Step and Repeat Wall; Festival and Awards Banners; Festival ads. Press Wall Ad size will be twice as large and twice as frequent as any other companies.
7. Co Presenting Sponsor name/logo prominently displayed on the cover of our Postcards, Posters, and invitations.
8. Company Commercial for Co-Presenting Sponsor screened prior to all Film Screenings.
9. Commercial Card displayed on-screen during intermission prior to all film screenings in Hollywood

Open Reception - \$4.500

1. Company Logo prominently placed on HBRFEST event ads and in some print publications,
2. broadcast media, display advertisements, all email communications and invitations,
3. Company logo prominently displayed on hbrfest.com with hyperlink to sponsor’s websites for one year.
4. 5 All Access passes for access to all HBRFEST events (includes Gala)
5. Your Company’s name screened prior to all Film Screenings at the HBRFEST.
6. Display table or booth at *Venue*

Award Gala - \$3.000

1. Company Logo prominently placed on HBRFEST event ads and some print publications,
2. Network media, display advertisements, and all email.
3. Company logo prominently displayed on hbrfest.com with hyperlink to sponsor's websites for six Months.
4. 4 All Access passes for access to all HBRFEST events (includes Gala)
5. Your Company's name screened prior to all Film Screenings at the HBRFEST.

Afterglow - \$2.000

- 1 broadcast media, display advertisements, all email.
- 2 Company logo prominently displayed on hbrfest.com with hyperlink to sponsor's websites for three Months.
- 3 4 All Access passes for access to all HBRFEST events (includes Gala)
- 5 Your Company's names screened prior to all Film Screenings at the HBRFEST.

Please Contact us to schedule an in-person presentation meeting.

Tanya Sayegh

Sponsorship coordinator

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General Information:

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