

CINE

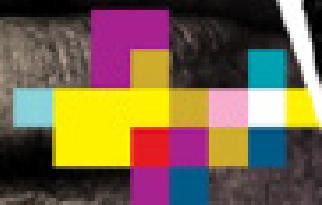
*Perth independent
latino film
Festival*



**CINE
VIVO**

PERTH
INDEPENDENT
LATINO
FILM FESTIVAL

WHAT'S ON_IN 2019
Business Pack



VIVO



About us

The annual **Perth Independent Latino Film Festival** is so much more than a film festival, offering a vibrant mix of contemporary Latin American film, live music, dance, arts and food.

Presented by **Cine Vivo**, the Festival is a celebration of latin stories and communities, inviting audiences to connect with contemporary social issues and experience different cultural perspectives.

Cine Vivo is a not-for-profit incorporated association that aims to create opportunities for cross-cultural arts engagement and education, sharing Latin America's diverse stories with Perth's local communities. We celebrate the discovery of new ideas, different cultures and how our stories can connect us.

Our program



Film

Our Program of award-winning films showcases the best in new independent Latin cinema, including documentary, fiction and short film.



Education

The Festival's education program includes workshops, master classes and presentations with local and international artists.



Food

We strongly recommend coming with an empty stomach because each night we will be serving up traditional, authentic recipes from Perth's best local family restaurants.



Special events

In 2019 Cine Vivo presents not only the Perth Independent Latino Film Festival over 6 weeks in August, we will also run special events throughout the entire year!



Visual arts

The Festival is thrilled to partner with international galleries to exhibit the works of seminal Latin American photographers and artist.



Music and Dance

Latin America's infectious, high energy music is a unique fusion of Spanish, Portuguese, Indigenous and African cultures. Experience Tango, Salsa, Cumbia and Samba firsthand!



Short Film Competition

The short film competition reflects on issues caused by the international humanitarian and refugee crisis. In 2019 the competition focuses on two of the most pressing global issues of our times: human rights and migration.



What's on in 2019

Bring the Festival to new venues and connecting with new audiences. Check out our new calendar of events!

MARCH > JULY

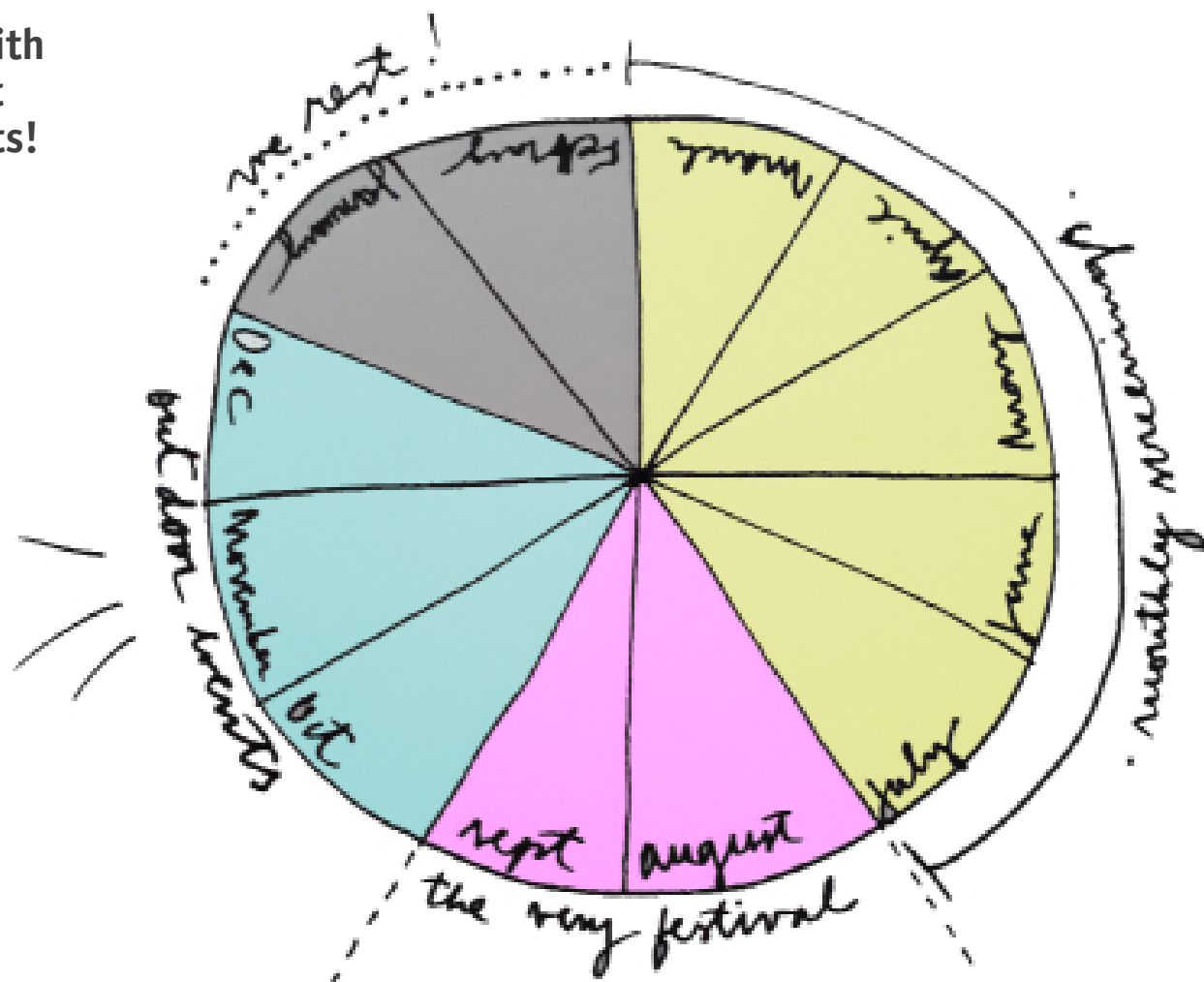
Monthly Screenings
Last Saturday x Month (x5)

AUGUST - SEPTEMBER

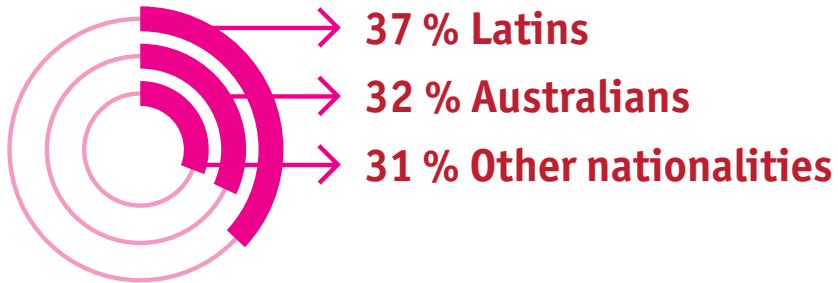
5th Perth Independent
Latino Film Festival
Each Saturday (x6)

OCTOBER > DECEMBER

Outdoor Family Free Event (x2)



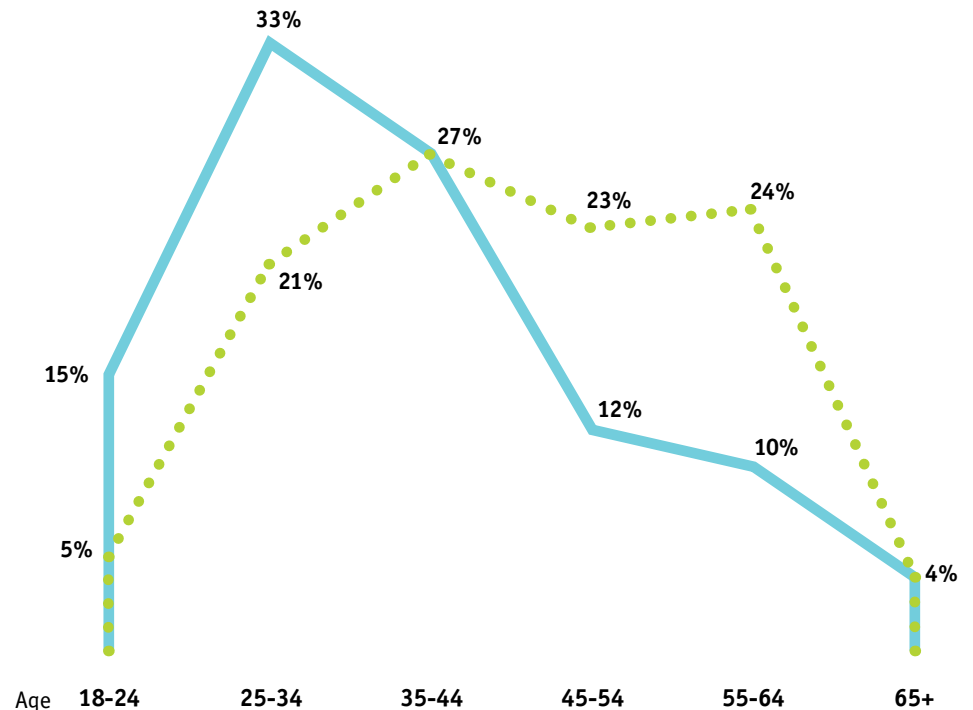
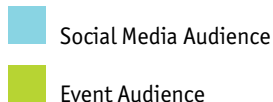
Festival Audience



Over the last five years, the festival has engaged a larger diverse audience with an average of 15 nationalities per event.

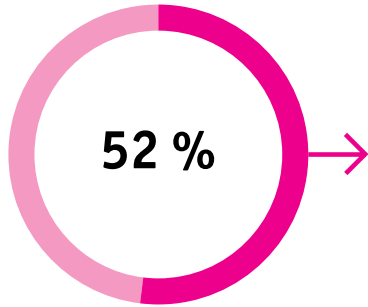
Our audience has shown a consistent growth since 2017, having almost half of our audience coming for the first time.

Cine Vivo has a strong penetration in most age groups!

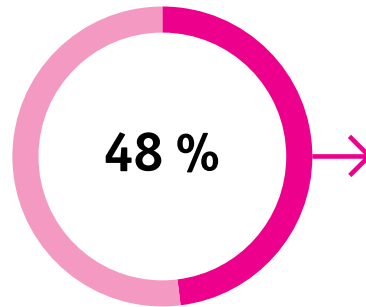


POSITIVE WORD OF MOUTH DRIVES CINE VIVO GROWTH

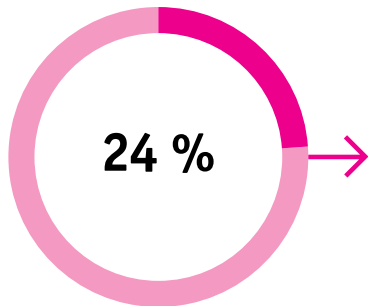
46% of attendees found the festival through a friend



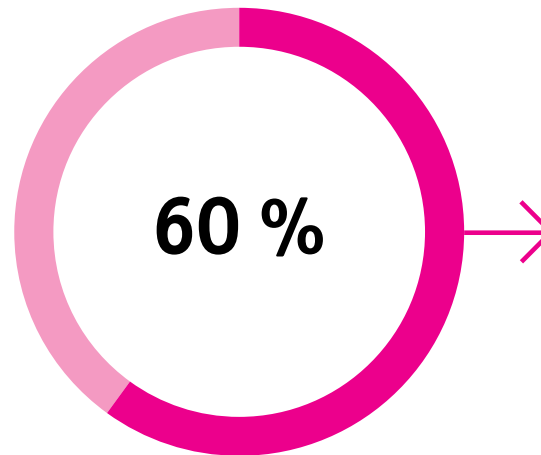
attendees came to a Cine Vivo event **FOR THE FIRST TIME IN 2018**, demonstrating the capacity of the Festival to reach new audiences.



have attended **2 OR MORE CINE VIVO EVENTS** since the festival started in 2015.



returning attendees have come to **5 OR MORE EVENTS!**

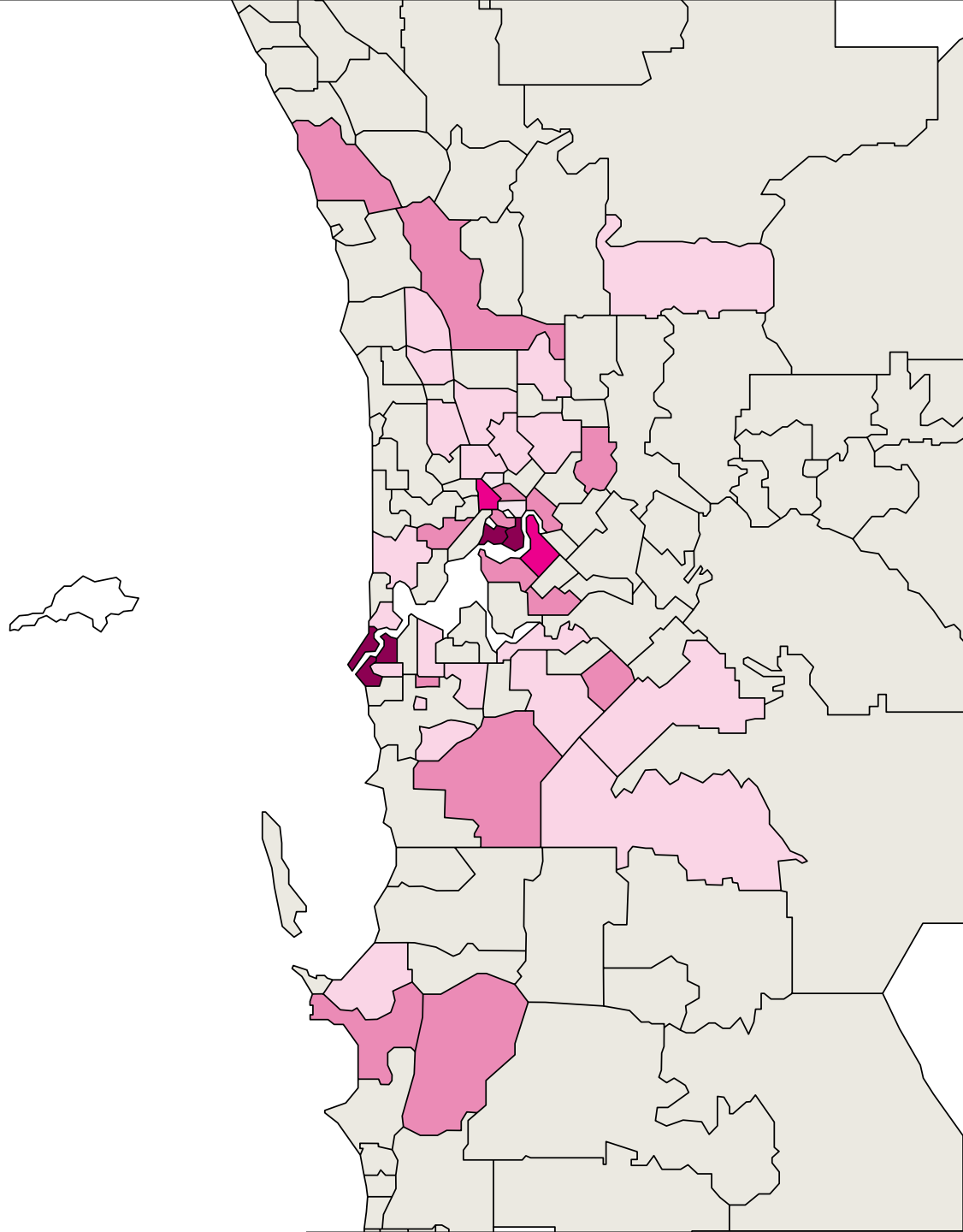


are planning to **TRAVEL TO LATIN AMERICA** in the next 12 months.



AND OUR AUDIENCE COMES
**FROM MANY
DIFFERENT PLACES!**

- Fremantle
- Perth
- East Perth
- Victoria Park
- West Leederville
- Subiaco
- South Perth
- Warnbro



Although most audiences identified their main reason for attending to be the event's feature film screening, over 60% of attendees highlighted the importance of the whole Cine Vivo experience: film, live music, dance, food and art exhibitions.



Festival Marketing



Our Festival Magazine

Perth's only Latin American lifestyle promotional format featuring festival program, editorial stories and the Latin Business Guide. Free distribution mag.

- A5 - 96 full colour pages.
- Circulation 3000.
- Distributed all over Perth metro area.
- Available online.
- Digital distribution (aprox.) 15,000.

Email

Our email subscribers (1.3K+) and partner/affiliates subscribers. Includes community organisations, business, Local Government, embassies and consulates network.

Social Media

- **Facebook:** 2.3k followers.

20% visibility growth.

Posts - 131 posts; reach:104k (individuals); 161K (visits).

Events - 14 events: 29.6k.

Videos - 12k views / 5k minutes viewed.

- **Instagram, YouTube, LinkedIn, Twitter.**



Radio

En Español (SBS Spanish, Frecuencia Latina, Latino Studio).

Em Portugues (SBS portuguese). **In English** (RTR FM, Fremantle Radio, Curtin Radio, World Music 95.3 FM, ABC, 6PR).

Podcast

6 podcasts featuring 20 interviews in collaboration with RTRFM

Website

www.cinevivo.com.au - 17.7k visits in 2018

Monthly Screening 5 sessions Program

1000 printed copies

15,000 digital distribution

Local Newspaper

Editorial in the Perth Voice - Circulation 31k+

Flyers/Posters/Festival Program

Distribution - 5000 flyers/Program and 100 posters all over Perth cultural destinations.

Festival Media

The Festival attracts a number of editorials in print and digital newspapers, as well as important radios. We have been featured in and hope to still be!

FILMINK

**The West
Australian**

RTR
FM 92.1

screenwest

yelp

Roof
MOVIES

allevents.in

**YAGAN
SQUARE**

Community
newspaper group

Meetup

DESTINATION **Perth**

RADIO FREMANTLE
107.9 FM

PERTH
HAPPENINGS

Buggybuddys
No.1 Guide for families in Perth

CURTIN RADIO
A Lifetime of Music

WEEKEND IDEAS

FILMFESTIVALS.COM

INDEPENDENT ROCK
MAGAZINE

**X-PRESS
MAG.COM.AU**

**ONWILLIAM.
COM.AU**

OUTinPerth
SOMETHING DIFFERENT

eventfinda

Western
Australia
Multicultural
Association Inc.

Department of Local Government,
Sport and Cultural Industries
Office of Multicultural Interests

REVELATION²¹
**PERTH INTERNATIONAL
FILM FESTIVAL**
WWW.REVELATIONFILMFEST.ORG | 5-18 JULY 2018

**ENJOY
PERTH**

**Weekend
NOTES**

nabo

**SBS
Radio**

Festival Partners

We thank our supporters from the last 2 years:



Latin Boutique



YOUNG HENRYS



INTERNATIONAL SCHOOL
of WESTERN AUSTRALIA



TOWN OF
VICTORIA PARK



Partnership Opportunities

Enjoy the promotional platforms the festival has to offer: Platinum, Gold and Silver.

As a Platinum Sponsor you are afforded the opportunity to enjoy festival wide exposure with major visibility, with bespoke branding placements in all media and marketing campaigns and exclusive benefits throughout the festival. Reach an engaged audience of socially conscious film lovers through a whole minute of pre-screening video and up to 4 pages in the Festival's printed magazine.

Platinum Sponsor

Print

- Full colour advertisement DPS (Double page spread) in festival magazine.
- 2 page sponsored editorial.

Advertising and Promotion

- Pre show program 1- minute video screening – 13 individual nights.
- Venue Banner – 13 nights.
- Sponsor video placement on Cine Vivo Social media outlets.
- Up to 13 posts on festival's social media outlets over 8 months campaign.
- Bonus - complimentary listing on Perth Latino Guide.

Logo Placement

- Program Partner page.
- Website logo placement with link.
- Cine Vivo Posters (100 copies)
- Monthly screening program (1000 copies)
- Event flyers (5000 copies distributed weekly over 8 months).
- Festival partners slide on public screens.
- 6 Podcasts
- All festival's promo videos, incl movie trailers
- Targeted email bulletins.
- Media releases.

Experience

- 20 Double admission tickets (for guests or own social media campaign). Check availability for more than 4 bookings per night.

This Gold participation offers you a full festival experience with recognition across a wide range of media and marketing campaigns. 30 seconds pre-screening video and 2 pages in the festival's printed magazine gives you the opportunity for fully bespoke audience engagement.

Gold Class

■ Print

- Full colour advertisement DPS (Double page spread) in festival magazine.

■ Advertising and Promotion

- Pre show program 30 second video screening - 13 individual nights.
- Venue Banner 7 nights.
- Sponsor video placement on Cine Vivo Social media outlets.
- Up to 13 posts on festival's social media outlets over 8 months campaign.
- Bonus - complimentary listing on Perth Latino Guide.

■ Logo Placement

- Program Partner page.
- Website logo placement with link.
- Cine Vivo Poster (100 copies)
- Monthly screening program (1000 copies)
- Event flyers (5000 copies distributed weekly over 8 months).
- Festival partners slide on public screens
- 6 Podcasts
- All festival's promo videos, incl movie trailers
- Targeted email bulletins. Media releases.

■ Experience

- 13 Double admission tickets.

In partnership with Cine Vivo, in exchange for a cash or product contribution you will receive ticket allocations for films and special events, logo representation across a wide range of media and marketing campaigns, and a full page ad in our printed magazine.

Silver Package

- **Print**
 - Full colour advertisement (1 page) in festival magazine.
- **Advertising and Promotion**
 - Bonus - complimentary listing on Perth Latino Guide.
- **Logo Placement**
 - Program Partner page.
 - Website logo placement with link.
 - All festival's promo videos, including trailers.
- **Experience**
 - 4 Double admission tickets.

Contact

Thank you for your interest in CINE VIVO,
we look forward to working with you soon.

www.cinevivo.com.au

cinevivo community



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Vanesa Vargas

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