



OC Film Fiesta
Santa Ana, CA

A CINEMATIC CELEBRATION OF ORANGE COUNTY'S DIVERSITY



Sponsor Packet
7th Annual OC Film Fiesta
Oct. 13-29, 2016
Santa Ana, CA

CONTACT:

VICTOR PAYAN
DIRECTOR
CEL: 619-701-0073
EMAIL: VICTOR@OCFILMFIESTA.ORG

WWW.OCFILMFIESTA.ORG

About The OC Film Fiesta

Celebrating its seventh year in 2016, the **OC Film Fiesta** is a cinematic celebration of Santa Ana's cultural diversity and Orange County's multicultural heritage.

Launched in 2010, the **OC Film Fiesta** has presented world premieres, award-winning films, community celebrations, workshops and guest filmmakers from *The Simpsons*, *East Los High*, The National Center for Jewish Film, Chapman University and Gael Garcia Bernal and Diego Luna's *Ambulante* documentary project. Special guests have included Miguel Rodarte, Yareli Arizmendi, Hector Jimenez, Kevin McKiernan and Inocente Izucar from the Academy Award-winning documentary *Inocente*.

The 2016 OC Film Fiesta features a special opening night at the Bowers Museum and partnerships with the Mexican Consulate in OC, Santa Ana Unified School District, OC Hispanic Chamber of Commerce and local merchants and restaurants to promote the cultural life of downtown Santa Ana.

In addition to presenting quality films and workshops, the Film Fiesta launched two youth media programs in 2013, the **OC Cinema Camp** and the **Mural and Media Class**, which provide free instruction for local youth.

A program of Media Arts Santa Ana (MASA), the OC Film Fiesta is a community building celebration that provides OC's diverse audiences with entertaining events that deepen relationships between local cultural groups, businesses, colleges, visitors and the film industry. Join us for this year's OC Film Fiesta, and be part of the multicultural cinema celebration in the historic heart of OC that promotes cultural vitality through high-quality programming and community engagement. For more information, email victor@ocfilmfiesta.org or call Film Fiesta Director Victor Payan at 619-701-0073.



MEDIA ARTS SANTA ANA (MASA)



www.masamedia.org

Celebrating our second year since expanding to become Media Arts Santa Ana (MASA), we are happy to announce that we have been awarded two grants from the California Arts Council for the Local Impact and Cultural Pathways programs. Media Arts Santa Ana (MASA) combines our three core programs under the fiscal sponsorship of Community Partners, a 501(c)(3) nonprofit organization, to increase our capacity to provide innovative and inspiring year-round screenings, youth classes and workshops for the Santa Ana and Orange County communities.

MASA builds on more than 20 years of experience creating and directing successful media programs and youth arts programs in San Diego, San Antonio and Orange County.

Sponsorship of the OC Film Fiesta will also help support our popular **OC Teen Cinema Camp** and **Youth Murals and Media Class**, which will feature partnerships with the Delhi Community Center and Heritage Museum of OC this year. Our mission is to inspire the growth and development of the Media Arts in Santa Ana by empowering the local community through classes, festivals, screenings, access to technology, workshops, special initiatives, social media training and networking opportunities. We will achieve this mission via the aforementioned programs, arts advocacy, bilingual technology workshops and the development of new programs. Because Media Arts Santa Ana (MASA) is a project of Community Partners, a 501(c)(3) not for profit organization, donations to support our programs are **tax deductible**.

Contact MASA Director Victor Payan at victor@masamedia.org or 619-701-0073 to see how you can help us better serve the Santa Ana and Orange County communities.



Students from the Youth Cinema Camp at the Heritage Museum of OC.

Demographics

The **OC Film Fiesta** in Santa Ana appeals to a broad range of communities, including young downtown dwellers, traditional families, college and high school students, artists, professionals and lovers of international cinema. Santa Ana has a population of 343,433, composed primarily of young families, including acculturated longtime residents as well as new immigrants populations.



The downtown core where the Film Fiesta is located is an exciting cultural zone which includes the Santa Ana Artists Village, Santora Building, historic Yost Theater, trendy restaurants and shops that cater to a large clientele of families and young professionals.



Additionally, Santa Ana's demographics include:

- Population: 343,433
- Median Household Income: \$43,412
- Family Households: 81.89%
- Median Age: 26.5
- Latino Population: 76%
- Access the \$1.3 Trillion Latino market

Sponsors

The Film Fiesta is made possible with the support of businesses, academic institutions and corporate sponsors. Sponsorship of the OC Film Fiesta will provide you with positive visibility to more than 500,000 people via our extensive outreach campaign that includes street publicity, social media, promotion by community partners and extensive media coverage from the *OC Weekly*, *OC Register*, and media throughout Southern California.

For information about sponsorship opportunities for the 2016 OC Film Fiesta, contact Victor Payan at info@ocfilmfiesta.org or call 619-701-0073.

THE CITY OF SANTA ANA, PROCSA PRESENTS

THE 4TH OC FILM FIESTA
SEPT. 6-15, 2013
A CINEMATIC CELEBRATION OF ORANGE COUNTY'S DIVERSITY

GRACIAS!

TO EVERYONE WHO HELPED MAKE THE 4TH OC FILM FIESTA A HUGE SUCCESS!

The 2013 OC Film Fiesta is presented by the City of Santa Ana, PROCSA and Produced by Pacheco with support from MX Live, Santa Ana Business Council, East End Partners, The Frida Cinema, Long Beach Cinematique, Cervantes Publishing Company Minorndas Ferranola USA, Ambulante, Ambulante Mas Alio, State Farm Insurance Eddie Quiroles Agency, Arts OC, OC Community Foundation, James Irvine Endowment Fund, Amtrak, Heritage Museum of OC, Roxey Kidman, Diego's Restaurants, Chapter One: The Modern Local, Quinceañera Magazine, Stay Connected OC, 1st Class Party Events, OCGente.com, Mega Furniture, expovestido.com, Carvin, Mi Moda Italian Suits, Custom Auto Service, Colleen O'Hara Beauty Academy, United Artists of Santa Ana, Latino Health Access, Green Heart Families Park and Community Center, Calicos on 4th, Santanero Zine, Voice of OC, Teresa's Jewellers, Esmaralda Party Rental, Moriachi Anacolon, Manonada Integral, Steady Jenny Photography, DJ Kai Sol, Aztec Gold TV, Graphics by AztecGoldTV, E-mail: info@ocfilmfiesta.org

WWW.OCFILMFIESTA.ORG

2016 OC Film Fiesta Sponsors

The OC Film Fiesta has received support from the following sponsors

- California Arts Council
- The City of Santa Ana
- The James Irvine Foundation
- The Mexican Consulate in Orange County
- The Walt Disney Company
- NBC/Universal
- Telemundo
- OC Weekly
- Santa Ana Business Council
- Downtown, Inc.
- Caribou Industries
- Arts OC
- OC Hispanic Chamber of Commerce
- Orange County School of the Arts
- OCCgente.com
- Aztec Gold TV
- The Frida Cinema
- Cervantes Publishing Company
- Miniondas Farandula USA
- Stay Connected OC
- American Heart Association | American Stroke Association
- Anti Defamation League
- National Center for Jewish Film
- South Coast Rep
- Dialogos en Santa Ana
- MX Live
- Cafe Con Leche
- Teresa's Jewelers
- Para Todos Magazine
- OCCgente.Com
- Custom Auto Service
- SAMU Thai Coconut Water
- Chapter One Restaurant
- Diego's Restaurant
- Mega Furniture
- United Artists of Santa Ana
- OC Roller Girls
- Beard Publishing
- Latino Health Access
- Green Heart Families Park and Community Center
- Santa Ana College
- Heritage Museum of OC
- Orange County Mexican-American Historical Society
- Los Amigos of Orange County
- Icelandic Glacial Water
- Fiesta Marketplace Association
- Yost Theater
- Top Finish
- Cafe Calacas
- OC Hispanic Bar Association
- Santa Ana Historical Preservation Society
- Vietnamese American Arts & Letters Association
- Metropolitan Theaters
- Centro Cultural de Mexico
- Chapman University
- Espacio Alternativo
- OC Parks
- Memphis Cafe

2016 OC Film Fiesta Sponsor Levels



\$5,000+ GOLDEN CIRCLE SPONSOR

- Signage and booth or table sampling at screenings and receptions
- Custom projection of your logo at all screenings
- Three Full Page Color Ads in OCFE electronic Festival Program
- Banner and Slide at all OC Film Fiesta screenings
- Introductory remarks at OC Film Fiesta opening
- Recognition at all OC Film Fiesta events
- Logo and Web link on OCFilmFiesta.org
- Logo on OC Film Fiesta print ads, poster and electronic promotions
- Publicity via pictures and updates on Facebook and Twitter
- 16 festival passes (\$1,200 value)

\$3,000 SILVER CIRCLE SPONSOR

- Signage and sampling at screenings and receptions
- Custom projection of your logo at all screenings
- Two Full Page Color Ad in OCFE electronic Festival Program
- Banner and Slide at all OC Film Fiesta screenings
- Introductory remarks at OC Film Fiesta opening
- Recognition at all OC Film Fiesta events
- Logo and Web link on OCFilmFiesta.org
- Logo on OC Film Fiesta print ads, poster and electronic promotions
- Publicity via pictures and updates on Facebook and Twitter
- 12 festival passes (\$900 value)

\$2,000 EVENT SPONSOR

- Signage and sampling at screenings and receptions
- Custom projection of your logo at Sponsored Event
- Full Page Color Ad in OCFE electronic Festival Program
- Banner and Slide at all OC Film Fiesta events
- Introductory remarks at OC Film Fiesta opening
- Introductory Remarks at Sponsored Event
- Recognition at all OC Film Fiesta events
- Logo and Web link on OCFilmFiesta.org
- Logo on OC Film Fiesta print ads, poster and electronic promotions
- Publicity via pictures and updates on Facebook and Twitter
- 6 festival passes (\$450 value)

- \$1,000 DAY SCREEN SPONSOR / SPECIAL EVENT SPONSOR**
- Signage and sampling during sponsored day
 - 1/2 Page Color Ad in OCFE electronic Festival Program
 - Banner and Slide at OC Film Fiesta sponsored screen
 - Introductory remarks at OC Film Fiesta sponsored screen
 - Recognition at OC Film Fiesta screenings
 - Logo and Web link on OCFilmFiesta.org
 - Logo on OC Film Fiesta print ads, poster and electronic promotions
 - Publicity via pictures and updates on Facebook and Twitter
 - 4 festival passes (\$300 value)
- \$500 FILM SPONSOR**
- Signage and sampling during sponsored film
 - 1/4 Page Color Ad in OCFE electronic Festival Program
 - Recognition at OC Film Fiesta screenings
 - Logo and Web link on OCFilmFiesta.org
 - Logo on OC Film Fiesta electronic promotions
 - Recognition in OC Film Fiesta print materials
 - Publicity via pictures and updates on Facebook and Twitter
 - 2 festival passes (\$150 value)
- \$250 COMMUNITY SPONSOR**
- 1/8 Page Color Ad in OCFE electronic Festival Program
 - Recognition at OC Film Fiesta screenings
 - Logo and Web link on OCFilmFiesta.org
 - Logo on OC Film Fiesta electronic promotions
 - Recognition in OC Film Fiesta print materials
 - Publicity via pictures and updates on Facebook and Twitter
- \$100 FRIEND OF OC FILM FIESTA**
- Special Acknowledgement in OCFE electronic Festival Program
 - Recognition at OC Film Fiesta screenings
 - Thank You in OCFE electronic Festival Program
 - Name Recognition on OCFilmFiesta.org
 - Publicity via pictures and updates on Facebook and Twitter

7th OC Film Fiesta, Oct. 13-29, 2016

Save The Date!

2016 OC FILM FIESTA

October 13 - 29, 2016



*Sponsorship Opportunities!
Partnerships Available!
Donations Are Tax Deductible!*



Contact Victor Payan at 619-701-0073 or victor@masamedia.org.



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WWW.MASAMEDIA.ORG

Become a 2016 OC Film Fiesta Sponsor!

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