The **Boston Latino International Film Festival (BLIFF)** is the east coast’s largest, longest-running, and most exciting presentation of cinema from the Spanish-speaking cultures of the Americas. Entering our 15th year, BLIFF has screened more than 500 films from over 20 countries, reaching a diverse audience of over 21,000 people. This year’s festival features a carefully curated selection of international award winners, and the Boston premieres of provocative features, documentaries, and shorts that entertain, educate and empower diverse audiences.

**Why sponsor?**

BLIFF offers your company cost-effective channels to build brand awareness, boost visibility, and create cross-cultural bridges with Boston’s fast-growing Latino community. Featuring innovative voices telling unique human stories, this hip cinematic showcase will help you to:

• Reach over 3,000 audience members through over 20 film screenings, workshops and Hispanic Heritage Month Opening Night reception

• Make 40,000 additional impressions through print promotions in Spanish language press and social media

• Connect with BLIFF’s partners – Harvard University, Emerson College and Northeastern University – three of our nation’s top universities

• Network with a diverse audience of Latino business, academic and community leaders, as well as students, filmmakers, cinema enthusiasts, and journalists

• Make face-to-face marketing impressions on Latino consumers through placement of your brands, products and community outreach initiatives

The 2012 purchasing power of Latinos in Massachusetts totaled $15.3 billion in 2012—an increase of **505.3%** since 1990.*

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SPONSORSHIP OPPORTUNITIES

Presenting Sponsor — $10,000
• Exclusive branding as Presenting Sponsor of Festival in all online, social media and print promotions and advertising
• Exclusive designation as Hispanic Heritage Month Celebration Sponsor and speaking opportunity during Opening Night reception
• On-screen digital advertisement(s) and logo featured prior to each screening
• Social media presence in all postings (Facebook, Instagram, Twitter, etc.)
• Company logo in all print (program book, promotions and advertising)
• Digital logo (hyperlink on Festival homepage, email blasts and on-screen)
• VIP access (one row reserved) to all films
• Banner (provided by company) displayed prominently at all Festival events
• Product table
• Award for Festival’s Best Film branded with company name
• Full-page ad and listed as Presenting Sponsor in program book and BLIFF website

Gold — $5,000
• Official designation as College Night Sponsor and speaking opportunity during Closing Night Reception
• On-Screen digital advertisement(s) and logo featured prior to each screening
• Social media presence in all postings (Facebook, Instagram, Twitter, etc.)
• Company logo in all print (program book, promotions and advertising)
• Digital logo (hyperlink on Festival homepage, email blasts and on-screen)
• VIP access (Ten seats reserved) to all films
• Banner (provided by company) displayed prominently at all Festival events
• Product table
• Festival’s Audience Award (or other preferred award) branded with company name
• Half-page ad and listed as Gold Sponsor in program book and BLIFF website
Silver — $2,500
• Digital logo (hyperlink on Festival homepage, email blasts and on-screen)
• VIP access (Five seats reserved) to all films
• Banner (provided by company) displayed prominently at all Festival events
• Festival’s Audience Award (or other preferred award) branded with company name
• Quarter-page ad and listed as Silver Sponsor in Program Book and BLIFF website

Bronze — $1,000
• VIP access (Two seats reserved) to all films
• Listed as Bronze Sponsor in program book and BLIFF website

Community Partner — $500
• Listed as Community Partner in program book and BLIFF website
• Two tickets to one film

Superfriend — $250
• Listed as Superfriend in program book and BLIFF website

Friend — $100
• Listed as Friend in program book

To find out more or to get involved, email us at info@bliff.org.

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