



THE CAPE VERDEAN AMERICAN FILM FESTIVAL

SPONSORSHIP LEVELS & BENEFITS

Primo/Prima (Cousin) Sponsor - \$100

- Recognition of gift film festival program
- 2 tickets to Red Carpet Premiere Event
- Acknowledgement in CVAFF newsletter, annual report and website

Irmon/Irma (Brother/Sister) Sponsor - \$200 - \$500

- Logo on official poster
- 2 tickets to Red Carpet Premiere Event
- Recognition of gift in film festival program
- Acknowledgement in CVAFF newsletter, annual report and website

Pai/Mae (Father/Mother) Sponsor - \$600 - \$1,000

- Opportunity for booth presence at film festival
- 5 tickets to Red Carpet Premiere Event
- Logo on official poster
- Recognition of gift in film festival program
- Acknowledgement in CVAFF newsletter, annual report and website

Honoree Sponsor - \$2,000 - \$5,000

- Recognition in advertisements and news releases for event
- 5 tickets to Red Carpet Premiere Event
- Opportunity for booth presence at film festival
- Logo on official film festival poster
- Recognition of gift in film festival program
- Acknowledgement in CVAFF newsletter, annual report and website

Festival Sponsor - \$6,000 - \$10,000

- Opportunity to speak during film festival ceremony
- 10 tickets to Red Carpet Premiere Event
- Recognition in advertisements and news releases for event
- Opportunity for booth presence at the film festival
- Logo on official film festival poster
- Recognition of gift in film festival program
- Acknowledgement in CVAFF newsletter, annual report and website

In-Kind Sponsor: Gifts donated in-kind will receive the sponsorship benefits for the dollar value of their donation

For more information and to discuss customized opportunities, please contact us at 215.817.7122 or rrfilmworks@hotmail.com



DEMOGRAPHICS

We have broken up our markets into four divisions to analyze the percentages of types of people who will come to the festival. The Cape Verdean American Film Festival will have a different breakdown. The four divisions are:

1. Geographical

- Population 601,723
- 47% male 53% female
- 17.9 Million visitors in 2011
- 16.1 Million Domestic 1.8 million Foreign

2. Race, Religion, and Culture

- Black 51% ○ Hispanic 9.5%
- White 42%
- Persons reporting 2 or more races 2.5%
- Other 4.5%

3. Age

- under 10 5%
- 10-20 10%
- 21-35 33% ○
- 35-50 31% ○
- 50 and over 21%

Our core market is the type of person who appreciates the arts and cinema in particular, and is interested in an alternative to the typical commercial offerings in the film and arts experiences. This core market exists in all the categories above, and our target markets are based on the biggest percentages of the pie, but we would like to develop the smaller percentages of the pie also, so we are targeting certain markets to develop that support.

Below is a list of target market segments that the Cape Verdean Film Festival will appeal to:

- **Washington D.C. Locals "into the arts scene"**. This is possibly the main market for the festival. People who live here year-round and are yearning for just this type of venue. D.C. Locals tend to try to discover "local hangouts" that are trendy yet mixed with tourists, and are not on the beaten path. The Barracks Row area is a main attraction for festivals and fairs, and "in place" for locals and visitors alike.
- **Locals from other areas**. The types of people who go to art films in other areas such as New York and Philadelphia will go out of their way to come to see what's going on here. This group will include students, arts supporters, people of African, Brazilian, and Cape Verdean descent; and young people attracted to D.C. nightlife.
- **Older Generation Locals** who have had few opportunities to participate in activities that they can relate to; the nostalgia factor that will be a big part of the festival will attract many older people of many ethnic origins. This group will include "baby boomers" and senior citizens.
- **Upscale Tourists** who are attracted to D.C. for its boutique-style architecture and Art Deco history, and would appreciate a cultural "boutique-style" alternative to a commercial movie theatre or touristy art gallery. This project helps to keep them connected to Cape Verdean Film Festival.
- **Young International Students and Hostel Guests**. This group is here on vacation so will always find time for leisure activities. The diversity of the film festival will attract those who have an appreciation for cinema and arts of a wide variety.
- **Film Industry Members** seeking an interesting space for dailies and presentations for their films and film festival attendees. Another international market important for Washington D.C. tourism. This market will grow tremendously with the inclusion of CVAFF into the programming.

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FESTIVAL PROGRAMS

EVENTS & PROGRAMS

SPOTLIGHT EVENTS

- Opening Night
- Closing Night
- Filmmakers Brunch
- After Parties
- Women's Seminar

FILM SHOWCASES

- Cape Verdean Cinema
- African Cinema
- Brazilian Cinema
- American Cinema
- Short Films

ARTIST CORNER

- Spoken Word
- Visual Art
- Performance Art
- Literary Art

TITLED OPPORTUNITIES

MUSICAL GUESTS

Represent one of our Cape Verdean live bands

EDUCATIONAL PROGRAMS

Women Of Color In Media
Directors Giving Back Project
The Cape Verde Children's Coalition

AWARDS

Our one-of-a-kind "Conta de Ojo" Trophy

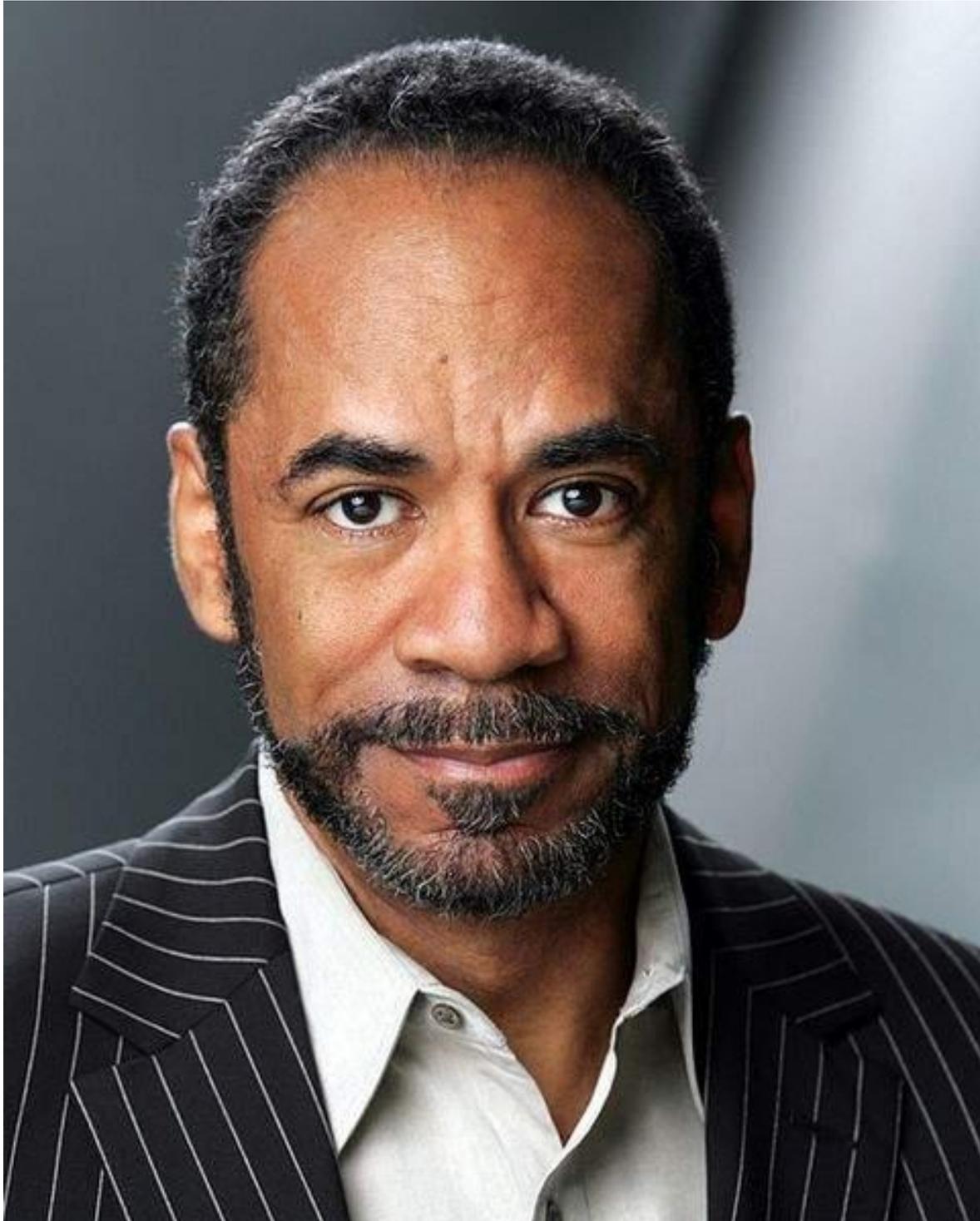
AFTER PARTIES

Host one of our two after parties to the festival

By sponsoring The Cape Verdean American Film Festival you will be able to promote your company or small business through all of our media and social network outlets as well as on-site in the festival village.

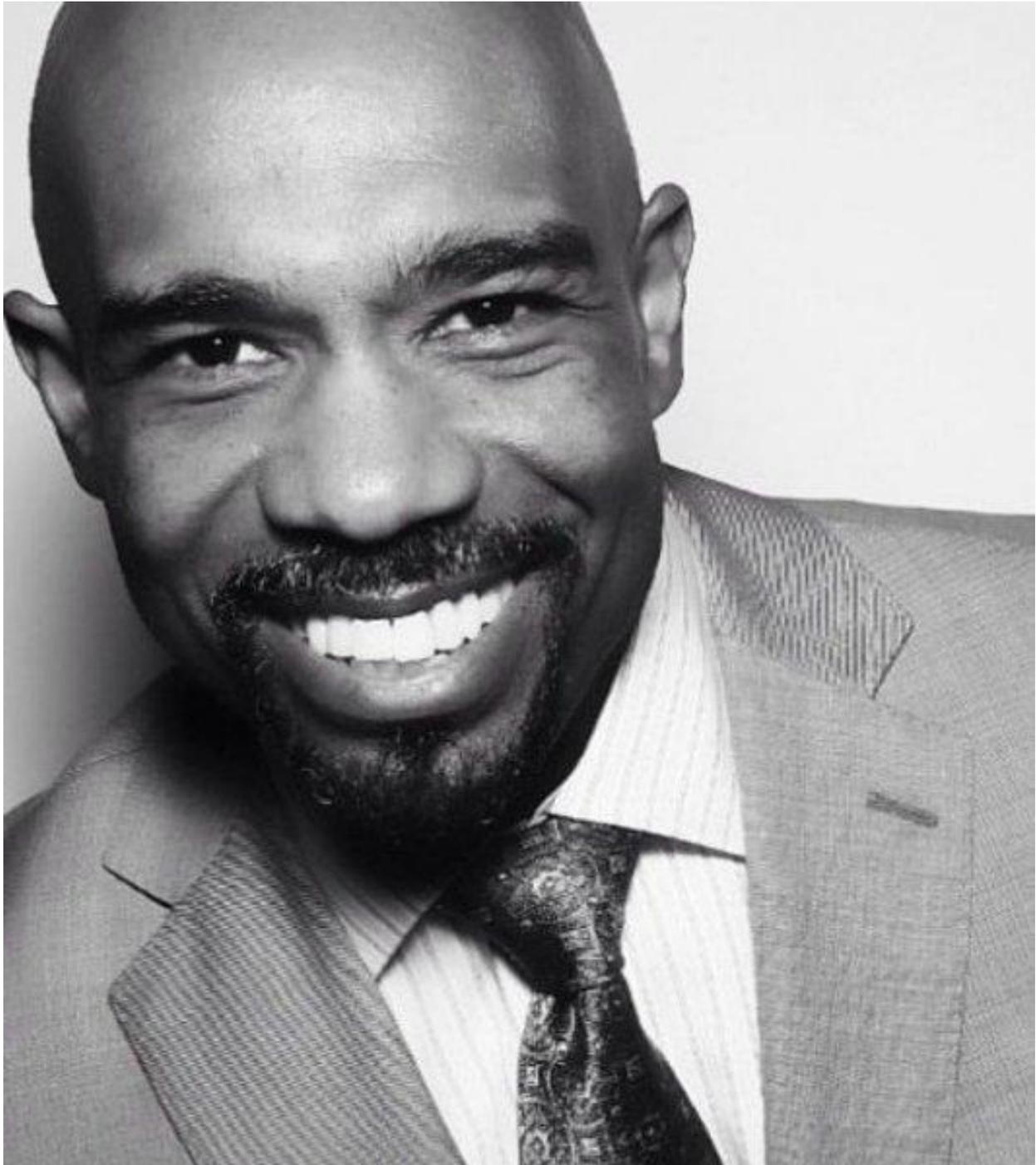
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ACTOR: TIM REID



For more information and to discuss customized opportunities, please contact us at 215.817.7122 or rrfilmworks@hotmail.com

ACTOR: MICHAEL BEACH



For more information and to discuss customized opportunities, please contact us at 215.817.7122 or rrfilmworks@hotmail.com

THE MENDES BROTHERS



For more information and to discuss customized opportunities, please contact us at 215.817.7122 or rrfilmworks@hotmail.com

THE HONORABLE MS. GRACIA HILLMAN



For more information and to discuss customized opportunities, please contact us at 215.817.7122 or rrfilmworks@hotmail.com

ACTIVIST: NUALA CABRAL



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THE CAPE VERDEAN AMERICAN FILM FESTIVAL 2014

MAY 23-24th
WASHINGTON, DC

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