

INTRODUCTION TO THE SYDNEY LATIN AMERICAN FESTIVAL

Each year SLAFF delivers a dynamic selection of new release Latin American cinema to the people of Sydney. Using film, music, dance and food we take our audiences on a cultural journey across the diverse landscape of Latin America. Over the last 12 years SLAFF has built a robust Australian and International audience base.

SLAFF has established itself as a distinguished not-for-profit festival within the arts sector, building Sydney's community, cultural and social fabric. In addition, we continue to support grassroots development projects in Latin America.

With the support of our partners and collaborators, SLAFF is able to uphold its principle aim to support grassroots initiatives that strengthen communities across the region.

In the past 12 years, our Community Support Program has raised more than \$124,000AUD.

THE 13TH EDITION OF THE SYDNEY LATIN AMERICAN FILM FESTIVAL WILL RUN 6 – 15 SEPTEMBER 2018 AT VARIOUS SYDNEY LOCATIONS.

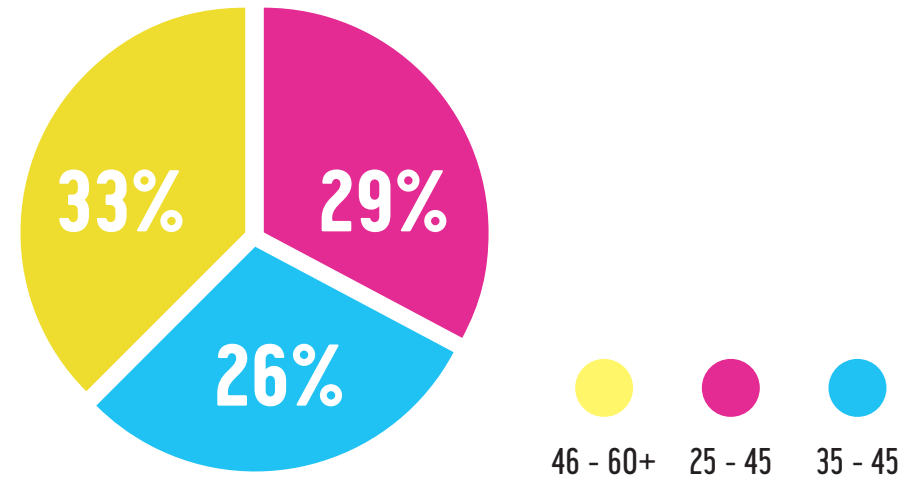
OUR AUDIENCE

SLAFF events attract film buffs, cultural festival fans, Latin American and Spanish/Portuguese migrants, Sydney-siders interested in Latin American cultures, people interested in global politics, environmental and social issues, academics, students and partygoers.

Our audience live across Sydney - from the Eastern Suburbs, upper North Shore across the City of Sydney into Greater Western Sydney and the Southern Highlands.

**IN A MULTICULTURAL CITY LIKE SYDNEY,
THE FESTIVAL HAS PROVEN TO ENGAGE A BROAD
DEMOGRAPHIC THAT OFFERS SPONSORS AN
OPPORTUNITY TO SPEAK TO A VARIETY OF PEOPLE.**

OUR AUDIENCE BY AGE



70%
WOMEN



63%
SPEAK
SPANISH OR
PORTUGUESE



29%
AUSTRALIAN
BORN

2018 SNAPSHOT

SLAFF'S **13th EDITION** IS SET TO BE YET ANOTHER **EXCITING YEAR** SHARING LATIN AMERICAN CULTURE.

SLAFF CONTINUES TO PRESENT A **UNIQUE** PROGRAM OF **FILM, MUSIC AND FUN!**

Award winning films, docos and shorts delivers a diverse view of Latin America

Engagement with the **local Latin American creative community** provides a platform for local artists to **flourish** through a direct link to our audience

3000 + AUDIENCE REACH
10K+ SOCIAL MEDIA REACH

15 SCREENINGS OVER SEVEN DAYS AT DENDY OPERA QUAYS, **CIRCULAR QUAY**, THE ADDISON ROAD PICTURE HOUSE, **MARRICKVILLE** AND POWERHOUSE YOUTH THEATRE, **FAIRFIELD**

SLAFF MARKETING STRATEGY 2018

The festival is established and well connected within the Latin American community and maintains frequent contact with community, government, business and social networks which in turn creates various cross promotional opportunities.

SLAFF is your direct link to the Latin American and Spanish speaking community who engage in art and cultural events, and the thousands strong community of Latinophiles.

- **12,000+ printed programs (mini-mag) distributed across Sydney**
- **1,000+ A3 posters and A5 flyers distributed across Sydney**
- **A1 posters displayed at Festival venues**
- **Festival trailers adaptable to a variety of channels**
- **SLAFF e-newsletter database: currently boasting 5,000+ subscribers**
- **SLAFF Facebook page with over 6,000+ likes and growing**



MEDIA APPEAL

The Festival attracts a number of editorials. We have been featured in:



The Festival receives comprehensive coverage in Sydney's Spanish press:

- VIVA MAGAZINE
- EL ESPAÑOL EN AUSTRALIA
- LATIN AUSTRALIAN TIMES
- SPANISH HERALD
- EL ESPAÑOL DIGITAL
- EXTRA INFORMATIVO

Across digital media:

- CONCRETE PLAYGROUND
- SYDNEY FILM FESTIVAL
- LATIN HUB
- LATINOAMERICAVIVA
- VIVA MAGAZINE
- LATINOS.COM.AU
- METROSCREEN
- WHAT'S ON SYDNEY
- SYDNEY BIENNALE

Radio presence through radio jingles, interviews with filmmakers and SLAFF organisers on:

- SBS RADIO
- 2SER
- LATINOS FM
- FBI
- EASTSIDE RADIO
- ABC NATIONAL
- TRIPLE J
- RADIO AUSTRAL

And in international media:

- SBA AIRLINES INFLIGHT MAGAZINE (VENEZUELA)
- GLOBOVISION (VENEZUELA)
- ESTILO (ARGENTINA)
- LA RAZON (BOLIVIA)
- UOL ENTRETENIMENTO (BRAZIL)
- ELPATAGONICO (ARGENTINA)

PARTNER BENEFITS

Partnerships with SLAFF can take many forms and we offer a complete range of partnership levels and benefits to help you achieve your marketing, staff engagement and community goals.

Key partner benefits include:

- * CINEMA ADVERTISING
- * ADVERTISING IN THE FESTIVAL PROGRAM (MINI MAG)
- * SOCIAL AND DIGITAL MARKETING ALL YEAR ROUND
- * CONSUMER PROMOTIONS
- * ON-SITE BRANDING AND ACTIVATION
- * LOGO PLACEMENT
- * MARKET RESEARCH AND SURVEYS
- * FESTIVAL NAMING RIGHTS
- * SESSION NAMING RIGHTS
- * VIP TICKETING PACKAGES



SPONSORSHIP OPPORTUNITIES

As a sponsor of the Sydney Latin American Film Festival, you will have the unique opportunity to profile your business to a loyal, growing and captive audience.

Contact sponsorship@sydneylatinofilmfestival.org for bespoke sponsorship opportunities which can be tailored to meet your needs.

Your brand will be promoted through the festival's marketing channels and events as a business partner of an exceptional event on Sydney's cultural calendar.



THANK YOU
MUCHAS GRACIAS
OBRIGADO



facebook.com/SydneyLatinAmericanFilmFestival

instagram.com/sydlatinofilm

twitter.com/sydlatinofilm

Got questions? Please feel free to drop us a email

info@sydneylatinofilmfestival.org



THE SYDNEY LATIN AMERICAN FESTIVAL
www.sydneylatinofilmfestival.org