



REVISED JULY 14, 2018

THE FOURTH ANNUAL  
**OFFICIAL** ★ **LATINO**  
FILM AND ARTS FESTIVAL

CELEBRATING  
HISPANIC HERITAGE MONTH  
NEW YORK CITY | SEPT 25 - 27, 2018  
COACHELLA | OCT 11 - 14, 2018



**REVISED JUNE 27, 2018**

## QUICK VIEW

- This is our 4th Annual Festival and it takes place during Hispanic Heritage month.
- The City of Coachella is this year Official Sponsor
- 3 days of Finals Screenings and award ceremony in the City of Coachella.
- October 11 - 14 2018
- We screen over 100 short films
- We conduct industry panels.
- This year El Rey Networks is considering sponsoring a Panel in Coachella with Robert Rodriguez new show “A Rebel without a Crew”. More Details to come.
- **CONFIRMED** | **DIAGEO** brands is a co-sponsor. More Details to come.
- **CONFIRMED** | **RIVERSIDE COUNTY FILM COMMISSION** is a supporter
- **CONFIRMED** | **CULTURAS MUSIC-ARTS** is our official creative partner.
- We award \$6,000.00 in cash prizes to Filmmakers and artist.
- We will produce an Award Ceremony in the city of Coachella, Oscar’s style with Latinx comedians and music performers.
- We reach out to the press community to conduct interviews and invite major media outlets in the LA and Riverside County Area.

## A TRUE AMERICAN DIVERSE FILM FESTIVAL



**PLAY VIDEO: <https://vimeo.com/239134295>**

The festival screens more than 100 short films during the four days and culminates the festivities with an award ceremony and closing party. We are the only Short Film Festival of it's kind because our main focus is to support the emerging filmmaker from the U.S.A. within the American Latino and Diverse Communities. We welcome films from the African American Community, Asian, LGBT and filmmakers from any ethnicity that focus on Inclusion. Key word: Inclusion.

**We screen 80% Latino Films and 20% films from the American Diverse Community  
Our crowd is 80% Latino, 20% NON-LATINO  
95% American, 5% International  
75% from the within State, 25% Out of State**

# FROM NYC TO COACHELLA

**PRELIMINARIES | NEW YORK CITY | SEPT 25 - 27, 2018**

**FINALS & AWARD CEREMONY | COACHELLA | OCT 11 - 14, 2018**



**After three years of solid building in New York City we are looking forward to moving the yearly festival to Coachella. This move will bring all Latino content creators closer together, from East to West from North to South. The best Latino Content America has to offer.**

# 2018 REBRANDING

**This year we are also making a big change to our name and logo.**

**We are adding the word “Arts” to it.**

**From now on It’s the Official Latino Arts and Film Festival.**



**We will be showcasing**

**FILM + ART + MUSIC**

# OVERVIEW

## DANNY HASTINGS | FESTIVAL DIRECTOR



The Official Latino Arts and Film Festival is the brainchild of Panamanian and Mexican American Filmmaker Danny Hastings. Hastings created the festival in 2015 motivated to promote and support the emerging Latino and Diverse Filmmaker in the U.S.. With over 20+ years experience in the arena of professional photography, content creation in advertng, new media and the film industry, he has photographed the album covers for music pioneers like Wu-Tang Clan, P Diddy, Marc Anthony, Eminem, Taylor Momsen and many more. He has also directed music videos for stars like Prince Royce, Gerardo Ortiz, Wu-Tang Clans, Don Omar accumulating more than Two Billion hits in youtube and he is currently finishing his second comedy feature “Venus de Macho”.

Hastings brings his expertise and commitment to arts and the community to the festival by focusing on cinematic excellence. A red-hot member of the creative and media industry, Hastings has captured the changing American landscape through his unique and insightful point of view. Click on [www.dannyhastings.com](http://www.dannyhastings.com) for more info on Hastings.

# HOW IT WORKS?

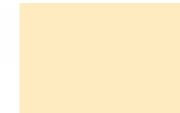
**Official Latino FF is part of a platform called FilmFreeway. FilmFreeway hosts over 6,000 film festivals that cater to 500,000 filmmakers across the world. Over 1,000 filmmakers submit each year to our festival. Our judge committee curates and accepts the best 100 submissions to the festival.**

**Official Latino is in the top 100 best reviewed festivals of Film Freeway.**



**Filmmakers submit their films here: <https://filmfreeway.com/OFFICIALLATINOFILMFESTIVAL>**

## PLAN OF ACTION



**SPONSOR OPPORTUNITIES**

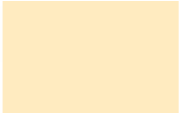
JULY	AUG	SEP	OCT
CLOSE CALL FOR ENTRIES	NOTIFICATION OF ACCEPTANCE	RADIO TV INTERVIEWS	PROMO VIDEO WITH FILMMAKERS
PROGRAMMING	WEBSITE UPDATED	VIDEO 3 PROMOTING EVENT	
VIDEO 1 PROMOTING EVENT	BOOKLETS POSTERS FLYERS GO ON PRODUCTION	PROMO VIDEO WITH FILMMAKERS	
L.A. or COACHELLA EVENT UNVEILING OF POSTER MAYORS OFFICE	VIDEO 2 PROMOTING EVENT		
2ND OFFICIAL PRESS RELEASE	BLOG INTERVIEWS		



# NEW YORK CITY

# RUN OF SHOW

**PRELIMINARIES | JUST SCREENINGS  
NO ACTIVATIONS**



**SPONSOR OPPORTUNITIES**

MONDAY SEPT. 24	TUESDAY SEPT. 25	WEDNESDAY SEPT. 26	THURSDAY SEPT. 27
6:00PM - 8:00PM NEW YORK CITY OPENING NIGHT.	6:00PM - 8:00PM SEMI-FINALIST FILM SCREENINGS	6:00PM - 8:00PM SEMI-FINALIST FILM SCREENINGS	6:00PM - 8:00PM SEMI-FINALIST FILM SCREENINGS
8:00 PM - 10:00 PM SCREENING	8:00PM - 10:00PM SEMI-FINALIST FILM SCREENINGS	8:00PM - 10:00PM SEMI-FINALIST FILM SCREENINGS	8:00PM - 10:00PM SEMI-FINALIST FILM SCREENINGS
	10:00PM - 12:00AM SEMI-FINALIST FILM SCREENINGS	10:00PM - 12:00AM SEMI-FINALIST FILM SCREENINGS	10:00PM - 12:00AM SEMI-FINALIST FILM SCREENINGS



# COACHELLA

## RUN OF SHOW

### TOP FILMS, LOCAL FILMS, INDUSTRY PANELS, PARTIES AND CEREMONY.

THU OCT 11	FRI OCT 12	SAT OCT 13	SUN OCT 14
<b>6:00PM   OPENING NIGHT</b> <b>GALLERY ART EXHIBITION</b> <b>SCREENING</b>	6:00PM - 8:00PM SCREENINGS	1:00PM - 3:00PM SCREENINGS	1:00PM - 3:00PM SCREENINGS
<b>8:00PM   OPENING NIGHT</b> <b>MUSICAL PERFORMANCE</b>	8:30 PM INDUSTRY PANELS	4:00 PM - 5:30 PM INDUSTRY PANEL	3:00PM - 5:00PM SCREENINGS
	9:30PM - 11:00PM SCREENINGS	6:00PM - 8:00PM SCREENINGS	5:00PM - 8:00PM SCREENINGS
	11:00PM - 1:00AM AFTER PARTY	8:00PM - 10:00PM SCREENINGS	<b>8:30PM - 10:00PM</b> <b>AWARD CEREMONY</b>
		10:00PM - 12:00AM SCREENINGS	<b>10:00PM - 1:00AM</b> <b>CLOSING PARTY</b>



# COACHELLA

# THE AWARDS

- \$2,000.00 **Grand Prize for Best Official Latino Short Film**
- \$1,000.00 **Award for Best International Short Film**
- \$1,000.00 **Award for Best American Diverse Short Film**
- \$ 500.00 **Award for Best Short Film Script | NEW**
- \$ 500.00 **Award for Best Latino Art | NEW**



In Addition we give awards for BEST COMEDY, BEST DRAMA, BEST DOCUMENTARY, BEST ANIMATION, BEST HORROR AND SCI-FI, BEST SKETCH, BEST WEBISODE, BEST VIDEO BLOG, BEST ACTOR, BEST ACTRESS AND BEST SCREENPLAY.

# COACHELLA

# SPONSORSHIP

**THE OFFICIAL LATINO ARTS AND FILM FESTIVAL** offers a select group of brands and organizations that exhibit a passion and connection to the arts and innovation with multiple touch points in which to play a leading role in front of a highly diverse demographic. Positioned to be one of U.S. top cultural events during the year, your company can choose or create activation opportunities suitable from an intimate group to a large and diverse audience.

## Benefits of Sponsorship

Promotional value, broad access and brand integration distinguish our partnerships, which are custom designed to maximize your investment through activation across multiple platforms including print, digital, mobile, social and broadcast. Category exclusivity and multiple branding/naming opportunities are among the added-value benefits we're pleased to make available.



# COMING TO COACHELLA

## PRESS

Our festival has been covered by top bloggers, latino podcast, websites and networks.  
Click on the images to view and read interviews.



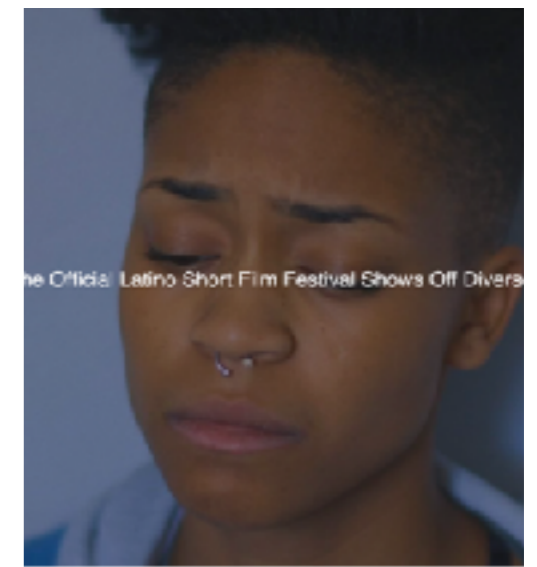
Tiempo Interview on ABC



Telemundo



Eyewitness News on ABC



Remezcla Profile

Click on link to read interview:

[THE UPTOWNER](#)

[REMEZCLA](#)

[LATINA MAGAZINE](#)

[THE UPTOWN COLLECTIVE](#)



Giant on the Move

Official Latino Short Film Festival:  
Russell Simmons, 5 Pointz,  
Standing Rock and more



Birthplace Mag



The Ivy Rivera Show

# PLAN FOR COACHELLA

## THE PANELS + WORKSHOPS

Each Year we produced panels called “**Each One, Teach One**” where Film and TV professionals share their knowledge with our audience. We have featured Renzo Devia (Producer), Valeri Stadler (Producer), Shirley Rummierk (Actor), JW Cortes (Actor) and Victor Cruz (Director, Producer and Actor).



**THE CREATIVE CLASH** is one of the most interactive workshops in the industry. Each year we select a few directors and actors from the official selections and get them in a soundstage to practice their next script. We record the rehearsal and provide the rehearsal footage to both the actor and the director for them to review their work. This workshop helps to the development of the director and actor and it also creates a working synergy in the Diversity Community of Filmmakers and Actors.



# PLAN FOR COACHELLA

## THE AWARD CEREMONY

**Our Award Ceremony is an Oscar inspired Ceremony and Gala, replete with Musical Performances and Comedic Hosts.**



**CHECK OUT SOME OF THE VIDEO FROM THE AWARD CEREMONY 2017**

<https://www.facebook.com/officiallatinoshortfilmfestival/videos/1185926254842669/>

<https://www.facebook.com/officiallatinoshortfilmfestival/videos/1187157258052902/>

<https://www.facebook.com/officiallatinoshortfilmfestival/videos/1188859357882692/>

# PLAN FOR COACHELLA

## BRAND PRESENCE

POSTERS, FLYERS, BANNERS, BOOKLETS, WEBSITE, VIDEOS

Flyers and posters will be distributed in key latino neighborhood, business and festival partners locations.







**RECAPOF OUR FIRST THREE YEARS**

**PLAY VIDEO: <https://vimeo.com/239134295>**

# TESTIMONIALS



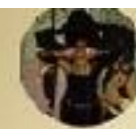
Felix Martiz

This festival truly stands behind every independent filmmaker. It gives love to all POC and allows an excellent platform for all of our shorts to shine. The community of diverse artists that this festival brings together from all over the country is truly amazing. The films selected are all top notch and speaking as a short filmmaker who makes long shorts, its comforting to know that they look beyond time duration. They care about what matters like quality, story and great performances. Their communication is excellent and the hospitality is what you expect from a loving familia. I can't wait until the next Official Latino Short Film Festival!



Liz Neptune

Really fun time, was my first time attending a festival for my work and it definitely gave me a glimpse into the life and it was awesome. Really great to see tons of other upcoming filmmakers and feel like I'm on the right track. Organizers were very patient and helpful. I really appreciate the experience! See you next year!



Wi-Moto Nyoka

This was such an incredible festival be a part of. Official Latino is a winning combination of warm, professional, considerate and effective film festival programming. They deliver high quality independent film content and create a comfortable atmosphere that makes it easy to network. I highly recommend this festival.

## Keynier Molenaar

Hands down one of the best festivals I've ever had the pleasure to be a part of!! Danny Hastings and his dedicated team showed love and respect for the filmmakers at every stage of the process, making me and my producer feel welcomed and supported.

It started with a warm email welcoming us to the festival, but grew to include graphics and banners that were tailor-made for my film, STRAIN. Then the festival used all of their social media power to highlight STRAIN's trailer and behind the scenes. Danny even went as far as to film interviews with me and other filmmakers, to get the word out. Every film and filmmaker was given the utmost respect and honor.

There were press releases in major publications, there were television segments highlighting the fest, podcast shoutouts -- these guys do everything in their power to get people to know your film and to foster community between filmmakers.

The festival itself was awesome too. They live-streamed all the Q&As and parties, so all my friends and family who couldn't attend got to participate too. And the parties were LIT -- filled with the passion of filmmakers and fans coming together! Not to mention great partners who sponsored an open bar!!

I walked away not only with an incredible experience as an artist, but also, I was able to expand my creative community with some inspiring new friends.

LOVE LOVE LOVE this festival!! Do yourself a favor and submit your next film!!



Ramon Torres

This festival has the makings of the new Tribeca for Latino Short content. The sponsors were amazing, the energy and hospitality was palpable. I'll definitely be coming back next year.



Elaine Del Valle

This festival has so much heart and respect for women and opportunities for filmmakers! And press and all. I highly recommend it and look forward to its continued growth

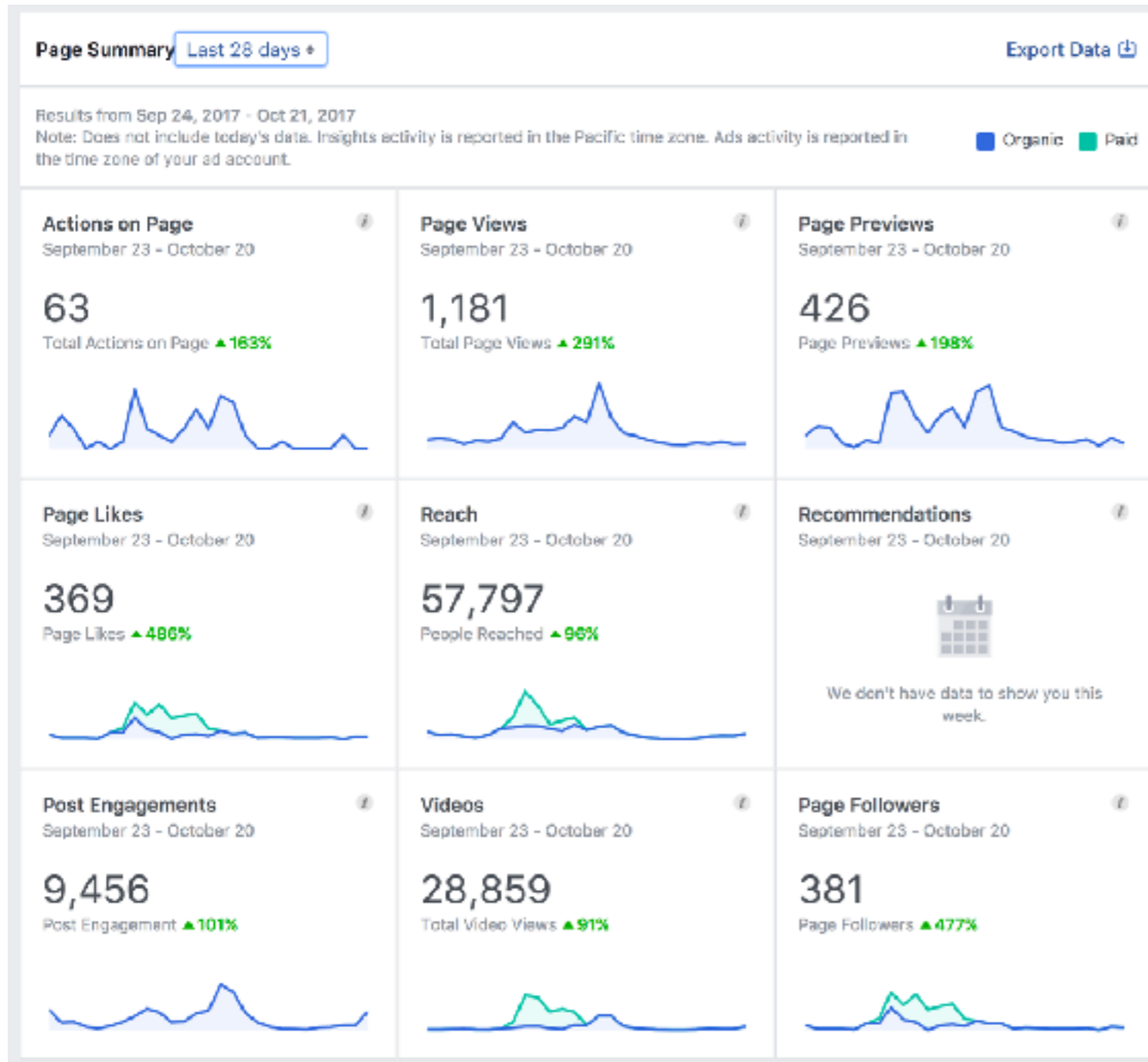
We are in the **top 100 best reviewed film festivals** on FilmFreeway.

Check out real testimonials at the bottom of our submission page, click the link below.

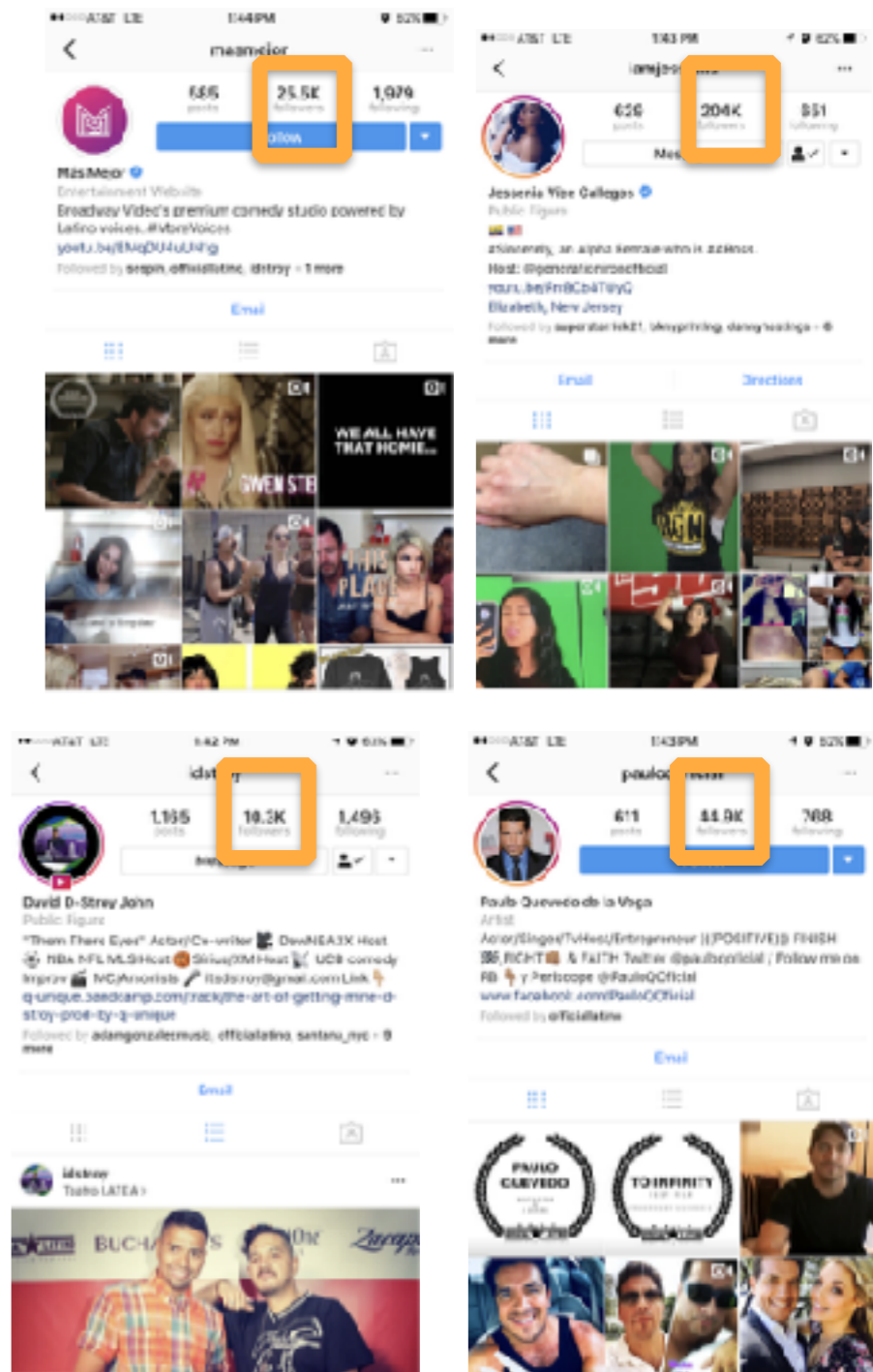
<https://filmfreeway.com/OFFICIALLATINOFILMFESTIVAL>

# SOCIAL MEDIA

## FACEBOOK PAGE SUMMARY



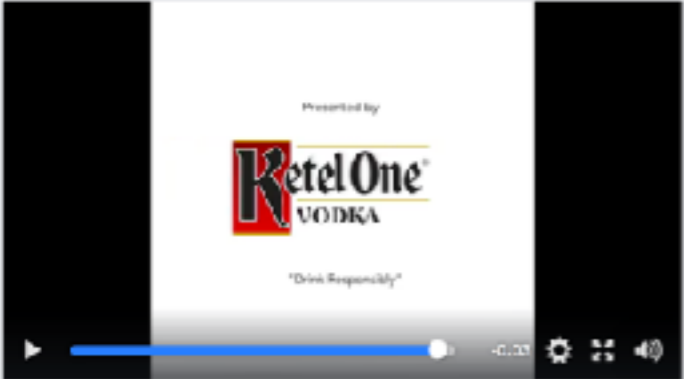
Our Influencer Friends shared our posts to over 250K to their followers on IG



# SOCIAL MEDIA

TOP VIDEOS | More than 40 K Hits collectively with Sponsor logos.

<https://www.facebook.com/officiallatinoshortfilmfestival/videos/1174703699298258/>

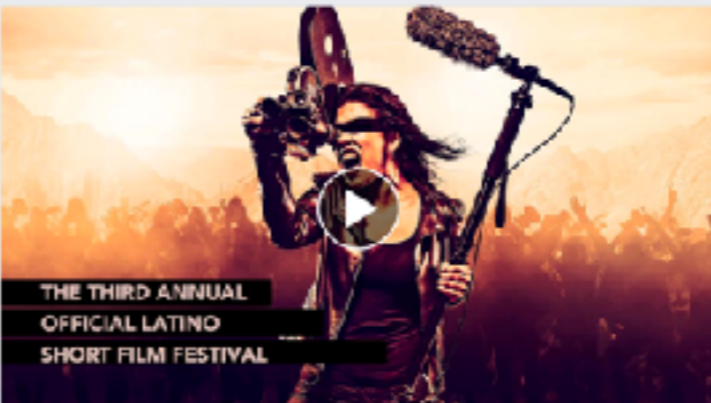


Presented by  
**Ketel One**  
VODKA  
"Drink Responsibly"

**Official Latino Short Film Festival: BLOCK 1**  
The Third Annual Official Latino Short Film Festival BLOCK 1 Presented by Buchanan's, Ketel One and Zazaca Runs FRIDAY, OCTOBER 6 1:00 PM - 3:00 PM At Teatro LATFA (NYC For more info and to buy tickets hit the link below: [officiallatino.com/tickets/](http://officiallatino.com/tickets/))

100 · Uploaded on 08/22/2017 · Owned · Access Once


Total Video Performance	
Minutes Viewed	895
Video Views	2,396
10-Second Views	1,780
Video Average Watch Time	0:13
Audience and Engagement	



**THE THIRD ANNUAL  
OFFICIAL LATINO  
SHORT FILM FESTIVAL**

**Official Latino Short Film Festival: The Third Annual Official Latino Short Film Festival**  
The Third Annual Official Latino Short Film Festival takes place this week in New York City. Screening from October 6-8. We are presenting over 100 films written, directed and produced by Latinos in the U.S. We are also showcasing inspirational films from...

Total Video Performance	
Minutes viewed	8,240
Video Views	19,234
10-Second Views	13,576
Video Average Watch Time	0:12
Audience and Engagement	



**THE THIRD ANNUAL  
OFFICIAL LATINO  
SHORT FILM FESTIVAL**

**Official Latino Short Film Festival: FILM FESTIVAL PROMO**  
125 FILMS written, directed and produced by the most diverse group of filmmakers America has to offer. This year we share the stage with the Diversity Community and as we grow we intend to become the most inclusive Short Film Festival in the world. ...

Total Video Performance	
Minutes Viewed	2,627
Video Views	9,789
10-Second Views	5,913
Video Average Watch Time	0:09
Audience and Engagement	



<http://officiallatino.com/>



<https://www.facebook.com/officiallatinoshortfilmfestival/>



<https://www.instagram.com/officiallatino/>



<https://twitter.com/officiallatino>

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**OFFICIAL** ★ **LATINO**  
FILM AND ARTS FESTIVAL

**FESTIVAL DATES: OCTOBER 11-14, 2018  
COMING TO COACHELLA, CA**

**[www.officiallatino.com](http://www.officiallatino.com)**

**Presented by  
Danny Hastings and  
Official Latino LLC**

**Contact: (917) 375 5351  
Email: [info@officiallatino.com](mailto:info@officiallatino.com)**

