



# 2025 SPONSORSHIP OPPORTUNITIES

3rd Edition

MIAMI

APRIL 10, 2025

NEW YORK CITY

APRIL 14 -18, 2025





## WHAT

**Filmed in Peru** brings Peruvian films and directors to the USA. Each year, we search for the best Peruvian movies and show them in theaters in New York City and Miami. We also bring the filmmakers to introduce their films and to meet with both the audience members and representatives of the USA film industry.

## HISTORY

In 2023, we were honored to host three Peruvian Directors including Henry Vallejo, whose film was Peru's selection for the Oscars. In 2024, we hosted four directors including Francisco Lombardi, one of Peru's most prolific filmmakers.





## 2024 MARKETING REACH

**1.8M (total #) impressions across all media in 2024!**

### PUBLICITY

**475K impressions in print, broadcast, and online media outlets.**

Our full-scale press campaign delivers far-reaching media awareness—to local audiences and national viewers alike. In 2024, we were covered by New York 1 (Time Warner Co.), Cadena, Sur Peru, Estrella TV in addition to multiple online print organizations and influencers.

### ADVERTISING

**510K paid and contributed media impressions.**

Fest-centric advertising spans digital, broadcast, and print media. In 2024, major advertising placements included Sur Peru, Facebook, and YouTube. We also printed and distributed printed posters to hundreds of storefronts and universities in the greater New York and Miami areas. We also had outdoor advertising in New York City and our roster of media sponsors was our strongest ever, including a variety of local and regional media.

### PARTNERSHIPS

**475K total partner impressions.**

Allied organizations spread the word in full force! Movie organizations such as Miami International Film Festival, the Ibero-America Film Festival and Newark Latino Film Festival used their marketing voices to promote **Filmed in Peru**.

### SOCIAL AND ELECTRONIC MEDIA

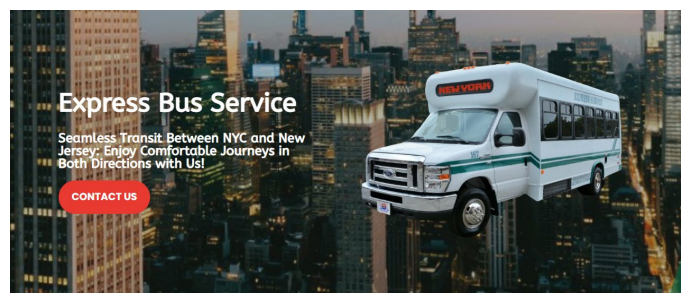
**Combined annual reach of 250K**

We unfurled a massive social media blitz in 2024, throughout the year and during our two week Festivals. An engaging array of video and editorial content brought more eyes to Filmed in Peru than ever before.



## FILMED IN PERU ADVERTISING ADVANTAGES

- Moviegoers are more likely to pay attention to ads in a theater because they're free from distractions like phones and other visual distractions.
- Studies show that people are more likely to remember ads they see in theaters because the large screen and immersive sound creates a more impactful experience
- Pre-film branding and speaking opportunities gives a chance for people to see you in person and chat with you afterwards.
- Movie posters provide non-stop exposure as they are placed in high visibility locations for longer periods of time.
- The printed program guide provides both an opportunity for a captive audience in the theater to read about your brand, but also gives an option to provide coupons to drive sales
- Having your logo on the step and repeat means it will have huge exposure as celebrities and movie attendees share photos of themselves on social media and with friends.





## AUDIENCE COMMENTS ABOUT “FILMED IN PERU”

“I really appreciate the effort to create a great setting for the screenings: food, drink, typical dances. That gives a great added value to the experience.”

“It’s important to promote our culture and invite others to enjoy it.”

“This promotes Peru tourism.”

“I loved the cinema where they (the films) were screened.”



“ There is a large Peruvian community that deserves these spaces. We must continue to support this initiative.

“Filmed in Peru” is a way for our culture to be better known and our possibilities in the world expanded.”

“I liked the fact that Peruvian movies were shown near me and I had the opportunity to meet the directors, producers and actors.”

“To share the level of cinematography in our country and also to show our culture, landscape, our people, to show our directors, producers and actors' work.”





## AUDIENCE



**Filmed in Peru's** audience is primarily composed of middle to upper income women and men from diverse cultural backgrounds, as well as interested cinephiles from the general population.

The Peruvian community in the United States was estimated to reach over one million people becoming the third largest South American diaspora in the country.

The Tri-State Area (New York, New Jersey, and Connecticut) has the largest per capita Peruvian American population in the US. followed by South Florida.

59 % of the Peruvian community in the USA was born in Peru and have Spanish and/or Quechua as a native language.

The median annual personal income for Peruvians in the US is 16% higher than other Hispanics in the US.

44% of Peruvians born in the US who are over 25 have college degrees, which is higher than the US national average of 24%.



## FILMED IN PERU 2023 – NEW YORK & NEW JERSEY

### FEATURES

“Manco Capac” by Henry Vallejo  
 “Hatun Paqcha”, Delia Ackerman  
 “Mi Barrios Altos Querido” by Jimmy Valdivieso  
 “Pueblo Viejo” by Hans Matos  
 “Sueños de Gloria” by Alex Hidalgo

### PANEL:

Advantages of Producing your Film in Peru!

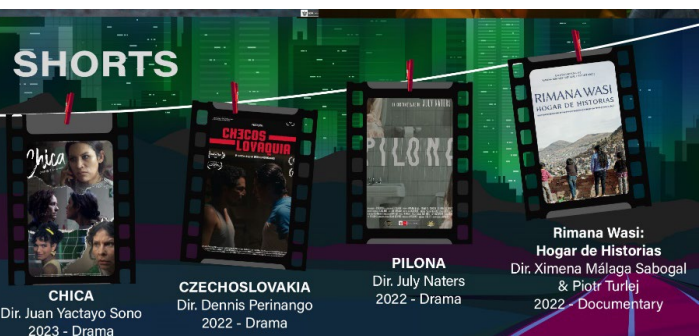
## FILMED IN PERU 2024 – NEW YORK & MIAMI

### Features

“La Desición de Amelia” by Francisco Lombardi  
 “La piel más temida” by Joel Calero  
 “La Pampa” by Dorian Fernández-Moris  
 “La danza de Los Mirlos” by Álvaro Luque  
 “Peso Gallo” by Hans Matos Cámac  
 “EL valor de la Lealtad” by Italo Lorenzzi

### Short Films

“Rimana Wasi” – Ximena Malaga  
 “Checoslovaquia” – Dennis Perinango  
 “Chica” – Juan Yactayo Sono





## GOLD SPONSORSHIP \$7500



Scan to pay



### Pre-Film Branding

- Verbal recognition and acknowledgment of support as Gold Sponsor at ALL festival screenings and events
- :30 Commercial shown before ALL festival screenings
- 3 Full On-Screen ADs to play in sponsor loop before ALL festival screenings (8 seconds each)

### Logo Placement

- Film Festival Step & Repeat
- Front Cover of Festival Program Guide (print & electronic)
- Two-page ad in Festival Program Guide
- On-screen sponsor loop prior to all films
- Website Logo link (homepage & sponsor page)
- Film festival video trailer (Produced by Filmed in Peru & played prior to every screening)
- Festival e-mail promotions
- Festival poster

### Other Benefits

- Invitation to Exclusive dinner with film directors and producers.
- Tickets for 8 people to all films and events
- Opportunity to talk to audience before the opening night film
- 4 Filmed in Peru T-Shirts





## SILVER SPONSORSHIP \$5000



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### Pre-Film Branding

- :30 Commercial shown before ALL festival screenings
- 1 Full On-Screen ADs to play in sponsor loop before ALL festival screenings (8 seconds each)

### Logo Placement

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films
- Website Logo link
- Full page ad in Festival Program Guide
- Film festival video trailer (Produced by Filmed in Peru & played prior to every screening)
- Festival e-mail promotions
- Festival poster

### Other Benefits

- Tickets for 6 people to all films and events
- 4 Filmed in Peru T-Shirts



## BRONZE SPONSORSHIP \$2500



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### Pre-Film Branding

- :15 Commercial shown before ALL festival screenings
- 1 Full On-Screen ADs to play in sponsor loop before ALL festival screenings (8 seconds each)

### Logo Placement

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films
- Website Logo link
- ½ page ad in Festival Program Guide
- Film festival video trailer (Produced by Filmed in Peru & played prior to every screening)
- Festival e-mail promotions
- Festival poster

### Other Benefits

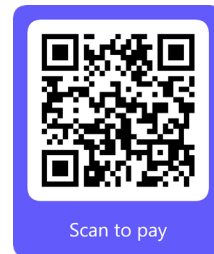
- Tickets for 4 people to all films and events
- 2 Filmed in Peru T-Shirts



## OTHER SPONSORSHIP PACKAGE 2025

### VIP level: \$ 750

- Dinner and Drinks for two with the filmmakers
- 2 reserved seats and admission for two people to all films in New York.

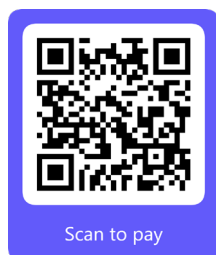
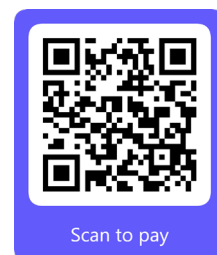


### Friend level: \$ 500

- 4 tickets to every film during the 5-day festival.
- 50% Discount on FIP T-Shirts

### Supporter \$ 300

- 20 Tickets to all New York Films



### Fan \$ 200

- 10 Tickets to all New York Films

### Custom Sponsorship Opportunities are available including:

- Individual Movie Sponsor
- Reception Sponsor
- Travel Sponsor
- Food and Beverage Sponsor
- Hotel Sponsor



## CONTACT INFORMATION



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