



# OC Film Fiesta Santa Ana, CA

A CINEMATIC CELEBRATION OF ORANGE COUNTY'S DIVERSITY



## Sponsor Packet 8<sup>th</sup> Annual OC Film Fiesta October 2017 Santa Ana, CA

**CONTACT:**

VICTOR PAYAN  
DIRECTOR

CEL: 619-701-0073

EMAIL: [VICTOR@MASAMEDIA.ORG](mailto:VICTOR@MASAMEDIA.ORG)

The OC Film Fiesta is Produced by Media Arts Santa Ana (MASA), a Project of Community Partners, a 501(c)(3) non-profit organization, and donations are tax deductible.

## About The OC Film Fiesta

Celebrating its eighth year in 2017, the **OC Film Fiesta** is a cinematic celebration of Santa Ana's cultural diversity and Orange County's multicultural heritage.

Launched in 2010, the **OC Film Fiesta** has presented world premieres, award-winning films, community celebrations, workshops and guest filmmakers from *The Simpsons*, *East Los High*, The National Center for Jewish Film, Chapman University and Gael Garcia Bernal and Diego Luna's *Ambulante* documentary project. Special guests have included Miguel Rodarte, Yareli Arizmendi, Hector Jimenez, Kevin McKiernan and Inocente Izucar from the Academy Award-winning documentary *Inocente*.

The 2017 OC Film Fiesta will feature special partnerships with the Mexican Consulate in OC, OC Hispanic Chamber of Commerce and local merchants and restaurants to promote the cultural life of Santa Ana and central OC.

In addition to presenting quality films and workshops, the Film Fiesta launched two youth media programs in 2013, the **OC Cinema Camp** and the **Mural and Media Class**, which provide free instruction for local youth.

A program of Media Arts Santa Ana (MASA), the OC Film Fiesta is a community-building celebration that provides Orange County's diverse audiences with entertaining events that deepen relationships between local cultural groups, businesses, colleges, visitors and the film industry.

Join us for this year's OC Film Fiesta, and be part of a dynamic multicultural cinema celebration in the historic heart of OC that promotes cultural vitality through high-quality programming and community engagement. For more information, email [victor@masamedia.org](mailto:victor@masamedia.org) or call MASA Director Victor Payan at 619-701-0073.



# MEDIA ARTS SANTA ANA (MASA)



[www.masamedia.org](http://www.masamedia.org)

We are proud to announce the launch in 2015 of Media Arts Santa Ana (MASA), the latest project from the creative team of Victor Payan and Pocha Peña, which combines our three core programs under the fiscal sponsorship of Community Partners, a 501(c)(3) nonprofit organization to support our efforts to provide year-round screening, youth classes and workshops to the Santa Ana community.

Media Arts Santa Ana will provide film screenings, award-winning media arts training and workshops for the Santa Ana and Orange County communities.

MASA builds on more than 20 years of experience creating and directing successful media programs and youth arts programs in San Diego, San Antonio and Orange County.

MASA will produce the popular **OC Film Fiesta**, as well as the **OC Teen Cinema Camp** and the **Youth Murals and Media Class**. Our mission is to inspire the growth and development of the Media Arts in Santa Ana by empowering the local community through classes, festivals, screenings, access to technology, workshops, special initiatives, social media training and networking opportunities. We will achieve this mission via the aforementioned programs, arts advocacy, bilingual technology workshops and the development of new programs.

Because Media Arts Santa Ana (MASA) is a project of Community Partners, a 501(c)(3) not for profit organization, donations to support our programs are **tax deductible!**

Contact MASA Director Victor Payan at [victor@masamedia.org](mailto:victor@masamedia.org) or 619-701-0073 to see how you can help us better serve the Santa Ana and Orange County communities.



Students from the Youth Cinema Camp at the Heritage Museum of OC.

# Demographics

The **OC Film Fiesta** in Santa Ana appeals to a broad range of communities, including young downtown dwellers, traditional families, college and high school students, artists, professionals and lovers of international cinema. Santa Ana has a population of 343,433, composed primarily of young families, including acculturated longtime residents as well as new immigrants populations.



The downtown core where the Film Fiesta is located is an exciting cultural zone which includes the Santa Ana Artists Village, Santora Building, historic Yost Theater, trendy restaurants and shops that cater to a large clientele of families and young professionals.



Additionally, Santa Ana's demographics include:

- Population: 343,433
- Median Household Income: \$43,412
- Family Households: 81.89%
- Median Age: 26.5
- Latino Population: 76%
- Access the \$1.3 Trillion Latino market

## Sponsors

The Film Fiesta is made possible with the support of businesses, academic institutions and corporate sponsors. Sponsorship of the OC Film Fiesta will provide you with positive visibility to more than 500,000 people via our extensive outreach campaign that includes street publicity, social media, promotion by community partners and extensive media coverage from the *OC Weekly*, *OC Register*, and media throughout Southern California.

For information about sponsorship opportunities for the 2014 OC Film Fiesta, contact Victor Payan at [info@ocfilmfiesta.org](mailto:info@ocfilmfiesta.org) or call 619-701-0073.

Media Arts Santa Ana (MASA) Presents  
**7th OC Film Fiesta**  
Oct. 13-30, 2016

*Premieres! Parties! Guest Stars! Classic Cars!*

**¿QUÉ LE DIJISTE A DIOS?**  
Una comedia con roles de Juan Gabriel  
Star of *Hasta que te conocí*  
**IN PERSON OCT 13!**

**IXCANUL** • **THE MAN WHO SAW TOO MUCH** • **SEUL SEARCHING** • **LA NACIÓN CLANDESTINA**

¿QUÉ LE DIJISTE A DIOS? • IXCANUL • THE MAN WHO SAW TOO MUCH • TEPEYAC  
JORGE SANJINÉS TRIBUTE • SEUL SEARCHING • WARA-WARA • MELE MURALS  
NO MÁS BEBÉS • THE HEAD OF JOAQUIN MURRIETA • CHILDREN OF GIANT  
EL AMERICANO: THE MOVIE • CODE NAME: BUTTERFLIES • THE BOOK OF LIFE  
SanArts SUNDAYS • LAS TESOROS DE SAN ANTONIO • SAUSD STUDENT SPOTLIGHT  
¡DOMINGO GIGANTE!: A 60th ANNIV. TRIBUTE TO GIANT • PIÑATA PROTEST & MORE

**OPENING NIGHT & JUAN GABRIEL TRIBUTE**  
THURS., OCT 13 @ BOWERS MUSEUM AND GREEN PARROT VILLA

**VISIT WEBSITE FOR SCHEDULE & VENUES!**  
**WWW.OCFILMFIESTA.ORG**

# OC Film Fiesta Sponsors

The OC Film Fiesta has received support from the following sponsors

- California Arts Council
  - Arts OC
  - The City of Santa Ana
  - The James Irvine Foundation
  - The Mexican Consulate in OC
  - The Walt Disney Company
  - NBC/Universal
  - MainPlace Mall
  - Telemundo
  - OC Weekly
  - Bowers Museum
  - Santa Ana Business Council
  - Downtown, Inc.
  - Caribou Industries
  - OC Hispanic Chamber of Commerce
  - Orange County School of the Arts
  - OCGente.com
  - Aztec Gold TV
  - The Frida Cinema
  - Cervantes Publishing Company
  - Miniondas Farandula USA
  - Stay Connected OC
  - American Heart Association |  
American Stroke Association
  - Anti Defamation League
  - National Center for Jewish Film
  - South Coast Rep
  - Dialogos en Santa Ana
  - MX Live
  - Cafe Con Leche
  - Teresa's Jewelers
  - Para Todos Magazine
  - Santa Ana Parks & Rec CSA
  - Custom Auto Service
  - SAMU Thai Coconut Water
  - Chapter One Restaurant
  - Diego's Restaurant
  - Mega Furniture
  - United Artists of Santa Ana
  - OC Roller Girls
  - Beard Publishing
  - Latino Health Access
  - Green Heart Families Park and  
Community Center
  - Santa Ana College
  - Heritage Museum of OC
  - Orange County Mexican-American  
Historical Society
  - Los Amigos of Orange County
  - Icelandic Glacial Water
  - Fiesta Marketplace Association
  - Yost Theater
  - Top Finish
  - Cafe Calacas
  - OC Hispanic Bar Association
  - Santa Ana Historical Preservation  
Society
  - Vietnamese American Arts & Letters  
Association
  - Metropolitan Theaters
  - Centro Cultural de Mexico
  - Chapman University
  - Espacio Alternativo
  - OC Parks
  - Memphis Cafe
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# 2017 OC Film Fiesta Sponsor Levels



## **\$5,000+ GOLDEN CIRCLE SPONSOR**

- Signage and sampling screenings and receptions
- Custom projection of your logo at all screenings
- Three Full Page Color Ads in OCFE electronic Festival Program
- Banner and Slide at all OC Film Fiesta screenings
- Introductory remarks at OC Film Fiesta opening
- Recognition at all OC Film Fiesta events
- Logo and Web link on OCFilmFiesta.org
- Logo on OC Film Fiesta print ads, poster and electronic promotions
- Publicity via pictures and updates on Facebook and Twitter
- 20 festival passes (\$1,500 value)

## **\$3,000 SILVER CIRCLE SPONSOR**

- Signage and sampling screenings and receptions
- Custom projection of your logo at all screenings
- Two Full Page Color Ad in OCFE electronic Festival Program
- Banner and Slide at all OC Film Fiesta screenings
- Introductory remarks at OC Film Fiesta opening
- Recognition at all OC Film Fiesta events
- Logo and Web link on OCFilmFiesta.org
- Logo on OC Film Fiesta print ads, poster and electronic promotions
- Publicity via pictures and updates on Facebook and Twitter
- 14 festival passes (\$1,050 value)

## **\$2,000 EVENT SPONSOR**

- Signage and sampling screenings and receptions
- Custom projection of your logo at Sponsored Event
- Full Page Color Ad in OCFE electronic Festival Program
- Banner and Slide at all OC Film Fiesta events
- Introductory remarks at OC Film Fiesta opening
- Introductory Remarks at Sponsored Event
- Recognition at all OC Film Fiesta events
- Logo and Web link on OCFilmFiesta.org
- Logo on OC Film Fiesta print ads, poster and electronic promotions
- Publicity via pictures and updates on Facebook and Twitter
- 10 festival passes (\$750 value)

- \$1,000 DAY SCREEN SPONSOR / SPECIAL EVENT SPONSOR**
- Signage and sampling during sponsored day
  - 1/2 Page Color Ad in OCFE electronic Festival Program
  - Banner and Slide at OC Film Fiesta sponsored screen
  - Introductory remarks at OC Film Fiesta sponsored screen
  - Recognition at OC Film Fiesta screenings
  - Logo and Web link on OCFilmFiesta.org
  - Logo on OC Film Fiesta print ads, poster and electronic promotions
  - Publicity via pictures and updates on Facebook and Twitter
  - 8 festival passes (\$600 value)
- \$500 FILM SPONSOR**
- Signage and sampling during sponsored film
  - 1/4 Page Color Ad in OCFE electronic Festival Program
  - Recognition at OC Film Fiesta screenings
  - Logo and Web link on OCFilmFiesta.org
  - Logo on OC Film Fiesta electronic promotions
  - Recognition in OC Film Fiesta print materials
  - Publicity via pictures and updates on Facebook and Twitter
  - 4 festival passes (\$300 value)
- \$250 COMMUNITY SPONSOR**
- Business Card Size Ad in OCFE electronic Festival Program
  - Recognition at OC Film Fiesta screenings
  - Logo and Web link on OCFilmFiesta.org
  - Logo on OC Film Fiesta electronic promotions
  - Recognition in OC Film Fiesta print materials
  - Publicity via pictures and updates on Facebook and Twitter
  - 2 festival passes (\$150 value)
- \$100 FRIEND OF OC FILM FIESTA**
- Special Acknowledgement in OCFE electronic Festival Program
  - Recognition at OC Film Fiesta screenings
  - Thank You in OCFE electronic Festival Program
  - Name Recognition on OCFilmFiesta.org
  - Publicity via pictures and updates on Facebook and Twitter
  - 1 festival pass (\$75 value)

# Become a 2017 OC Film Fiesta Sponsor!

Contact Victor Payan at 619-701-0073 or [victor@masamedia.org](mailto:victor@masamedia.org)

## *Save The Date!* **8th OC Film Fiesta October 2017**



*Sponsorship Opportunities  
Partnerships Available!  
Donations Are Tax Deductible!*



**Don't miss your opportunity to be part of the premier cinematic celebration of Orange County's diversity and multicultural heritage.**



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## **WWW.MASAMEDIA.ORG**