

# SHORT + SWEET HOLLYWOOD LATINO!

SEPTEMBER 27TH -  
OCTOBER 7TH 2018  
LOS ANGELES

SPONSORSHIP

shortandsweet.org 

SUPERHEROLATINA





# HISTORY OF THE FESTIVAL

**Short+Sweet** is the biggest short-play festival in the world taking place in **16 countries, 40 cities**.

Last year, Short+Sweet presented its **first HOLLYWOOD LATINO Season and it was a complete success (full house every night)**. In its second edition, **Short+Sweet Hollywood LATINO** will be extended one more week reaching a higher audience and it will keep on searching for high quality theater as it already did in 2017.

**Short+Sweet Hollywood Latino** is a Theatre Festival, presenting highly successful Latino Theatre in Los Angeles. We provide audiences with exciting and contemporary works that challenge and entertain. Short+Sweet's mission is to **build theatre-going audiences around the world**.



We provide the space for theatre practitioners to showcase their performance skills to new audiences and industry professionals. Our artists have a safe place to **promote their talent** and show their skills as latin actors, directors and writers in the heart of Hollywood. This year, in its second edition, the expected audience is estimated to surpass **2,000 people. But it will reach millions of latinos through our publicity campaign.**

A unique opportunity for the public of Los Angeles to enjoy **20 ten-minute latin theatre** pieces in the official Selection and **20 more** in the Wild Cards (new talent section) during **2 weeks**. We have proved that short form theatre can move audiences as effectively as long form. All Short+Sweet seasons consist of high-quality 10 minute pieces. We achieve this through a vigorous, merit-based process, employing an open call for material, auditions, and artist interviews.

Short+Sweet Hollywood Latino is a **wonderful setting for sponsors** to gain visibility and increase brand-name recognition in the latin community, men and women, over 20 years old, with studies and with a medium to high income.





# PROMOTION

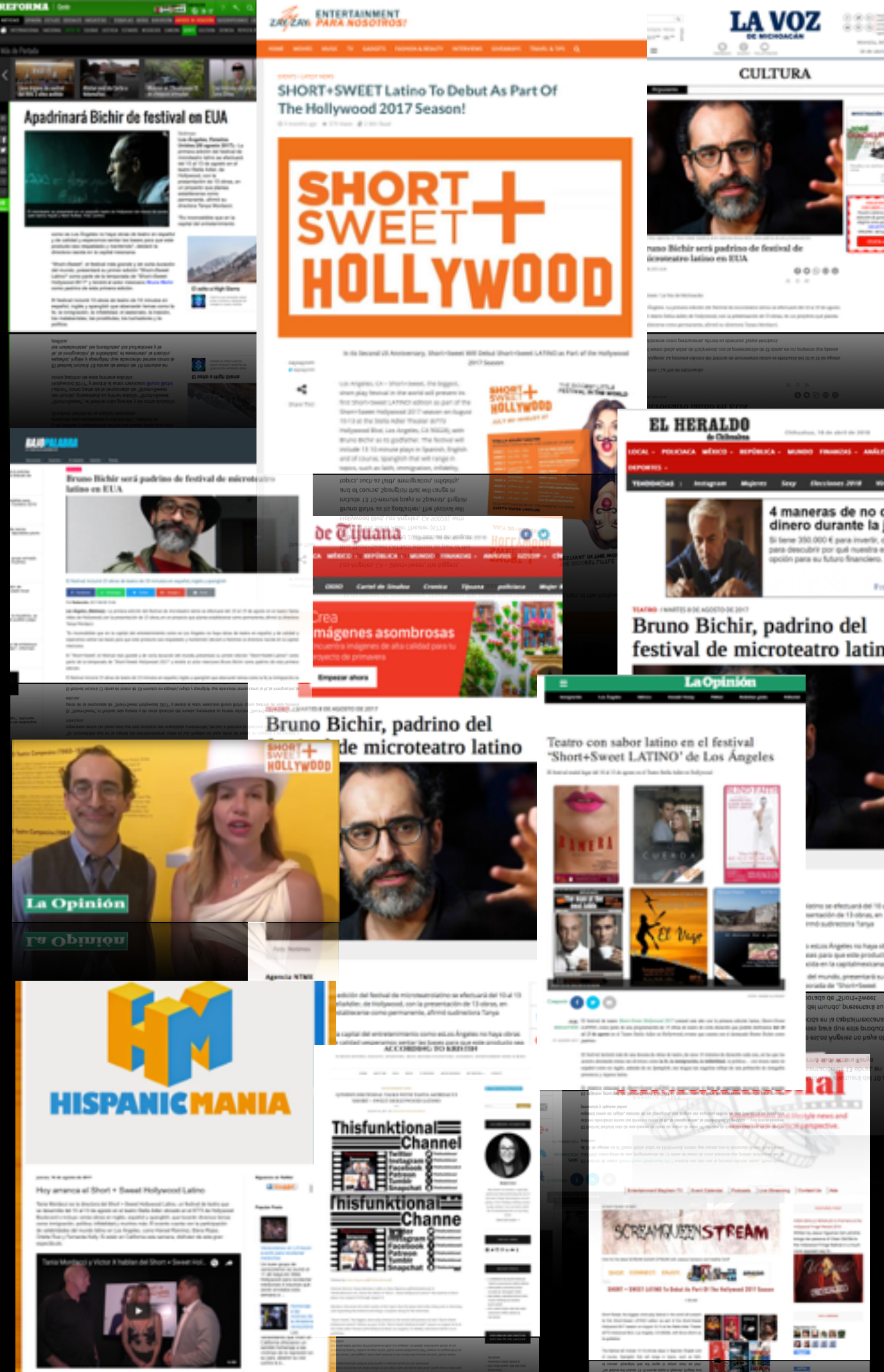
We will have the **presence of latin actors, directors, writers, producers and journalists** living and working in Los Angeles.

The event will be held for **two weeks**, from **September 27th to October 7th**, in a theater in the heart of **Los Angeles**.

**Publicity** will be very important to make an impact in our audience: **Local and International Press, TV, Internet** and **Radio** will cover the Festival. Last year, although it was the first edition, the Festival got covered by several newspapers, magazines, and TV Networks.

An **online campaign**, basically on Facebook, Instagram and google, plus direct marketing will be key for reaching out our target (latin, over 20 years old, all genders, with medium/high income, interested in arts, culture and entertainment).

Our sponsors will appear in all our **marketing tools**: ads (Fb, Instagram and Google campaign), promo video (social media), programs (2,000), postcards (5,000), media wall, posters (600), and social media (FB, Instagram and Twitter).







## PLAYS

There will be **20 plays competing in the Official Selection of the Festival** and **20 more in the wild Cards Selection** (new talent). In total there will be more than more than 150 talented actors, directors, writer taking part of the Festival (last year there were nearly 90 people involved). Only professional talent is involved in the Official Selection of the Festival guaranteeing the quality of the Program.

**Great themes and stories** concernig the Latin/Spanish community will be exposed in the festival and they will explore the human relations through a **Latin explosion of talent.**

## JURY

The Festival will have a great **Jury** composed by very influencing people in the **Latin Film and Theater community.**

**Actors, directors, producers, journalists, casting directors...** will be voting among the best proposals of the Program.

In the First edition the Festival had the honor to count with the presence of: Bruno Bichir (Actor Narcos.), Manu Garcia-Rulfo (Actor The Seven Magnificents, Murder at the Orient Express.), Juan Sola (Producer The Commuter), Yolanda Guillen (Casting Director Nickelodeon), Alex Flores (Shoreline Ent.),...among others.





## SPONSORS

**Short+Sweet Hollywood Latino** Theatre Festival provides an ideal opportunity to promote a wide range of products and services oriented to the adult, educated, medium/high level, **latin community**.

We invite you to consider participating in this event as a sponsor. There are different **levels of Sponsorship** for this second edition of the Festival.

- Official Sponsor (1-2)
- Main Sponsor (3-4)
- Major Sponsor (5-6)
- Supporting Sponsor (7-8)

The **Sponsor Funds** will be used to **support the production of the Festival, the talent** involved in the Festival (rehearsals, production and performing), the **awards, the marketing campaign** and the **opening and closing nights**.

### OFFICIAL SPONSOR

Bigger presence of Logo; 200 Posters; 2,000 Programs; 5,000 Postcards; Media Wall; Projection on Stage; Facebook page; 4 Tickets each session; Press Release; Logo in Media Advertising; Social Media; Special Thanks Opening and Closing Night

### MAIN SPONSOR

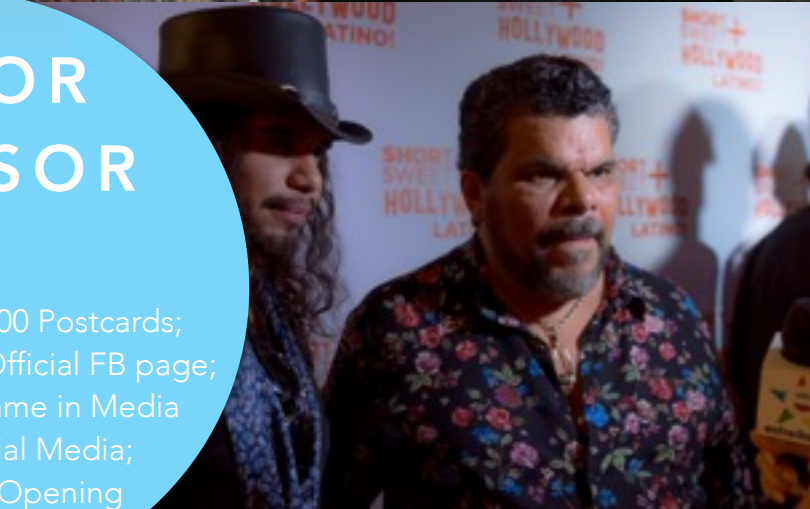
200 Posters; 2,000 Programs; 5,000 Postcards, Media Wall; Projection on Stage; Official FB page; 2 tickets each session; Press Release; Name in Media advertising; Social Media; Special Thanks Opening and Closing

### MAJOR SPONSOR

2,000 Programs; 5,000 Postcards; Projection on Stage; Official FB page; 6 tickets in total; Name in Media advertising; Social Media; Special Thanks Opening and Closing

### SUP. SPONSOR

2,000 Programs; Official FB page; 4 tickets in total; Name in Media advertising; Social Media





## CONTACT

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