

Premiere
Event



March 13-15,
2015

Festival de Cine en Loreto • Baja México

CINÉXICO, the Film Festival of Loreto, celebrates films from Mexico and invites cinema lovers to experience Mexican culture on the screen and in the natural beauty of Baja California Sur. Surrounded by unspoiled, protected islands and the vibrant ocean life of the Sea of Cortes, Loreto is truly a “Pueblo Magico,” giving filmmakers a stunning setting in which to showcase films that celebrate the environment, whether natural or urban, where human experiences converge.

www.cinexico.com



OVERVIEW

The idea for CINEXICO began because of our love for Loreto and our wish to be more involved in the community in a way that would benefit the town and its people. With family roots in Mexico, we have spent a lot of time in the country throughout the years. When the opportunity arose to have a place to bring our own families, we were lucky enough to have discovered Loreto. We visit whenever we can and always are looking for ways to come more often. We found that reason with CINEXICO, the first film festival of its kind here.

While there are other festivals in Baja California Sur, CINEXICO is unique in that it focuses solely on Mexican cinema – an incredibly rich, passionate and vibrant art form that is a direct reflection of the people it represents. We welcome people from everywhere to celebrate the proud tradition and exciting future of film from Mexico, and especially want to create the “neighborhood” feeling that is so appropriate for Loreto. Whether the films come from accomplished filmmakers or about-to-break-through new talent, we strive to find the films that aren’t easily found in the U.S. or Baja and bring them to Loreto.



PARTNERS AND BENEFICIARIES

We are partnered with non-profit organizations whose interests are aligned with the needs of Baja and Loreto, and any proceeds beyond the cost of putting on the festival will benefit them. Donations made to CINÉXICO through these organizations are tax-deductible (*ICF in the U.S.; Eco-Alianza in Mexico*)



MISSION The International Community Foundation seeks to inspire international charitable giving by U.S. donors, with an emphasis on Mexico and Latin America.

VISION The International Community Foundation seeks to increase health, education and environmental grantmaking to local organizations in Mexico and Latin America, with the goal of strengthening civil society and promoting sustainable communities.

<http://www.icfdn.org>



MISSION To protect and conserve our natural and cultural environment by empowering civil society and government to jointly create healthy and prosperous communities.

VISION Communities believe their quality of life is related to the health and vitality of the environment and citizens act accordingly.

<http://www.ecoalianzaloreto.org>

LORETO – UN PUEBLO MÁGICO

“Those of us who have discovered this gem in the rough have known intuitively what the Mexican government has just announced: Loreto is the newest pueblo to be added to the list of “Pueblos Mágicos” (Magical Villages). What is Loreto’s magic? The sea, the history, the adventure; an inexplicable state of mind; a simpler, less hurried life in a calmer and friendlier mode, along with the understated wonder of life lived in the present tense.” – from www.discoverloreto.com

CINEXICO highlights Loreto and gives new visitors a chance to get to know the town. As a place that depends on the sea for much of its economy, it has a reputation for taking great care of it and it shows. The first capital of the Californias and the seat of the original mission of the Camino Real, Loreto has approximately 15,000 full time residents, with another several thousand spending a good part of the year from Canada, the U.S. and other parts of Mexico. Loreto has two colleges, beautiful beaches both on the mainland and on the islands surrounding the bay, a weekly outdoor public market, hiking, fishing, scuba, snorkeling, and golf. It has a new and modern hospital and a library...but does not have a movie theatre, though Loreteños drive four hours to see films in La Paz. We want to bring film to Loreto!

Hotel options range from four-star resorts to mid-size chains and boutique B&Bs. Visitors here tend to be explorers – true travelers who enjoy outdoor activities in a pristine environment, but who also want to have access to great food, comfortable accommodations, social activities and a setting with a rich history. There are dozens of delicious restaurants along the malecón and in the town center that cater to every taste, from casual outdoor eateries and lively bars to white-tablecloth fine dining. The specialty is, of course, fish-focused Mexican cuisine featuring fresh local seafood, but there are also pizza places, steakhouses, barbecue spots, Italian cuisine, Mediterranean food and more.

Late January through April offers amazing opportunities to visit the whales as they come to Loreto Bay to calve their young. Mother whales often “present” their calves to the small boats that drift in the Bay hoping to meet them. Visitors simply commission a boat through one of the tourist outfits in town or on their own at the marina. It’s a beautiful way to experience this incredibly protected bay and these supreme mammals in a very simple and personal way.

FACTS & FIGURES:

POPULATION

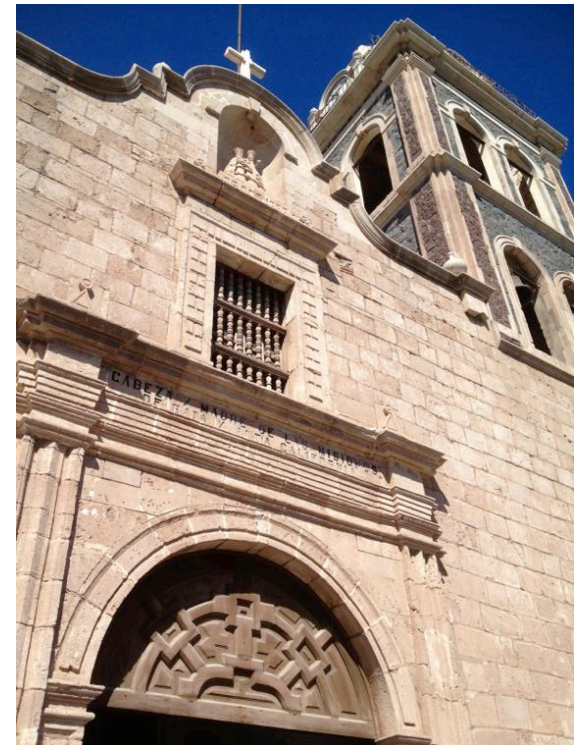
- 15,000 (year-round)
- 2,000 – 5,000 (seasonal – winter/spring, primarily from Canada and U.S.)

HOTELS

- 20+, from large four-star resorts to small 3-room B&Bs
- Over 600 hotel rooms (<http://www.gotoloreto.com/hotels.html>)

LOCAL AND NEARBY ATTRACTIONS:

- The **Five Islands that make up the natural Loreto Bay**. Tour by boat (or kayak, if you're hearty!): Del Carmen, Danzante, Coronado, Montserrat and Santa Catalina
- **Whale Watching!** February and March are the best times to see the whales that come to calve in Loreto Bay. Book an excursion through a tourist company or hire an individual licensed panga owner for the day.
- **Mission of our Lady of Loreto** - the first Jesuit mission on what is known as the Camino Real – the string of missions established that stretch all the way up into central California. The Real started right here, in downtown Loreto, in 1697 when Loreto was the capital of the Californias!





- **Mission of San Javier** – The second mission established. Approximately a 30-minute drive into the mountains, this lovely building is set in a tiny town where you can have lunch and quench your thirst, then buy some souvenirs and homemade jam from the locals
- **Sport-Fishing** – Winter is primetime for deep-sea yellowtail fishing, among others
- **Golfing** – 18-hole, 72-par course surrounding Loreto Bay in Nópolo, just a few kilometers south of downtown Loreto
- **Hiking** – the desert mountains surrounding Loreto are sprinkled with waterfalls, cave paintings and opportunities for rappelling

FLIGHTS:

- Daily flights (in high season) from Los Angeles on [Alaska \(Horizon\) Airlines](#)
- Twice weekly flights from Los Angeles on [AeroMexico](#)
- Twice weekly flights from Mexico City and Culican on [AeroMexico](#)
- Twice weekly flights from Tijuana, Hermosillo, Guaymas, Mazatlan, Cabo San Lucas, Los Mochis and San Jose del Cabo on [Aereo Calafia](#)
- Recent flights added from Calgary on West Jet

RECENT PRESS:

Dallas Morning News: [Quiet Gem on the Baja Peninsula](#)

Huffington Post: [Tales of Old Mexico](#)

New York Times: [The 41 Places to Go in 2011](#) (Loreto is #8)

Los Angeles Times: [Loreto, a Relaxed Fit](#)

Alaska Airlines Magazine: [Loreto, Mexico](#)

Westways (AAA) Magazine: ["Night of a Thousand Stars"](#)

Chicago Magazine: [Warm Up Loreto](#)



CINEXICO 2015: SPONSORSHIP OPPORTUNITIES & BENEFITS

Your CINEXICO sponsorship will reach an audience of Mexican, Canadian and U.S. consumers and cinema enthusiasts. Reaching these markets will increase your brand visibility in the community, while enhancing your arts-and-culture identity and earn media attention.

If you would like to donate an amount not listed here, please contact us directly at: info@cinexico.com

WHALE SPONSOR (\$10,000 USD)

- Producing Sponsor for Opening or Closing night screening and party
- Recognition and Audience address (if desired) at all events and screenings
- 6 full-access Sponsor Festival Passes
- Listing/Logo in all print & media advertising
- Mention in all Press Releases
- Pre-screening on-screen Logo presentation
- 1 premium-placed full-page ad in Festival program
- Festival promotional Email Blasts
- Logo placement & link on Festival website



DOLPHIN SPONSOR (\$5,000 USD)

- Presenting Sponsor for an evening screening or party
- Recognition and Audience address (if desired) at all events and screenings
- 4 full-access Sponsor Festival Passes
- Listing/Logo in all print & media advertising
- Mention in all Press Releases
- Pre-screening on-screen Logo presentation
- 1 premium-placed half-page ad in Festival program
- Festival promotional Email Blasts
- Logo placement & link on Festival website

SEA LION SPONSOR (\$2,500 USD)

- Presenting sponsor for a private party or screening
- Recognition and Audience address (if desired) at one event
- 4 full-access Sponsor Festival Passes
- Listing/Logo in all print & media advertising
- Mention in all Press Releases
- Pre-screening on-screen Logo presentation
- 1 premium-placed quarter-page ad in Festival program
- Logo placement & link on Festival website

MARLIN SPONSOR (\$1,000 USD)

- 2 full-access Sponsor Festival Passes
- 6 passes good for any screening
- Festival Catalog Listing
- Logo placement & link on Festival website

IN-KIND SPONSORS*

In-kind sponsors contribute services or products and gain valuable exposure and recognition. Tell us what you can offer CINEXICO.

- Screening Venues
- Hotel Accommodations
- Frequent Flier miles to travel filmmakers to the festival
- Car Rental/Limousine Service
- Catering Services (Food and/or Beverage)
- Filmmaker gift bag items
- Technical Equipment Services
- Media Publicity (print display ads, TV/radio ads, billboards, etc.)



*(*will benefit at appropriate sponsor level above based on market value of in-kind donation)*

FESTIVAL CATALOG AD LEVELS•

Vertical/Portrait Book trim size: 8.5h" x 5.5w"

Full Page: \$750

No bleed: 8h" x 5"w; with bleed: 8.5h" x 5.5w"

Half Page \$400

No bleed: 4"h x 5"w; with bleed: 4.25"h x 5.5"w

Quarter Page \$250

4"h x 2.5" w



****Deadline for all ad copy is December 31, 2014. Receipt of all contributions in full by December 31st is greatly appreciated.***

The amount of your sponsorship payment that qualifies as a tax deduction is limited to the amount of the contribution over the value of goods and services returned to you for this payment. The value of goods and services varies for each sponsorship level and it will be listed on your official acknowledgement letter sent out to each donor following the receipt of the sponsorship payment.

THE FOUNDERS AND ADVISORY BOARD

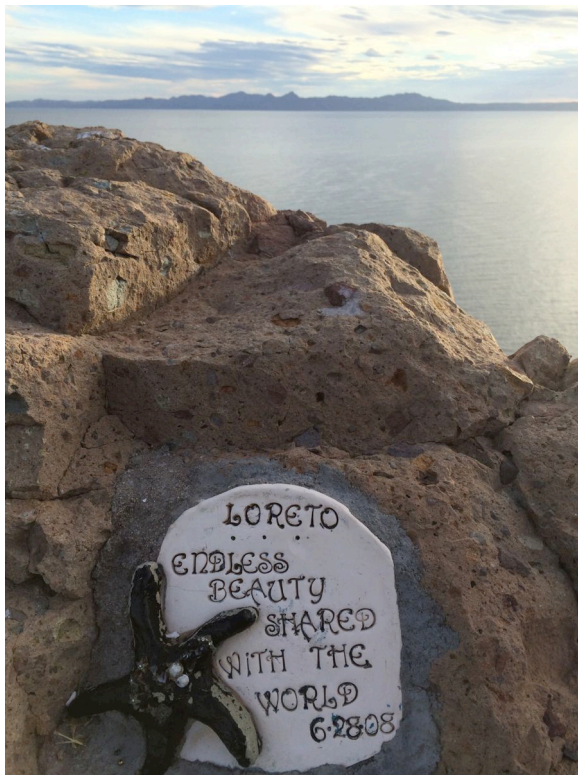
Miguel Bours (Executive Director, Founder)

With over 25 years in the technology industry, Miguel's experience includes senior level executive and technology leadership positions in both start-ups and Fortune 100 companies. Miguel currently serves as Chief Technology Officer at EDmin, a software solution provider, since 2003. Miguel has demonstrated his passion for supporting community and cultural causes through his past roles as Trustee for the Carlsbad Library Foundation and Carlsbad Fiesta del Barrio scholarship program. In addition, Miguel has also been a member of the North County Times Latino Roundtable and served on numerous technology advisory boards.

Pamela Griner (Managing Director, Co-founder)

Pamela is a producer in Los Angeles, California who has worked on dozens of studio, independent and short films. One recent project, *After Kony: Staging Hope*, is a feature documentary shot in northern Uganda that won several awards at film festivals. She has written and directed several short-subject films and music videos. It is her role to create budgets,

hire staff, and manage each step of a production to ensure the project is progressing on schedule and budget while achieving its creative potential. Pamela holds a B.S. in Journalism from the University of Colorado at Boulder and an M.A. in Media Studies from Cal State University, LA, where her thesis focused on documentary film. She studied Spanish in Guatemala and has taught ESL to students in Los Angeles.



Gabriela Rico (Advisor)

Gabriela Rico is a third-generation resident of Tucson, Arizona with more than 25 years of experience as a journalist. Her writing career has been focused on the social and economic impact of migration and she spent two years on a special report about indigenous migration from Southern Mexico to the U.S. Pacific Northwest. As Northern Mexico's economy has begun its recovery, her attention has turned to the economic relationship between Mexico and the United States. Her most recent project, published in April 2014, is a business resource guide to connect manufacturers and suppliers in Sonora, Mexico and Arizona. The goal of this project is to draw more industry to the region, which supports business and creates jobs on both sides of the border and lessens the need for economic migration.

James Trenton Davis (Advisor)

Trent has over 14 years of experience as a director and strategic planning consultant. He is the founder of B Corp Solutions, which was created to inspire and mentor the next generation of social entrepreneurs to solve the most pressing issues in our community. In addition to his experience as a consultant and entrepreneur, he provided program development, board development, financial management, fundraising and event management for several leading nonprofits, foundations and corporations. He has a Masters in Liberal Arts in Nonprofit Management from Harvard University and a Bachelor of Arts in Communications from Arizona State University.



John Ramirez, Ph.D. (Advisor)

John Ramirez is the current Chair of the Department of Television, Film and Media Studies and a professor of Media Studies at California State University, Los Angeles, where he teaches undergraduate and graduate courses for the Departments of TV, Film & Media Studies, Chicano Studies and Pan-African Studies. John's course topics include film/video documentary history and theory, film/television criticism, Third Cinema/Video, and identity politics and media. John's research and writing is published in *Pre/Text*, *International Documentary*, *Jump Cut: Review of Contemporary Media*, and *Camera Obscura: Journal of Feminism and Film Theory*. Since 2005, John has directed the annual Reel *Rasquache* Art & Film Festival, the first exhibition forum in Los Angeles, Southern California and the West Coast to focus on the U.S. Latino experience in film and art. He received his doctorate in Film & Television Studies from the University of California, Los Angeles.

Bill Graham (Advisor)

Bill Graham is currently VP, Human Resources and Organizational Development for impreMedia, the Leading Hispanic News and Information Company in the U.S. Graham currently focuses on impreMedia's organizational development initiatives. Graham holds a B.A. in Latin American Studies and Political Science from UCLA and is bilingual in English/Spanish.

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