

**29-31**

**MAY  
2026**



**CALGARY**  
LATIN AMERICAN  
FILM FESTIVAL



# Sponsorship Proposal

Partnering for Impact, Growth, and Visibility

---



+1 403 978 9624



@calgarylatinfilmfest



info@calgarylatinfilmfest.ca

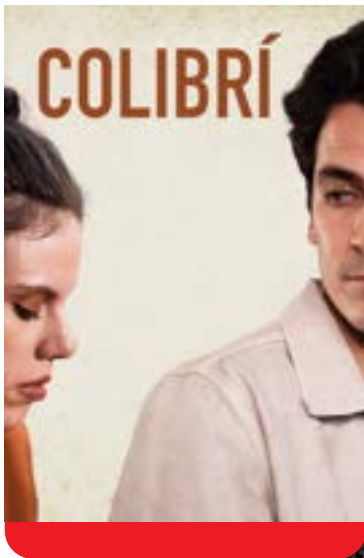


www.calgarylatinfilmfest.ca

# Event Overview

The Calgary Latin American Film Festival (CLAFF) is exclusively dedicated to contemporary Latin American cinema, bringing powerful stories from across the region to Calgary's big screen and the communities that call this city home.

The inaugural edition of CLAFF runs over three consecutive days, and every screening is followed by a moderated discussion with filmmakers, academics, and cultural commentators. These are the three curated films that will be featured:



## Colibrí

A Colombian film that explores the intimate and complex choices a couple faces when confronted with an unexpected pregnancy and an uncertain future.

**Canyon Meadows Cinema**  
May 29 — 18:00 hrs



## Children of Las Brisas

A Venezuelan documentary following three children from a working-class neighbourhood as they strive to become professional musicians within the National Orchestra System.

**Globe Cinema**  
May 30 — 18:00 hrs



## Brother Kept

A Mexican film centred on Leo, a young man with functional autism, who becomes entangled in a small-town mystery following his brother's death. A gripping story of justice, identity, and inner strength.

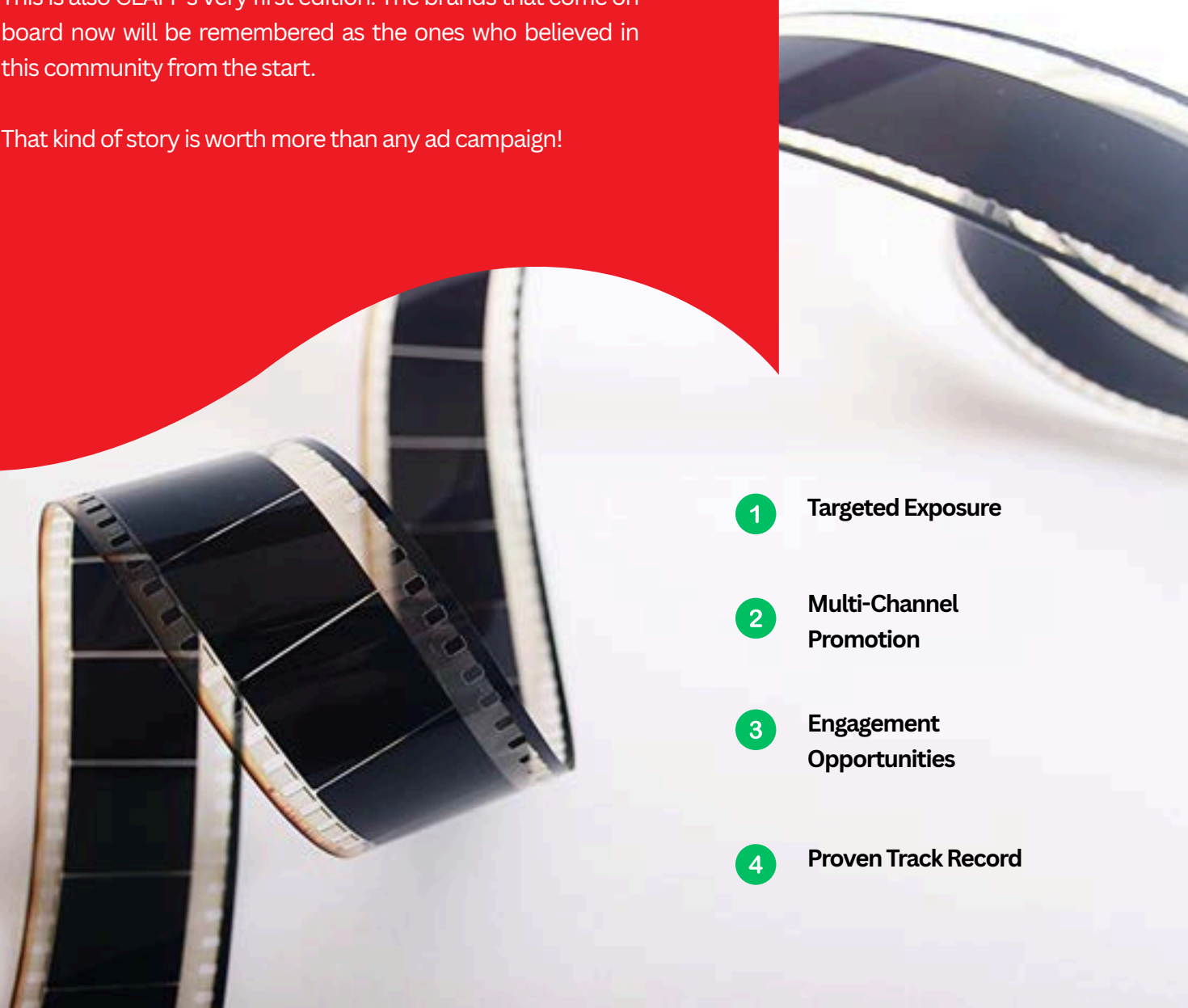
**The Plaza Theatre**  
May 31 — 17:00 hrs

# Why Sponsor Us

Sponsoring CLAFF means putting your brand at the heart of something that truly matters to people. Calgary's Latin community is fast-growing, deeply connected, and loyal to brands that show up for them. And this Festival is where that connection happens. It's a chance to build genuine goodwill while gaining real visibility across social media, newsletters, and live events.

This is also CLAFF's very first edition. The brands that come on board now will be remembered as the ones who believed in this community from the start.

That kind of story is worth more than any ad campaign!

- 
- 1 Targeted Exposure
  - 2 Multi-Channel Promotion
  - 3 Engagement Opportunities
  - 4 Proven Track Record

# Sponsorship TIERS

	Presenting Sponsor \$3000	Gold Sponsor \$1500	Silver Sponsor \$1000	Bronze Sponsor \$500
<b>Prominent placement in a local newsletter</b> Reaching 5,000 Latin community contacts (exclusive sponsor section).	✓	✓	✓	✓
<b>Logo featured on official materials</b>	Posters and a Festival program will be distributed to every attendee.			Festival program distributed to every attendee.
<b>Featured on the official Festival website for one year.</b>	Prominent logo placement as Presenting Sponsor. Dedicated page, including company profile, brand description, website link, promotional message, and optional event information.	Logo placement as Golden Sponsor	Logo placement as Silver Sponsor	
<b>Sponsor commercial video featured on the big screen before all three films across three screening rooms and event dates.</b>	30 sec	15 sec	Static Logo	Static Logo
<b>Pre-event social media videos</b> Guaranteed 20,000 views per video, published on Facebook, Instagram, and TikTok	3 sponsored videos 60,000 guaranteed views	3 videos 60,000 views (sponsor logo)	1 video 20,000 views (sponsor logo)	
<b>Three on-site coverage videos</b> One per festival day, featuring a professional interviewer capturing the event atmosphere. (post event)	Highlighted as the main official sponsor	Mentioned as a sponsor	Mentioned as a sponsor	Mentioned as a sponsor
<b>VIP tickets per screening</b>	10	6	4	2
<b>Logo featured on the event photo backdrop</b>	✓	✓	✓	✓

There is more for our:

# Presenting Sponsor

## \$3000

- ✓ **Category exclusivity**  
Only one brand per industry will be accepted at this level.
- ✓ **Exclusive post-festival wrap-up video**  
Featuring the Presenting Sponsor as the main official sponsor, used for ongoing brand exposure.
- ✓ **Weekly sponsor shoutouts**  
On all social media platforms leading up to the event.
- ✓ **Official verbal acknowledgement**  
At both the Opening and Closing Ceremonies.
- ✓ **Branded staff presence**  
All on-site personnel will wear custom t-shirts displaying the Presenting Sponsor's logo and official designation.
- ✓ **Promotional booth**  
At the cinema for brand activation and distribution of marketing materials.
- ✓ **Sponsor's materials**  
Branded gifts, or samples included in the official festival swag bags for selected attendees and VIP guests.



# Boost Your Brand By Supporting Us



When your brand supports CLAFF, it becomes part of something people genuinely care about. This is a community that shows up, shares, and remembers – and they notice the brands that stand beside them.

Beyond the warm feelings, the numbers back it up. Your logo, your message, and your story will reach thousands of people through our screenings, social media campaigns, newsletters, and on-site activations. And because all of our video content lives online long after the festival ends, your visibility doesn't stop when the curtain goes down.

Whether you're looking to reach new customers, deepen community ties, or simply do something meaningful with your marketing budget: CLAFF is a platform worth being part of.

We'd love to have you with us!

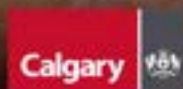


Your Brand can be featured on our  
**Program**

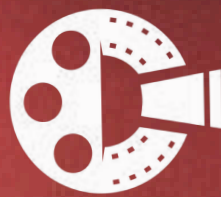
# CHILDREN OF LAS BRISAS

Your Brand can be featured on our

# posters



**MAY 30**  
**18:00 H**  
**GLOBE CINEMA**



**CALGARY**  
LATIN AMERICAN  
FILM FESTIVAL

Your Brand can be featured on the

**Big Screen**