



Mission Statement and Event Summary

The Broadway International Film Festival Los Angeles (BIFFLA) aims to bring back focus and interest to the Broadway corridor of downtown Los Angeles. As part of the Bringing Back Broadway Initiative, BIFFLA accomplishes this goal by focusing on the importance and the historical significance of this area when bringing a major event in where artists, political and city leaders, businesses and the community unite. Purpose of the festival includes reaching all aspects of our community with the focus of placing Broadway as a cultural center of film diversity and a platform for the exposure of important topics that affects us all and an opportunity for the emerging and established talent to showcase and publicize their material. Broadway International Film Festival Los Angeles will open on September 2013

Broadway International Film Festival Los Angeles, is being organized by it's executive director Emilio Vega, and Fernando Núñez board director. The multiculturalism of the downtown Los Angeles community beckons an event of this type which structures unity and balanced influential positivity of its diverse cultures and peoples as it continues to grow. 2013's Broadway International Film Festival Los Angeles is opening the Central American Cinema Department. The goal is to invite new venues to reach as many communities as possible within the area. Another important part of the festival is the one day Peruvian Cinema as part of that bridge to reach out to as many communities in Los Angeles. BIFFLA is presently working closely with the City of Los Angeles, Councilman Jose Huizar's office as well as the Mayor's Office, and State Senator Kevin De Leon. Los Angeles Conservancy and the Consulates from Central America as well as South American countries are also participating in launching the event this year.

NON-PROFIT PARTNER

BIFFLA is the brainchild of the Arco del Triunfo (Arc de Triumph) Foundation, which is a non-profit cultural foundation born out of the genuine interest of a group of dedicated individuals in the spreading and promotion of all cultures and universal values through the arts. Arco del Triunfo Foundation has been registered with the Los Angeles Better Business Bureau since 1998 and gained non-profit status in 2006. A minimum of 30% of all proceeds from BIFFLA will go to support programs sponsored by the foundation.

THEME

"Expresión, Arte y Cultura" ("Expression, Art and Culture") is our signature slogan, which encourages expression through art and culture throughout the community.

BENEFIT TO THE COMMUNITY

BIFFLA benefits the Los Angeles downtown community through an outreach program to the inner city youth. In the past the organizers have established programs such as Orange County Renaissance Project (SCRIP), which provides funding for art and technology-based programs for children in Orange

County and “Read Aloud”—a program developed to promote leadership and improve self-esteem. Such program gives the participant readers the opportunity to express their feelings and concerns and to help develop their skills in reading, in the arts, and culture by empowering them with knowledge -key components in developing leadership in our community. In order to involve the community more comprehensively through our programming, we are frequently collaborating with grassroots and community based organizations. These community-based alliances foster diversity, inclusion, and growth.

FESTIVAL PROGRAMS

The VIP Opening Gala on September 2013 will take place at the Los Angeles Theater located at the Broadway Theater District in downtown Los Angeles. This event will be by invitation only and will feature the premiere of a short film titled, “Broadway: Then, Now, and Tomorrow.”

Other events will include: a short film competition as well as screenings of Classic Hollywood films at a historic downtown L.A. venue, a Read Aloud competition with grade school and high school students (the winners will be awarded brand new laptop computers) and a panel discussion on the international film industry with representatives from the Hollywood industry, major Hollywood Studios, Producers, Writers, Directors, Government Leaders, and other Professionals.

WHO ATTENDS BROADWAY INTERNATIONAL FILM FESTIVAL LOS ANGELES?

BIFFLA attendees can be categorized from downtown real estate owners, creative echelon, college students, business leaders, government officials, entrepreneurs, families, and influential types all sharing the important fact that they are extremely valuable as long term consumers making them a viable and financially sustainable demographic to market your products and services to:

- An average household income \$50,000.00 - \$99,600.00.*
- A median age of 31 years. *
- The largest private-sector employment category is professional, scientific and technical services (22.7%), followed closely by arts and entertainment (20.7%). *
- The average annual wage is \$57,354 .00 –second highest in Los Angeles County after the Westside (\$64,433.00). *
- An overwhelming majority (more than 89%) considers Downtown and the neighboring surroundings to be their primary residence. *

*(Data obtained from L.A. County Economic Development Corp and BIFFLA market studies.)

All data paints a portrait of the BIFFLA attendee as a thriving and prosperous professional with recurring buying power with many involved directly in the entertainment and arts community including those from the educational community to the civic minded community member. All intermixed with the local to downtown Los Angeles work force, this colorful population serves as the impeccable foundation to maintain and support the continuous retail, restaurant and cultural and economic development. Downtown is also Los Angeles’ transportation hub facilitating easier access to those in the audience found throughout Los Angeles County and beyond. Many people have already made a visit to explore the Los Angeles area whether it be to attend a sports event at the Staples Center, concert at the Nokia Center, shopping in the Fashion District, or have stopped over to have a beer or glass of wine at the many flourishing pubs and bars. For many others, BIFFLA is a fresh vehicle to explore all the greatness Los Angeles and its Downtown area offers while experiencing the variety and multiculturalism the festival projects.



Sponsorship Packages

BIFFLA 2013 is seeking corporate sponsorship in the form of financial support and/or product. Sponsorship of the Festival will “brand” your company with a premier cultural film festival offered in the diverse heart of Los Angeles.

The following sponsorships packages are available with sponsor exposure being proportionate to the level of support:

Premier Sponsor	\$ 15,000.00
Executive Circle Sponsor	\$ 10,000.00
Producers Circle Sponsor	\$ 7,500.00
Directors Sponsor	\$ 5,000.00
Writers Sponsor	\$ 1,500.00

PREMIER

- Company logo and link on the BIFFLA website and all promotional material
- Company link to your web-site on the Arco del Triunfo website
- Full color page advertisement in the festival program
- On-Screen and on-stage recognition
- 4 pairs of VIP festival pass including VIP dinner (TBA) and Opening Night Gala
- 2 of your company executives are invited to be a part of the “Present & Future of Cinema” panel
- Free product booth to promote your company and product.

EXECUTIVE CIRCLE

- Company logo and link on the BIFFLA website and all promotional material
- Company link to your web-site on the Arco del Triunfo website
- ½color page advertisement in the festival program
- On-Screen and on-stage recognition
- 2 pairs of VIP festival pass including VIP dinner (TBA) and Opening Night Gala
- 1 of your company executives is invited to be a part of the “Present & Future of Cinema” panel
- Free Product Booth to promote your company and product

PRODUCERS CIRCLE

- Company logo and link on the BIFFLA website
- Company link to your website on the Arco del Triunfo web-site
- 1/2 B&W page Ad in the festival program
- On-Screen and on-stage recognition
- 1 pair of VIP festival passes including VIP dinner (TBA) and Opening Night Gala
- Free Product Booth to promote your company and product

DIRECTORS CIRCLE

- Company logo and link on the BIFFLA website
- ¼B&W page ad in the festival program
- On-Screen and on-stage recognition
- 1 VIP festival pass including VIP dinner (TBA) and Opening Night Gala

WRITERS CIRCLE

- Company link on the BIFFLA website
- On-stage recognition
- 1 VIP festival Pass including VIP dinner (TBA) and Opening Night Gala

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