Mexican Spotlight

Rachel Flud
Sabrina Valles
Melissa Salcido
Cheraya Williams
Amanda Irving
Table of Contents

Executive Summary .......................................................... 1
Event Description ............................................................ 6
  Who ............................................................................... 7
  What & When ................................................................. 8
  Where & Why ................................................................. 9
  How ............................................................................. 10
SWOT Analysis ................................................................. 11
  Strengths & Weaknesses .................................................. 12
  Opportunities & Threats ................................................... 13
Organization & Management ............................................. 14
Marketing Strategies ......................................................... 19
Profiles ........................................................................... 22
Timeline ........................................................................... 45
Location Selection & Staffing ............................................. 51
Financial Performance ....................................................... 53
  Budget ........................................................................... 54
Appendix
  Appendix A ...................................................................... 54
    Appendix A.1 ............................................................... 54
    Appendix A.2 ............................................................... 54
  Appendix B ...................................................................... 54
    Appendix B.1 ............................................................... 54
    Appendix B.2 ............................................................... 54
  Appendix C ...................................................................... 54
  Appendix D ...................................................................... 54
  Appendix E ...................................................................... 54
  Appendix F ...................................................................... 54
  Appendix G ...................................................................... 54
  Appendix H ...................................................................... 54
    S.P.S Dialogue ............................................................ 54
    Call Logs & E-mail Logs ................................................. 54
    E-mails ......................................................................... 54
    Mexican Team Biographies & Resumes ......................... 54
    Agreements .................................................................. 54
    Event Photos & Discs .................................................... 54
    Coverage ...................................................................... 54
    Flyers/Posters .............................................................. 54
    Press Kits ..................................................................... 54
    Event Collaterals .......................................................... 54
Executive Summary

NEWPORT BEACH FILM FESTIVAL

LATINO SHOWCASE
ON THE BIG SCREEN
THE OTHER WOMAN
Executive Summary

This year, the Newport Beach Film Festival celebrated its 15th year of production. The Newport Beach Film Festival is the largest event of its kind in Orange County and is one of the fastest growing film festivals in the nation.

The Newport Beach Film Festival showcases 300 films, on 14 screens over 8 days in beautiful and luxurious Newport Beach. For 13 years, CEO/Co-founder Gregg Schwenk has partnered with California State University Fullerton students to plan the festival’s foreign film showcase. This year, five young Cal State Fullerton females had the pleasure of planning the Newport Beach Film Festival’s Mexican Spotlight event. The spotlight event was part of the Latino showcase, which took place on Wednesday, April 30. The event included screenings of three Latino films from different regions. The Brazilian spotlight’s film “The Invisible Collection” won the Audience Choice award for the spotlight. The Chilean film was called “The Summer of Flying Fish” and the film from Mexico was “The Amazing Catfish”. The films were shown at the Big Newport Theatre in Newport Beach, followed by a gala at the Lido Plaza. Tito’s Vodka and Stella Artois hosted the bar at the event along side some of Orange County’s most pristine restaurants and food trucks.

Throughout the first few weeks of the semester, the Mexican Spotlight team struggled to understand what was actually entailed in planning an event of this magnitude. Although Schwenk gives a thorough overview of the course, what is expected of students, and the operations of the festival- there was so much to digest. Each week the group was coming to class with more questions than they had the previous week. Schwenk says that he has serious empathy for his students, as taking on the responsibilities entailed in being a part of the film festival are similar to a full time job.

One thing was clear to the team; they had lots of work to do. Above all, the team was certain of one thing; they needed supporters. Event supporters play an integral role in the planning of a large-scale event. The team’s goal was to reach Latino communities in Los Angeles, San Diego, Riverside and Orange County. Schwenk reminded his students, week after week, that it didn’t matter how much swag you had in your gift bags if you didn’t have anyone at your event. Many students focus on gift
Executive Summary

bags, because they are tangible and you can see the results of your effort right away. Its hard to see the importance of outreach at times, but it is certainly the most important task at hand for students. Although every element of event planning is important, the need for successful outreach cannot be stressed enough.

In order to have a successful outreach plan, the Mexican spotlight team targeted niche organizations, associations, publications and broadcast outlets that would be able to reach their target demographic and promote our event to them. Event planning starts and ends with outreach. Finding supporters for the Mexican spotlight event meant endless phone calls and emails. The Mexican spotlight team will always remember the first call they made to a potential supporter. For those who have never experienced cold calling before, it can be very intimidating and nerve wrecking.

The process of finding supporters for the event seemed endless. Many times, organizations were contacted that seemed interested in supporting and working with the event, but they would then fall off the radar. Those that fell off the radar, had to be replaced with new contacts. Thankfully, the team was able to secure some solid outreach opportunities. Outreach was the first and last effort the team made to create a successful event. The team split contacts up among the group. Rachel reached out to publications, Amanda reached out to consulates, travel agencies and associations, Sabrina reached out to radio and television stations, Melissa reached out to schools, and Cheraya reached out to bloggers. Splitting up potential supporters in this way made the task of locking in supporters more manageable for the team. The team secured support from the Mexico Tourism Board of Los Angeles, Para Todos, Portal Languages, The National Association of Latino Independent Producers, among others. Internally we were able to promote our event through the use of the Newport Bach Film Festival Latino Showcase Facebook, Instagram and Twitter accounts. The number of followers on each platform grew significantly throughout the planning process.
Executive Summary

Thankfully for the Mexican spotlight team, each team member had something to bring to the table. Early on in the planning process, Rachel was able to secure a family friend as the DJ for the event. Cheraya worked at a fashion agency that was able to help her secure items for gift bags. Sabrina, a folklorico dancer, had valuable connections for entertainment for the event. Amanda was able to secure a family friend as a photographer for the event. Even with these connections, the team had significant work to do in locking in sponsors for the event. Although food and drink for the event were taken care of, it was up to the Mexican Spotlight team and the Latino ‘super team’ to find entertainment and other amenities for the event.

Working with the Latino super team, presented some serious obstacles for the Mexican spotlight team at times. In a group of 20 students, who all have their own ideas of how they see the event, there’s plenty of room for disagreement. Thankfully, teams were able to put their disagreements aside and work together to coordinate floral arrangements, photo booths and other elements of the event as a team. Being able to work as a team and collaborate amongst the groups was essential to the success of the event. Team leaders from each of the three Latino teams met once a week to ensure that each team stayed on the same page throughout the planning process.

In the recent weeks before the event, the Mexican Spotlight team was panicked at their low ticket sales. The team had spent countless hours reaching out to supporters to promote their event. They were beginning to feel like their hard work was not going to pay off. Outreach efforts continued again as the team made a last ditch effort to get the word out about their rapidly approaching event. The team began posting their event on event calendars for local publications and pitched reporters to publish work focused on their film.

The team’s anxieties surrounding their lack of ticket sales were set at ease on the day of their event. The team was so excited to see the months of planning, stress and chaos finally pay off. The night went off without a hitch and everyone enjoyed themselves. The team was able to personally thank the supporters, partners and sponsors they had secured
Executive Summary

throughout the planning process. Seeing the event come to life was an experience the Mexican spotlight team will always remember. Festival guests had great things to say about their films, the food and the entertainment at the event. Although the Mexican spotlight team wished they were able to sell more tickets to their film, the team and Schwenk were happy with the outcome of the event.

Taking Comm497 taught the Mexican spotlight team some lessons on life in the world of event planning. The experience took the team on a wild ride that ended with an overall tremendous outcome. The experience would not have been what it was if it wasn't for the synergy among the members of the Mexican Spotlight team. Weekly team meetings allowed opportunity for the group to collaborate, ask and answer questions, and sometimes-just vent. Organization was critical and group texts kept the group in constant contact with each other.

At the beginning of the planning process, Gregg Schwenk told his students that he designed this class to be a class he wished he could have taken when he was in school. This class is very hands on and very 'real life'. Students were able to get a taste of what it takes to represent a client in the world of event planning; there are lows, there are highs and then, it's over. There were times the team was ready to throw in the towel, but at the end of the day, the team would do it all over again.
Event Description
Event Description

Who

The Mexican Spotlight team focused on the planning and execution of the marketing and production strategies for the Mexican Spotlight film and the Latino Showcase Post Gala event. The Mexican Spotlight team for the spring semester continued the work of their predecessors by continuing the search for supporters, partners, and sponsors in February 2014. We sought supporters, partners, and sponsors that were seeking to increase their viewers or market share in our target market, middle and upper class young adults who were passionate about Mexican film. The Mexican Spotlight team promoted the Newport Beach Film Festival-Latino Showcase in Los Angeles, Orange County, Santa Barbara, San Diego, and Inland Empire Counties. We were fortunate enough to work with W Radio 690 AM, Telemundo, Para Todos who publicized promotions and stories about our event. Also, we were thankful for the support we received from NALIP, Portal Languages, Danzantes Unidos and other organizations who shared our event with their members in their newsletter and/or social media. In collaboration with the Chilean and Brazilian teams, we executed a social media plan on the Latino Showcase social media networks to excite our followers about the event and to share our supporters', partners', and sponsors' stories.

On Wednesday, April 30, the Latino Showcase featured the regional premieres of the Mexican, Chilean, and Brazilian films. We had a great turnout at our film and the attendees were very pleased with our film, The Amazing Catfish. Each theatre holds approximately 300 people and we filled about 60 percent of the theatre. After the event, the attendees headed to the Lido Plaza to enjoy a post-gala event. The event was sponsored by Tito's Vodka and Stella Artois. The location can hold up to 1200 people and as a super team, we had a lot of people attend the event.
Event Description

What

The Latino Showcase is the only event in Orange County that highlights Latino Films. From Mexico, we premiered the film, The Amazing Catfish. This film features a young, lonely product demonstrator and how her life turns around after an unfortunate event. Claudia, a twenty something female does not have relations with her family as she enters the hospital with a severe case of appendicitis. As she heals at the hospital, she meets a mother of four named Martha who offers her a room at her home after the hospital stay. Claudia becomes very close with the family and for the first time, feels a sense of belonging. As Martha's decreasing health becomes more apparent, Claudia begins to take on the roles as a caregiver for Martha and her children.

The Mexico Spotlight team collaborated with the Chilean and Brazilian teams to host the Post Gala event at the Lido Plaza. We worked diligently to ensure that we were providing our guests a one of a kind Latino experience. We secured a DJ, Mexican folk dancers, and over $15,000 worth of items for our swag bags.

When

This one of a kind experience occurred on Wednesday, April 30, 2014. The films began at 7:30 p.m., 7:45 p.m., and 8 p.m. respectively. The post gala event followed the screenings and occurred from 10 p.m. to 1 a.m. The event lasted a total of five and a half hours. Each team member was assigned a specific role in the planning and implementation of the event. Each spotlight team took on various roles to make the Latino Showcase Post Gala event a success. There were advantages and disadvantages in hosting the Latino Showcase on a Wednesday. Since the event was mid-week, many of the potential guests had work the next day or they needed someone to watch their children. However, it was easier to book entertainment and media partners because not a lot of events occur on a Wednesday.
Event Description

Where

The film screenings took place at the Big Newport Theatre, located on 300 Newport Center Dr., Newport Beach. The location featured many amenities such as accessibility to food and drinks, free parking, restrooms, and is alongside retail stores and restaurants. The ticketing booth and will call was placed outside the entrance of the three screenings. Attendees had to walk into the building and down the stairs to see their film. In the foyer, there was a concessions stand, tables featuring our sponsors’ products and the 2014 program, and a red carpet with a step and repeat. Since the three screens were next to each other, it was easy for Gregg Schwenk, the CEO of the festival and Max Naylor, the Director of Programming to join each team at their welcome speech.

After the film screenings, the attendees drove approximately 10 minutes down Newport Boulevard to the Via Lido Plaza, located at 3417 Via Lido, Newport Beach. The location was a u-shaped venue outside stores at the plaza. Our Production Director Stephanie Chin secured the necessary production items for the event. We had several cocktail tables for the guests to mingle around, two dance floors, a main stage, and tables for the vendors. Some vendors brought in their own food trucks and tents for their booth. The teams provided the other necessary items for the event such as entertainment, music, and flowers through our supporters, partners, and sponsors.

Why

The Latino Showcase of the Newport Beach Film Festival’s purpose is to feature the Latino culture through cinema and arts. The Mexican film in particular showcased actors and actresses that are well-known in Mexico. The film was shown in Spanish, Mexico’s official language and featured English subtitles. The subtitles allowed the non-spanish speakers an opportunity to understand the plot of the film and to appreciate Mexico’s culture through its official language.
Event Description

How

Every year, all of the teams have a difficult time planning an event with a non-existent budget. Fortunately, the Newport Beach Film Festival staff and student teams have built sustainable relationships with supporters, partners, and sponsors. Usually, many of the supporters, partners, and sponsors often support the event again. The Newport Beach Film Festival’s non-profit status, attendance number, and attendee demographics are a few of the many benefits for supporters, partners, and sponsors to get involved. After researching supporters, partners, and sponsors whose interests match our event, the team began the initial contact via phone call. We developed relationships with our supporters, partners, and sponsors as we negotiated with them and told them about the benefits and their return on investment. After the agreement was signed, each team member assured that the agreement was fulfilled with their supporters, partners, and sponsors. As a super team, we worked together to ensure that Post Gala event had supporters, partners, and sponsors to support the entire event. Our team leaders communicated his/her team’s successes and issues with each other. Each team came up with a marketing plan for their individual group and developed relationships with targeted media. We made sure to share the Latino Showcase story to every supporter, partner, and sponsor we were working with and our niche market. We utilized our social media pages to remind our followers about the event and to share the story of our supporters, partners, and sponsors. After the event was implemented, each supporter, partner, and sponsor was thanked for their support. We also complimented and thanked members of the media when they wrote a story about our event. We are glad that we were able to build and continue relationships with supporters, partners, and sponsors this year for the future success of the event. We highly recommend next year’s team to begin contacting the supporters, partners, and sponsors as soon as they are able to. We also recommend for them to be patient with them, prompt in response with them, and politely persistent.
SWOT Analysis
S.W.O.T. Analysis

Strengths:

The Newport Beach Film Festival has a great reputation in the world of film festivals and is the largest event of its kind in the Orange County area. The Newport Beach Film Festival has several different cultural spotlights, including a Latino Showcase Event that features Latino films from the Mexico, Chile and Brazil communities. Since we are in Southern California, and there is a large number of Latinos living in the area, there are great outlets to market this event to. The strong reputation for this event as well as word-of-mouth reviews from previous years adds appeal that stand as strong as several of the advertisements that we run. With the history of the film festival, our outreach for publications spreads through various counties in Southern California. The cultural demographics in Orange County heavily favor the Latino population. Latino professionals often feel a strong pull to support other members of their community that share their same cultural values. Film and art in these communities also are another one of our strengths. We want to get members of the Latino Community to keep coming back year after year to support their peers. Latino communities heavily involved in the Chamber of Commerce and various cultural centers in the Orange County area are always willing to go out and support the Latino arts. Our opportunity to make and leverage connections with members of these organizations gives us access to their audience and opens doors to new audiences of the same niche.

Weaknesses:

The majority of the Latino population in the Orange County area is below the income level of our target market, even though the are surrounding the Newport area is highly affluent. The large population of Latinos in Southern California that are in the target market make it very difficult to pinpoint exactly the appropriate publications and sponsors to utilize with the outreach of this event. Though the Newport Beach Film Festival is well known by the Orange County Film Society members and those who have attended in past years, there is a low awareness for people outside of these groups, especially in the Latino communities. Our greatest challenge will be to bring new attendees to this showcase event, which will rely on our ability to reach them through our advertising and outreach efforts.
S.W.O.T. Analysis

Opportunities:

We have several different opportunities when working with the Latino Showcase. We have the opportunity to reach out to the Latino community and bring awareness to people and businesses that may not already be aware of our organization. We are using the resources in our own backyard, publications marketed towards Latinos in San Diego County, Orange County, Los Angeles County, and the Inland Empire, to bring awareness and revenue to our event. We have all of the resources from last year, but we also have an opportunity to expand on that list and gain new partnerships in the Latino Community. We have the chance to bring new elements to this year’s event, but to use the sponsors and supporters that made the festival great from last year.

Social Media is getting bigger everyday, and many businesses and publications have their own profiles on various social media mediums. We are utilizing this and using it as an advantage to publicize the event. WE want to celebrate the Latino Culture and are reaching out to people via social media to make sure they understand our goals and the purpose of the event.

Threats:

The Newport Beach Film Festival is now in its 15th year, and has been growing each year. It also has an outstanding reputation. As students, many of us planning our first event, have much to live up to. By not putting on an exceptional event, and not reaching out to the right outlets, we risk hurting the great reputation that the festival holds. The Latino Showcase is scheduled on a Wednesday night, a night that is typically busy for many families and people that have to be up early for work the next morning. The busy schedules of those with high expendable incomes make it difficult for them to attend the event. The plethora of businesses, media publications and cultural centers give the Mexican Showcase group so much to work with. However, if we fail to reach out to the right media outlets and appropriate sponsors and supporters, we run the risk of going against the great reputation the Newport Beach Film Festival has held for years. We are working with a zero budget in an effort to put on a very important showcase in the Newport Beach Film Festival.
Organization & Management

Our Mexico Spotlight group consisted of five members; Rachel Flud, Amanda Irving, Cheraya Williams, Sabrina Valles, and Melissa Salcido. Once our group was formed, we collectively agreed that Rachel would assume the position as team captain. We also evaluated our personal strengths and weaknesses in order to delegate the appropriate person to carry on a particular task. To stay connected outside the classroom, we exchanged phone numbers and email addresses; however, we ultimately decided that group messaging was the most effective way to communicate with another. Despite our conflicting schedules, we arranged to meet every Tuesday at 1 p.m. in the library or other common ground.

Before we began contacting potential supports, partners and sponsors, our group decided to create an individual Gmail account designed specifically for the festival. In order to appear professional, each email address read: name.mexicospotlight@gmail.com. Each account also included a signature that gave the festival's address, phone number, and website link. Sabrina created a Google Drive folder that allowed all members of the group to upload templates and share their progress and accomplishments. Rachel also developed an excel spreadsheet to be used as a resource for organizing contacts. The spreadsheet also helped with making sure organizations were not contacted multiple times by different group members. Cheraya developed a call/email log to be used for recording each potential supporter, partner and sponsor interaction. Each meeting, Sabrina also recorded “meeting minutes” that referenced the group’s progress, related responses, and decisions made. If team members were unable to make meetings, Rachel ensured that they were informed on what was discussed.

The next step for approaching this project was understanding our niche demographic. Research was essential for conducting an effective marketing strategy. Therefore, for assignment number 4/5, which gave a detailed description of our marketing approach, we decided to split each section up. Melissa was responsible for developing an analysis of our target market. The analysis was to be used for identifying characteristics of our audiences, such as age, gender, ethnicity, level of income, and personal interests. Our select demographic was also used as an intangible quality for attracting sponsors.

Sabrina was in charge of organizing a media strategy that discussed how we plan to reach our target audience through the
Organization & Management

use of our media partnerships. Cheraya focused on analyzing our external online/social media options. The analysis gave suggestions on how to reach our target audience through social media and other online resources, including digital newsletters, blogs, and email blasts. Amanda, on the other hand, was in charge of researching our internal online/social media options. The analysis discussed how the Latino showcase’s Facebook, Twitter, and Instagram accounts can be used as an asset for structuring an offer with potential supporters, partners and sponsors. The analysis also gave suggestions on how to generate feed and build a stronger social media presence. Rachel was responsible for developing an online marketing strategy that gave details on how to utilize and leverage all of our online resources in an effective manner.

As a super group, working with team Brazil and Chile, we did encounter a few issues with communication. However, we ultimately decided that Google Drive would be the best solution for exchanging information amongst all spotlights outside the classroom. Class time was also used towards addressing questions or concerns. Decisions that involved the entire showcase, such as entertainment and decorations, were to be made collectively. Spotlight leaders also decided to meet every Thursday before class to share their group’s progress, achievements, and goals for the week. Information that was discussed amongst spotlight leaders, was later relayed to the rest of the team.

When dealing with outreach, our group decided to break down each form of communication based on their media platform. Rachel was responsible for contacting local Latino newspapers and magazines. Amanda was responsible for reaching out to travel associations, chamber of commerce, and consultants. Sabrina was focused on contacting local Latino radio and television stations. Melissa was responsible for reaching out to Latino departments and student organizations both on campus and surrounding universities. Cheraya focused on contacting Latino blogs that valued the Mexican culture and provided a positive forum for understanding. As we reached the middle of March, we developed additional responsibilities for each team member. Rachel was in charge of finding theater entertainment, as well as a sponsor for a candy bar. Amanda and Melissa focused on contacting photographers for both the screening and post party. Sabrina was responsible for acquiring entertainment for the gala celebration. Cheraya focused on finding an ice sculptor for the event, and because
Organization & Management

of her connections through work and experience with celebrity gifting, Cheraya also assumed the role of finding swag bag items. Everyone was responsible for following up with their contacts and making sure that they had the information they needed to move forward. As the festival approached, we began sharing the event through our personal social media accounts, encouraging our followers to purchase tickets and visit the Newport Beach Film Festival’s website. We also had our friends and family share and repost details concerning the showcase. Melissa and Sabrina also created flyers to be used towards promoting the event.

For the night of the showcase, we decided to assign duties for each member. Together we agreed that everyone would arrive at the theater between 4-5 p.m. to assist with setting up tables and decorations. Everyone was also required to have their phones near by in case they needed to be reached, and a copy of the timeline to ensure everything ran according to schedule. Sabrina was in charge of making sure all of our partners, supporters, and sponsors who were guaranteed tickets, received their wristbands or media passes. Meanwhile, Melissa, Rachel and Amanda were responsible for making sure all guests were aware of the evening’s festivities including the step and repeat wall, Bella Hills Spa giveaways, and Starlooks promotional deals. As everyone made their way inside the theatre, we made sure each guest received a trifold. Once the film began, Rachel, Amanda, and Sabrina left to the Via Lido Plaza to begin setting up tables, decorations, and DJ arrangements. Sabrina made sure Latino 96.3 and Telemundo had the essentials needed to conduct their live remote and interview. Melissa and Cheraya stayed at the theater until the film ended to ensure all guests received their swag bags and Zola juices. They also made sure all quests were informed of the post party and directions on how to get there. Once the celebration began, we each took turns overseeing the main stage. Sabrina made sure Ballet Folkorico de CSUF arrived and were ready to perform at their assigned time. Everyone stayed until the event was over to assist with folding tables and cleaning up.

For our final business plan, our group decided to evenly split each section up accordingly. Melissa was responsible for creating a financial portfolio that included a budget and an estimated price for each of the services provided at the
Organization & Management

showcase. She was also responsible for describing the group’s management style and organizational structure. Rachel was in charge of preparing a S.W.O.T. analysis that evaluated the showcase’s strengths, weaknesses, opportunities for growth and threats. In the analysis, she also had to identify the internal and external factors that may, or may not have proved to work in the showcase’s best interest. Along with the S.W.O.T. analysis, Rachel was responsible for explaining our group’s marketing strategy and how we decided to approach the festival’s objective. Sabrina was in charge of defining the event and all its elements that allowed it to come together smoothly. She had to discuss the who, what, when, where, why, and how of the entire showcase, including the nature of the evening and what factors contributed to making the showcase a success.

Cheraya’s duties involved developing a timeline in calendar format that displayed our group’s deadlines, team meetings, site walk-through, and dates our contacts were reached. Amanda was responsible for creating the executive summary which gave a brief overview of the entire showcase, emphasizing the end results and recommendations. Lastly, everyone was responsible for completing their own sponsor profiles, resumes, biographies, and call/email logs. Together we put the folder together to present to Gregg.

All in all, our group worked well as a team. Working in groups can present both challenges and opportunities for productivity. Fortunately, in our case, working as a group served as an advantage to increasing the quality of our output, rather than propose a challenge. Everyone carried their own weight by making an effort to meet outside of class and complete their assigned responsibilities. Everyone’s ideas, experiences, creativity, and effort ultimately contributed to making the showcase a success. Considering the time spent together throughout the semester, we definitely formed a closer relationship. Getting along never presented an issue for our group. Everyone’s unique personalities and strengths formed a balance that seemed to work in our favor.
Marketing Strategies
Marketing Strategies

Web Media

We plan to utilize target partners as soon as possible. We understand the power of online media, and the way it can reach large amounts of people without them ever having to leave their own home. Once the Media Partners are secured, we will begin submitting announcements and logos for them to utilize based on the outlets’ and our deadlines. For the radio station media partners, we will be working with them to develop on-air ticket giveaways, on-air mentions, social media posts and website links. The radio station media partners will be utilized once the date of the event gets closer. This way, the event will stay fresh in the minds of the listeners. For the television media partners, we will be working with them to develop advertising spots or coordinate interviews for their morning news segments. Once the partnerships are activated the week of March 24 and March 31, we will work with the stations to ensure interviews, mentions, and social media postings occur the week of April 14, April 21, and April 28.

We know that Twitter and Facebook have a huge following with almost every age demographic, especially the age group that we are trying to target. On our Facebook page, we will constantly post to get our followers to remember the event. We will do the same for our Twitter and Instagram accounts. Instagram is a great tool, because it is more visual. This will allow followers to see something that will get them excited to attend the festival. Social media is a great tool for any organization that is trying to spread the word about their organization because people look at a computer screen or down at their phones on a daily basis. We also made electronic flyers to post on various social media platforms to spread awareness of the event and let a wide variety of age groups know that the festival was going on and happening.

After the event is finished, we want to get post-event coverage in magazines and blogs. It would be awesome if the media sponsorships that we have formed over the past few months would feature us in their publication about the success of our event.
Marketing Strategies

Audio Media

We secured a partnership with W690 AM, SBS- Latino 96.3 and La Raza 97.9. We were able to be featured on these three radio stations for the month following the festival as well as being featured on their websites. We even secured interviews promoting the Latino Showcase on La Raza 97.9 on the night of the event. Tickets were given away on these three radio stations to the Latino Showcase and listeners were able to choose between the three showcases. We were able to reach out to the Latino community in Southern California. The Liberman Broadcasting, the owner of these radio stations, helped us out and their support was essential for the wide promotion of our event.

Print Media

The Latino Spotlight was promoted in Para Todos magazine with an article as well as a spread picture of the movie posters. Additionally, we were featured in numerous blogs online and online magazines. Mexico Retold, an online blog, wrote numerous blog posts about the event and made many posts about the different films. Al Dia Long Beach, a magazine, featured us numerous times as well and made sure readers knew about the event. This year's Latino team also made flyers about the event to spread awareness of the festival.

Discussion

Overall, the Mexican Spotlight gathered a great crowd for the screening of The Amazing Catfish, as well as the after party. We reached out to as many media platforms and outlets as possible. Our suggestion for future Mexican Spotlight teams would be to reach out to people and residents of the Newport Beach area as possible. These are the people that are most willing to go to this event because they are from the area and want to support non-profits close to them. Also, personalize flyers and outreach ideas to certain businesses to make the event seem more personal. Look for Latino businesses in the entertainment industry. These people want to support the arts and are interested in film festivals.
Profiles
Name of Organization: ALMA Magazine
Website: www.almamagazine.com
Contact Person: Frederico Gasquet
Phone Number: (305) 416-6001
Email: n/a
Address: 471 Center Island Dr., Folden Beach, Fl 33160
Type of Organization: Entertainment Magazine
Team Contact Name/Number: Rachel Flud (562) 322-8320

• Full Description of Organization:
ALMA is a Spanish-language lifestyle magazine published in the United States for the Hispanic Community. ALMAMagazine.com (www.almamagazine.com) a new online network targeting Hispanics in Spain, Latin America, and the United States. The almamagazine.com network features a 2.0 community portal delivering the best in current affairs, politics, art, culture, technology and much more.

• Why did we work with them?:
We worked with ALMA magazine because they can be great sponsors to the Latino Showcase. They reach a very large market of Latinos and have a great influence in this specific community. We want to be featured in their magazine for either a pre-event media partner or a post-event wrap up to let people know how our event went.

• Size of Organization (Readership/Membership):
This magazine has great readership nationwide and reaches all the way to South America.

• Geographic Reach:
US/California/southern California (Orange County)

• Social Media Outreach:
We want them to post on their Twitter and Facebook accounts as well as a feature of the event in their magazine. We would like post-event coverage as well to show readers how great the event was. We want to create excitement for the Latino Showcase and the Newport Beach Film Festival for years to come.

• Size of Social Media (Face Book/Twitter):
Facebook: 1,555 likes
Twitter: 47,000 followers

• What they did for the event?:
Although ALMA did not contribute to this year’s Latino Showcase, we feel that they would be very beneficial for the festival next year.
Name of Organization: Ballet Folklórico de CSUF
Website: www.bfdcsuf.com
Contact Person: Maria Lozano
Phone Number: n/a
Email: bfdcsuf@fullerton.edu
Address: 800 N State College Blvd, Fullerton, CA 92831
Type of Organization: Entertainment
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

- Full Description of Organization:
  Since 2007, Ballet Folklórico de CSUF has been showcasing the traditional and contemporary styles of Mexican folk dance to audiences throughout Southern California. Under the artistic direction of Jacqueline Sedano and Alfonso Sandoval, the group shares the story of the Mexican culture through its dynamic choreography, vibrant costumes, and lively music.

- Why did we work with them?:
  We worked with Ballet Folklórico de CSUF because the dancers attend Cal State Fullerton and are a well-known collegiate folklorico group in the community.

- What they did for the event?:
  They performed Mexican folk dances for 30 minutes.

- What we did for them?:
  - Place the logo on the tri-fold brochure
  - Develop 2 social media posts for group on our social media platforms
  - Mention group as a sponsor/entertainment for the showcase in the news release
  - Help group to develop a marketing campaign to extract a mailing list data/facebook likes/website traffic/new business

- Special Notes:
  The leadership of the group changes every year. Next year, the president of the organization is Teresa Victoria. They are a great group and will require a dressing room to change in. In addition to, the number of performers that volunteer for a performance determines if they will be able to perform or not. Since they are college students, try to have them perform at the earliest time. I (Sabrina Valles) used to dance in the group and think they are great individuals. Please make sure they are welcomed to the party before and/or after they perform. (I (Sabrina Valles) have heard in the past that some entertainment groups were not taken care of and declined to perform this year because of it).
Name of Organization: Contacto Magazine
Website: www.contactomagazine.com
Contact Person: n/a
Phone Number: (818) 241-4073
Email: ads@contactomagazine.com
Address: 858 W. Alexander Street, Glendale, CA 91203
Type of Organization: Magazine
Team Contact Name/Number: Rachel Flud (562) 322-8320

- Full Description of Organization:
  Contacto Magazine is a monthly magazine that aims at addressing the Hispanic community in the greater Los Angeles area. They do feature articles on things such as music, politics, films, immigration, festivals, health, etc. Having been established in 1994, the magazine has become an ideal outlet for Hispanics in Southern California looking for more information and unique stories on the Hispanic community.

- Why did we work with them?:
  (We are working with them, because although it is only printed once a month, it reaches our exact target audience. Contacto is a bit higher end magazine that addresses the type of journalism that Latinos within our target audience like. Latinos who prefer nicer things tend to read this magazine. Since the people that read this magazine fall into our targeted audience, we have the opportunity to really gain followers and people that want to purchase tickets to this event.

- Size of Organization (Readership/Membership):
  US/California/southern California, Los Angeles – 20,000 per issue (once a month)

- Geographic Reach:
  US/California/southern California, Los Angeles

- Social Media Outreach:
  Their social media presence is not significantly strong but it still has potential. Their Facebook page is pretty nonexistent, but looks fairly new. We could also use this to our advantage. If they decide to work with us, we can tweet about them and get them more likes on their social media platforms. We would post various updates on their magazine and they would do the same for us. Their Twitter account is used more frequently and people tend to follow it a lot more.

- Size of Social Media (Face Book/Twitter):
  Facebook: 67
  Twitter: 449

- What they did for the event?:
  They were going to include us in their March issue of Contacto magazine and write a feature article on the event as well as mention us on their various social media platforms.

- What we did for them?:

Organizational Profiles for 2014 Team Mexico
We put their logo in our trifold as well as mentioned them on our various social media platforms. We also gave them tickets to the event and made sure that they received more likes on their social media platforms by forming this partnership with the Newport Beach Film Festival.
CSUF Chicana and Chicano Resource Center (CRC)
www.Fullerton.edu/crc
Dr. Elizabeth Suarez
(657) 278-4391
Esuarez@fullerton.edu
Pollak Library South 170A & 171
800 N. State College Blvd. Fullerton, CA 92831
University Resource Center
Melissa Salcido (760) 881-7643

- **Full Description of Organization:**
  The CSUF Chicana and Chicano Resource Center is a department located on campus that is dedicated to providing students, faculty, staff, and the broader community with the support and resources needed to advance and become a beneficial presence to the community. Through its research collection of Chicana/o history, culture, education and politics, CRC helps facilitate dialogue and preserve the Chicana/o and Latino culture.

- **Why did we work with them?:**
  As a group, we chose to work with the CSUF Chicana and Chicano Resource Center because they reach our target audience of those interested in Latino culture. Through its collaborative efforts, CRC is also connected with student organizations, events, departments and programs, both here on campus and other universities across Orange County. CRC also has a strong network of faculty and staff.

- **Size of Organization (Readership/Membership):**
  US/California/southern California (Orange County)

- **Geographic Reach:**
  US/California/southern California (Orange County)

- **Social Media Outreach:**
  Although the resource center does not have a strong social media presence, CRC is connected to several departments, both on and off campus. CRC active involvement with events on campus, allowed more opportunities for outreach through word of mouth.

- **Size of Social Media (Face Book/Twitter):**
  Facebook: 460 Likes
  Twitter: none

- **What they did for the event?:**
  The CSUF Chicana and Chicano Resource Center is a continued supporter of the Newport Beach Film Festival’s Latino Showcase. This year they shared our event through their Facebook channel. The post included details of the showcase, location, as well as a photo. The post was made April 23rd.

- **What we did for them?:**
  In exchange for their outreach, we placed their logo in our showcase trifold. We also gave the resource center a discount code for students, faculty, and staff to use towards purchasing their ticket.
Name of Organization: Daniel Zamilpa Media, Events and Fashion
Website: https://www.facebook.com/danielzamilpa
Contact Person: Daniel Zamilpa
Phone Number: n/a
Email: daniel@danielzamilpa.com
Address: n/a
Type of Organization: Graphic Design
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

Full Description of Organization:
Daniel Zamilpa is a senior at Cal State Fullerton who started his own events production company. He also does freelance graphic design work.

Why did we work with them?:
We worked with him because he is an up and coming events coordinator who specializes in graphic design.

What they did for the event?:
He created 3 social media posts for the Mexican Team. We ended up not using one of them due to a misspelling in a name that was too late to be replaced.

What we did for them?:
We placed his logo on our tri-fold brochure and developed 2 social media posts about his company.

Special Notes:
Daniel Zamilpa is my (Sabrina Valles) friend and I am unsure if he is interested in working with the festival again.
Name of Organization: Danza Folklorica Puro Corazon
Website: https://www.facebook.com/pages/Danza-Folklorica-Puro-Corazon/186551111356310
Contact Person: Carmen Sandoval
Phone Number: (714) 757-7683
Email: n/a
Address: n/a
Type of Organization: Entertainment
Team Contact Name/Number: Sabrina Valles / (714) 688-9264

- Full Description of Organization:
  Danza Folklorica Puro Corazon was established in 2000 with the mission being to pursue and expand our cultural desire and preservation of the art of Mexican folklorico dance. We are dedicated to presenting performances that celebrate the beauty and diversity of Mexican culture.

- Why did we work with them?:
  They have worked with the Latino Showcase in 2012 and 2013 and we asked them if they were interested in working with us again in 2014. Unfortunately, they have had a bad experience working with us in the past. We agreed to promote them on our social media channel although they did not perform this year.

- What they did for the event?:
  N/a

- What we did for them?:
  We did a promotional post on our social media.

Special Notes:
They did not have a pleasant experience in the past because we overpromised and underdelivered. They were never given any food or drinks (including water) and felt they were just giving a free show. I made sure this year that their promotional post included their Facebook page links and information to their upcoming performance.
Name of Organization: Danzantes Unidos de California
Website: www.danzantes.org
Contact Person: Sabrina Valles
Phone Number: (714) 686-9264
Email: svalles88@gmail.com
Address: n/a
Type of Organization: Mexican Folk Dance Non-profit
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

- **Full Description of Organization:**
  Danzantes Unidos is the cultural network of Mexican folk dancers and artists. It was incorporated in 1994 to promote and support the Mexican Folk experience through the performing and visual arts, including, but not limited to, the annual three-day festival known as the Danzantes Unidos Festival.

- **Why did we work with them?:**
  We worked with this organization because they host the largest Mexican folk dance festival in the country and have over 2000 likes on its Facebook page. We wanted to spread the word about the festival to its attendees.

- **Size of Organization (Readership/Membership):**
  Approximately 3000 people

- **Geographic Reach:**
  California

- **Social Media Outreach:**
  We provided Danzantes Unidos de California a blog post that features the entertainment. The entertainment and the organization have a really close relationship with each other. The post reached over 1000 people and received 28 likes. In comparison to other groups' performance posts, the Newport Beach Film Festival post had over a 100% increase in likes and reach.

- **Size of Social Media (Face Book/Twitter):**
  Facebook: 2,871
  Twitter: 138

- **What they did for the event?:**
  They posted a social media post on our behalf on their Facebook page.

- **What we did for them?:**
  We placed their logo on our tri-fold brochure, gave them a $5 off discount code, and a social media post on our platforms.

**Special Notes:**
I (Sabrina Valles) will continue to work with the festival on behalf of Danzantes Unidos. Please contact me during first semester and I will see if we can do more for the festival in the future.
Full Description of Organization:
Examiner.com launched in April 2008, to provide freelancers across the United States with a platform to share their knowledge and expertise through informative and entertaining content. We have an in-house editorial team that provides guidance and mentorship to the contributors. Our network has grown to over 100,000 contributors, captivating our audience with interesting, entertaining, relevant content on a variety of topics. Examiner.com is a top 100 website, reaching over 37 million unique visitors a month. Examiner.com is wholly owned by The Anschutz Corporation, one of the largest sports and entertainment companies in the world. Headquartered in Denver, CO, Examiner.com is guided by an executive team comprised of veterans of numerous start-ups, established media outlets and online leaders including Gannett, Disney, AOL, Yahoo! among others.

Why did we work with them?:
I approached Richard Basch from the Examiner as a last effort to get the word out about our event. He was the first contact that I informed I was a student who needed his help in getting the word out about our event. I also sent the pitch letter created by Greggs team in the body of the email. My initial email received an automatic reply from Richard saying that he was out of the country. Shortly after Richard said he would be happy to write about our event if I sent him an image.

Size of Organization (Readership/Membership):
86, 000+ contributors

Geographic Reach:
Over 12 million unique visitors monthly

Social Media Outreach:
Our strategy was to have an article written about our event on the Examiner’s website.

Size of Social Media (Facebook/Twitter):
Facebook: 218,597
Twitter: 45, 200

What did they do for the event?:
Richard from the Examiner wrote an article about our event that was posted on the Examiner website.

What did we do for them?:
Because Richard was approached towards the end of our planning process, all I was able to do was thank him.
Name of Organization: GLR Networks / W Radio 690 AM  
Website: http://www.wradio690.com/  
Contact Person: Camille Rodriguez, Marketing and Communications Coordinator  
Phone Number: 305-644-6641  
Email: CRodriguez@glrnetworks.com  
Address: 3500 W Olive Ave, Suite 250 Burbank, CA 91505  
Type of Organization: Media-Radio  
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

- **Full Description of Organization:** GLR Networks supplies Spanish language radio stations in the USA with world class news services, compelling sports, entertainment and community programming, as well as a variety of musical formats. W Radio 690 AM has a combination of Music, Talk and Community-Oriented shows that appeal to a wide, captive, educated, loyal and attentive audience that will listen and respond to your message. Radio 690 AM accompanies Hispanics in Southern California in their daily lives. The Neida Sandoval Show features the award winning journalist who gives her objective opinion on current events affecting Hispanics in the United States. Topics include: society, family, economics involving day-to-day life, and the social aspect of health, among others.

- **Why did we work with them?:** W Radio 690 AM reaches over 8 million Hispanics daily and our target geographic reach of Southern California. In addition, they reach our primary target market of adults ages 25-54.

- **Size of Organization (Readership/Membership):** Their signal reaches 8,688,612 Hispanics.

- **Geographic Reach:** Southern California-Los Angeles, Orange County, and San Diego

- **Social Media Outreach:** W Radio 690 AM arranged weekly interviews for us on the Neida Sandoval Show and provided (10) 15 second mentions a week for four weeks.

- **Size of Social Media (Facebook/Twitter):**  
Facebook: 5, 369 likes  
Twitter: 3,058 followers

- **What they did for the event?:** W Radio 690 AM provided (1) 3 minute interview a week with a representative from the festival and (10) 15 second mentions a week for a four week campaign.

- **What we did for them?:** We mentioned W Radio 690 AM as a media partner in our news release, placed its station logo on our tri-fold brochure, gave them a post per week on our social media, and (10) tickets to the films.

**Special Notes:**

Organizational Profiles for 2014 Mexican Spotlight
We were unable to conduct 2 weekly interviews since we did not have enough people to be interviewed. I asked Camille if we were able to have more mentions but I never followed up with them to see if they gave us more mentions a week. If we do work with them again, I would ask for less interviews and more mentions if we do not have enough Spanish speakers to be interviewed. In addition to, Camille is stationed in Florida.
Full Description of Organization:
Long Beach Al Dia is an online bilingual news magazine published by Phoenix Media Communications. Phoenix Media is made up of newsmakers and marketing strategist professionals dedicated to serving the Hispanic community through several platforms of communication. Long Beach Al Dia covers a range of topics affecting the Latino community including immigration, education, sports, life & style and entertainment.

Why did we work with them?:
As a group, we chose to work with Long Beach Al Dia because they reach our target audience of educated and professional Latinos. In addition, both the Newport Beach Film Festival and Long Beach Al Dia share a common value of providing a positive forum for cultural understanding and enriching educational opportunities. Not only that, but Long Beach Al Dia reaches Long Beach and surrounding areas.

Size of Organization (Readership/Membership):
US/California/southern California (Orange/ Los Angeles County)

Geographic Reach:
US/California/southern California (Orange/Los Angeles County)

Social Media Outreach:
Because Long Beach Al Dia is a fairly new online magazine, they have not established a strong social media following yet. However, the followers they do have consist of Latino businesses, political officers, producers, directors, writers, and other media resources.

Size of Social Media (Face Book/Twitter):
Facebook: 81 Likes
Twitter: 531 Followers

What they did for the event?:
As a supporter of our event, Long Beach Al Dia wrote an article April 10th regarding the entire showcase, including a photo and link to the Newport Beach Film Festival’s website. Long Beach Al Dia wrote an additional article April 14th focusing more on Mexico’s film, including details about the plot, actors and directors. Both stories were also posted through their Facebook and Twitter channels.

What we did for them?:
In exchange for their outreach, we placed their logo in the Latino Showcase trifold. We also posted their story written about our event on Facebook and Twitter, encouraging readers to visit their website.
Name of Organization: Mariachi Divas de Cindy Shea
Website: http://www.mariachidivas.com/
Contact Person: Delia Lopez, Publicist
Phone Number: (323) 359-8869
Email: delia_l@yahoo.com
Address: N/A
Type of Organization: Entertainment
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

- **Full Description of Organization:**
  Founded by trumpet player Cindy Shea in 1999, Mariachi Divas de Cindy Shea has been delighting audiences nationally and internationally. They are a unique, multicultural all-female ensemble, imbued with the true flavor of Los Angeles. They have won two Grammy Awards and have five Grammy nominations.

- **Why did we work with them?**
  We wanted to work with them at the Latino Showcase because they are a musical sensation and know how to put on a great show. Since we have worked with them last year and learned it was their fifteenth anniversary as well, we were interested in working with them again. This year, Mariachi Divas de Cindy Shea ended up performing at the Opening Night Celebration.

- **What they did for the event?**
  They performed a 30 minute ensemble on Opening Night.

- **What we did for them?**
  We paid them $800 stipend, gave them an on-screen advertisement at the festival, and we will send our subscribers an e-mail blast on their behalf at their leisure.

**Special Notes:**
Mariachi Divas de Cindy Shea is a great organization to work with and are very flexible with festivals and their budgets. At times, they were slow in response and did not sign the agreement until the very last minute. Although they provide an amazing show for our audience this year, I do not recommend the festival to work with them again because the interests do not align and that they are becoming outside the budget point.
• Full Description of Organization:
The Mexico Report is an online magazine/blog/resource website reporting on positive, informational reports about Mexico and covers a variety of news and content including travel, leisure, entertainment, arts, culture, people, places, community, cuisine, living and more. On this site you will find personal stories, news, announcements, events, reviews, one-on-one interviews with people of the community and those who are making a difference in reflecting a positive image of Mexico and the Mexican culture.

• Why did we work with them?:
We choose to work with The Mexico Report shortly before our event. I contacted Susie to see if she would be willing to write about the Mexico Spotlight event at the Newport Beach Film festival because our event was rapidly approaching and we didn’t want anyone to miss out. The readership for the Mexico Report was also our target demographic for our event.

• Size of Organization (Readership/Membership):
The Mexico Report receives between 9,000 and 13,000 visitors to their page a month.

• Geographic Reach:
Global

• Social Media Outreach:
I was so pleased that Susie was willing to work with us so late in the game. I sent her the pitch and by the next day our film and event were on the front page of the Mexico Report website with an article she wrote on the film. This post was liked 25 times off the Mexico Report website.

• Size of Social Media (Face Book/Twitter):
Facebook: 5,671
Twitter: 2,001

• What did they do for the event?:
Susie wrote an article on our film The Amazing Catfish and event as a whole. This article was published on the front page of the Mexico Report website.

What we did for them?
Unfortunately, because I didn’t try to contact Susie earlier in the semester, we were unable to include the Mexico Report logo in our brochures. All I was able to do was express my complete gratitude that she was willing to do this for us so quickly.
Mexico Tourism Board LA
Jorge Gamboa
213-739-6336
Jgamboa@visitmexico.com
2401 West 6th Street
Los Angeles, CA 90057
Tourism Board
Amanda Irving 714-460-3739

- Full Description of Organization:
The Mexico Tourism Board is the organization entrusted to coordinate, design and develop the national and international strategies for tourism promotion for Mexico. Furthermore, the Mexico Tourism Board is also charged with promoting the numerous incredible destinations and activities that Mexico has to offer, as well as Mexico's many natural and cultural locales.

- Why did we work with them?
We chose to work with Visit Mexico because of their large social media following. Their reach covered our target demographic for the Newport Beach Film Festival's Latino showcase. Through their social media platforms, they showcase all the beautiful and culturally significant elements that Mexico has to offer. We considered them to be a valuable partner who would be interested in showcasing Mexican cinema. Unfortunately, we were only able to have our event promoted through the Los Angeles Mexico Tourism Board, as opposed to their main hub, which has over 2 million followers on social media. The Los Angeles division promoted our event multiple times to their 2,000 followers on Facebook and Twitter.

- Size of Organization (Readership/Membership):
As a tourism board, Visit Mexico's reach encompassed Southern California, Los Angeles in particular, as well as Mexico.

- Geographic Reach:
Visit Mexico's geographic reach is nationwide as well as throughout Mexico.

- Social Media Outreach:
Initially, we had hoped that we would be able to promote our film and event though Visit Mexico's Facebook and Twitter. However, we were only able to get in contact with the Los Angeles division of the Mexico Tourism Board, which had separate social media platforms. After contacting Jorge, he offered to do three social media posts a week on behalf of the Newport Beach Film Festival Latino Showcase.

- Size of Social Media:
Facebook: 2,196
Twitter: 2,316

- What they did for the event?:
Visit Mexico LA promoted our event through their Facebook and Twitter pages.

- What we did for them?:
We included Visit Mexico's logo in the New Port Beach Film Festival sponsorship and overview packet. We also included their logo in our Mexico Spotlight trifold and provided Visit Mexico with a discount code to provide to their followers.

Organizational Profiles for 2014 Mexican Spotlight
• **Full Description of Organization:**
The National Association of Latino Independent Producers (NALIP) is a national membership organization that addresses the professional needs of Latino/Latina independent producers. NALIP is the first such effort aimed at Latino production in thirty years, and it is the first to last more than one year and to provide ongoing support for the Latino independent film and video makers. We stand as the premiere Latino media organization, addressing for twelve years the most underrepresented and the largest ethnic minority in the country.

• **Why did we work with them?:**
We chose to work with NALIP because their reach included our target demographic for the Newport Beach Film Festival Latino showcase. We worked with NALIP on behalf of the Latino showcase as a whole as opposed to our spotlight specifically.

• **Size of Organization (Readership/Membership):**
NALIP has association members all over the US.

• **Geographic Reach:**
NALIP has a national reach with members all over the country.

• **Social Media Outreach:**
Our strategy was to have NALIP include us in their email blasts to their members as well as their newsletter.

• **Size of Social Media (Face Book/Twitter):**
Facebook: 4,586
Twitter: 2,579

• **What did they do for the event?:**
NALIP included a blurb about the Newport Beach Film Festival Latino showcase in their newsletter that is distributed to their members.

• **What we did for them?:**
In exchange for the newsletter mention, we included NALIP’s logo in our trifold in their event and cross-promoted on our own social media platforms for their Media Summit event.
Name of Organization: Para Todos
Website: www.paratodos.com
Contact Person: Sylvia
Phone Number:
Email:
Address:
Type of Organization: Magazine
Team Contact Name/Number: Rachel Flud (562) 322-8320

- Full Description of Organization:
  Para Todos is a Spanish-Lifestyle magazine that is published in the United States for the Hispanic Community. They have editorials on Fashion, movies, current events, and the latest gossip in the Latino community. We want to use them for media sponsorship for our event. Para Todos is a regional Spanish language magazines in the United States. Published by Silvia Ichar,[1] the magazine reaches Southern California Latinos through its local distribution, as well as subscription base. Para Todos was launched in San Juan Capistrano, California in 1995 as a community magazine for South Orange County, but eventually became a publication with much more content than what was originally intended, and has gone on to be the leading Spanish language regional magazine of Southern California. The content of the magazine is intended to be for women (79% of its readers are women), addressing them in a respectable manner and serving as a guide for small businesses, fashion, culture, community events, health, beauty and much more. The main headquarters of Para Todos are still in San Juan Capistrano. However, the publication now reaches distribution through Los Angeles. Para Todos has a readership of 400,000 per issue. Para Todos has a subscription base of 5,000, making it the only Spanish language California magazine with a subscription option. In January 2011 Paratodos.com reached its most successful month online with a record 15.9 million web hits.

- Why did we work with them?:
  We worked with them because this publication is very popular in the Latino community. It is a lifestyle magazine and talks about Latino Events. We felt that Para Todos could reach people in the Latino community that we couldn’t reach if they were not our Media Sponsors. We researched their reach and realized that they can attract a wide array of people to our event.

- Size of Organization (Readership/Membership):
  US/California/southern California (Orange County), Los Angeles County. This magazine has a subscription base of 6,000 readers.

- Geographic Reach:
  This magazine reaches residents of US/California/southern California (Orange County).

- Social Media Outreach:
  Para Todos is writing a feature in their magazine about the Newport Beach Film Festival: Latino Showcase as well as including us on their social media platforms such as Facebook and Instagram. They will be sending out email blasts to all of their readers and contacts in their email database. This will remind people about the event and keep the excitement alive when the event is still a few weeks away from opening night and the Latino Showcase.
• **Size of Social Media (Face Book/Twitter):**
  Facebook: (#s)
  Twitter: (#s)

• **What they did for the event?:**
  They featured us in the March issue of their Magazine. They did a spread on the three films that were being screened from all three countries being represented at the Latino Showcase. They included us on their social media platforms as well. Para Todos also brought magazine issues to the event so we could give them out to guests as well as put them in our gift bags.

• **What we did for them?:**
  We included their logo in our trifold as well as the big book for the Newport Beach Film Festival. We also gave them shoutouts on our social media platforms and gave them tickets to the event so their staff could have a good night out!
Portal Languages
http://www.portallanguages.com
Reynaldo D'Angelo
714-979-1655
info@portallanguages.com
1500 Adams Ave suite 200
Costa Mesa, CA 92626
Language institute
Amanda Irving 714-460-3739

• Full Description of Organization:
  Portal Languages is a language institute that is dedicated to teaching its students a new language the
  natural way. They have three locations throughout Orange County and a student body of over 2,000
  students. Their mission is to teach their students new languages without relying on memory. Portal
  Languages believes that learning a new language leads to professional, personal and health benefits.

• Why did we work with them?:
  We choose to work with Portal Languages because they had already been in contact with students from the
  previous semester’s Latino Showcase team. Portal Languages was able to reach our target demographic
  for the event through their students and faculty.

• Size of Organization (Readership/Membership):
  Portal Languages has three locations in Orange County; Costa Mesa, Fullerton and Mission Viejo

• Geographic Reach:
  Orange County

• Social Media Outreach:

• Size of Social Media (Face Book/Twitter):
  Facebook: 28
  Twitter: 2,031

• What did they do for the event?:
  Portal Languages promoted our event at their language meet up groups. They also included a blurb about
  the Latino showcase and the other foreign film showcases on their website.

  What we did for them?:
  We included Portal Languages’ logo in our tri-fold that was handed out to guests on the night of our event.
  We also provided our contact, Reynaldo, with two tickets to the event.
Name of Organization: Spanish Broadcasting Systems/Latino 96.3
Website: http://latino963.com/
Contact Person: Claudia Garcia, Promotions Manager
Phone Number: (310) 229-3249
Email: cgarcia@sbslosangeles.com
Address: 10281 West Pico Blvd. Los Angeles CA 90064
Type of Organization: Media - Radio
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

- Full Description of Organization:
  Spanish Broadcasting Systems is the largest publicly traded Hispanic-controlled media and entertainment company in the United States. They own and operate 20 radio stations located in Hispanic markets including New York, Los Angeles, Miami, Chicago, San Francisco, and Puerto Rico. In Los Angeles, they own La Raza, a regional Mexican station and Latino 96.3, a pop and reggaeton station that plays mainstream and Latino music.

- Why did we work with them?:
  We worked with them because they have a similar target audience as we do, have a large reach of listeners, and they have supported us in the past.

- Size of Organization (Readership/Membership):
  Over 200,000 listeners

- Geographic Reach:
  Southern California

- Social Media Outreach:
  They did a live remote for us at our event.

- Size of Social Media (Facebook/Twitter):
  Facebook: 174,144 likes
  Twitter: 24.3 K followers

- What they did for the event?:
  They did a live remote at our event and passed out swag.

- What we did for them?:
  We put their logo on our tri-fold brochure and did a social media post for them.

Special Notes:
The original contact I worked with left the company about a week before the event took place. Luckily, my (Sabrina Valles) friend (who works at the station) made me aware of the situation and helped me carry out the agreement. The promotions team really enjoyed the event and they want to work with us in the future. I think it would be cool if we had them DJ the music on one of the stages and they can do the live remote and the giveaways as they play their music. If my friend, Rebecca Guzman is one of the radio personalities at the station still, you can see if she is available the day of the event to do the live remote and audience interaction.
Name of Organization: Starlooks
Website: Starlooks.com
Contact Person: Marci Lieberman
Phone Number: 310-920-0124
Email: marc@starlooks.com
Address: 1 Technology Dr. Ste F-217 Irvine, California. 92618
Type of Organization: Make-up
Team Contact Name/Number: Cheraya Williams

• Full Description of Organization:
Starlooks is a make-up line based online. “Pro-Quality Makeup Line at an exclusive, discounted price!” They are based out of Irvine and are still very small compared to their top competitors. Marci Lieberman is their owner and makes the decisions of what products to use for sponsorships.

• Why did we work with them?:
We wanted to have items in the swag bags directed towards women. I have worked with Starlooks in the past for my internship and I knew they are always looking for sponsorship opportunities.

• Size of Organization (Readership/Membership):
Less than 100 workers

• Geographic Reach:
Women of all ages

• Social Media Outreach: They were only giving out free products if people tweeted or posted about them on Instagram, so they received a lot of exposure and new followers.

• Size of Social Media (Face Book/Twitter):
Facebook: 14,000 +
Twitter: 3,000 +

• What they did for the event?:
Provide make-up in their own personal white bags at the theater for Mexico and Chile Teams, the gift bags also included discount codes to use on their website that was good for all of their make-up. Also have a booth at the after party where anyone can receive free gifts if they follow them on social media and post about them.

What we did for them?:
We provided tables, outlets, and designated areas at both the theater and after party. They also were at several other nights of the festival; they worked with Kristen Torres on the other nights they attended.
**Name of Organization:** Telemundo / Acceso Total  
**Website:** http://www.telemundo52.com/  
**Contact Person:** Krystle Corral / Alejandra Gonzalez  
**Phone Number:** 818-260-5813- Alejandra's number  
**Email:** krystle.corral@nbuni.com/Alejandra.Gonzalez@nbuni.com  
**Address:** 3000 W. Alameda Ave. Suite 2274 Burbank, CA 91523  
**Type of Organization:** Media- Television  
**Team Contact Name/Number:** Sabrina Valles / (714) 686-9264

- **Full Description of Organization:**  
  Telemundo Media, a division of NBCUniversal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Acceso Total is an entertainment variety program that showcases information about most current events, the weather, the latest entertainment news, and musical performances.

- **Why did we work with them?:**  
  Telemundo is one of the largest Spanish-language television stations in the United States and they are known for producing high-quality content for its viewers.

- **Size of Organization (Readership/Membership):**  
  1.2 million total viewers

- **Geographic Reach:**  
  Southern California

- **Social Media Outreach:**  
  On Acceso Total's Facebook page, they will mention us on the five days of our promotions.

- **Size of Social Media (Facebook/Twitter):**  
  Facebook: 4,147 likes (Acceso Total Facebook account)  
  Twitter: No Twitter Account (Acceso Total)

- **What they did for the event?:**  
  They hosted 5 days of promotions for us on their show Acceso Total prior to the festival and we were interviewed on the show.

- **What we did for them?:**  
  We gave them (9) 4-packs of tickets, placed their logo on our tri-fold brochure, placed two social media posts promoting them on our social media, and mentioned them on our news release as a media partner.

**Special Notes:**  
They were never clear upfront regarding the amount of tickets would equal to in the amount of mentions on-air. I think they gave away (2) 4-packs a day and (1) 4-pack on the last day. If you want more mentions, I recommend to estimate that (2) 4-packs is equivalent to one day of mentions.
Name of Organization: Univision Communications
Website: http://www.univision.com/
Contact Person: Yadira Rosas, Station Partnership Manager
Phone Number: (310) 348-3609
Email: yrosas@univision.net
Address: 5999 Center Drive, Los Angeles, CA 90045
Type of Organization: Media - Television and Radio
Team Contact Name/Number: Sabrina Valles / (714) 686-9264

- Full Description of Organization:
  Univision Communications is a national media company with broadcast and digital networks on television and radio. They are considered one of the top Spanish language networks in the country.

- Why did we work with them?:
  We wanted to work with them because they have a large mass appeal to the Hispanic audience. According to their corporate website, UniMás was the #2 Spanish language network during the Monday thru Friday 10 p.m. hour for the seventh consecutive week as of May 13, 2014.

- Size of Organization (Readership/Membership):
  2.6 million total viewers

- Geographic Reach:
  Southern California

- Social Media Outreach:
  If we did work with Univision, we would have requested to an interview and mentions on their website. We would have also done a promotional giveaway.

- Size of Social Media (Facebook/Twitter):
  Facebook: 259,101 likes
  Twitter: 23.8 K followers

- What they did for the event?:
  They were in the process of compiling a proposal for us that unfortunately was not complete due to timing issues.

- What we did for them?:
  We would have given them tickets, social media posts, placed their logo on our tri-fold brochure, and mentioned them in our news release.

Special Notes:
Yadira Rosas was interested in being a media partner but due to out of control circumstances was unable to. I would ask her to be the media partner for future Latino showcases. I recommend for you to be politely persistent with because at times, she is slow to respond.

Organizational Profiles for 2014 Mexican Spotlight
Timeline
February 2014

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td>Research on SPS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>Notes:</td>
</tr>
<tr>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td>Compile list of contacts of SPS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meeting</td>
<td></td>
<td></td>
<td>Lock in DJ for after party</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Created with WinCalendar Calendar Maker

More Calendars: 2014 Calendar, 2015 Calendar, Holiday Calendar
<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>3</td>
<td></td>
<td>4</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Develop contact list of potential SPS</td>
<td></td>
<td>Develop contact list of potential SPS</td>
<td></td>
<td>Develop contact list of potential SPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>10</td>
<td></td>
<td>11</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contact Para Todos</td>
<td></td>
<td>Contact Latin Heat</td>
<td></td>
<td>Contact El Clasificado</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Begin contacting SPS</td>
<td></td>
<td>Begin contacting SPS</td>
<td></td>
<td>Contact CSUF CCR</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Begin contacting SPS</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>17</td>
<td></td>
<td>18</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contact NALIP</td>
<td></td>
<td>Contact ALMA</td>
<td></td>
<td>Research entertainment opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Follow-up w/ potential SPS</td>
<td></td>
<td>Follow-up w/ potential SPS</td>
<td></td>
<td>Follow-up w/ potential SPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td></td>
<td>24</td>
<td></td>
<td>25</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Email Para Todos</td>
<td></td>
<td>Secure/ sign Agreements &amp; SPS</td>
<td></td>
<td>Present entertainment opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Secure/ sign Agreements &amp; SPS</td>
<td></td>
<td>Secure/ sign Agreements &amp; SPS</td>
<td></td>
<td>Secure/ sign Agreements &amp; SPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td>31</td>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Secure/ sign Agreements &amp; SPS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Monday</td>
<td>Tuesday</td>
<td>Wednesday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
<td>---------------</td>
<td>------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Begin posting on personal social media accounts.
- Continue Outreach.
- Make sure all photographers and sponsors have time and slot.
- Begin posting on personal social media accounts.
- Continue Outreach.
- Begin posting on personal social media accounts.
- Continue Outreach.
- Continue Outreach.
- Continue Outreach.

**Tasks:**
- Make final call to OCHCI and La Playa.
- Post for NALP.
- Distributed item.
- Coastline needed.
- Continue Outreach.
- Contact The Examiner.
- Submitted events to yelp.com.
- Begin posting on personal social media accounts.
- Continue Outreach.
- Presentation.
- Related to the event.
- Continue Outreach.
- Continue Outreach.
- Continue Outreach.
- Continue Outreach.
<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NBF</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Meeting</td>
<td>Meeting</td>
<td>Meeting</td>
<td>Work on Final Binder</td>
<td>Work on Final Binder</td>
<td>Work on Final Binder</td>
<td>Work on Final Binder</td>
</tr>
<tr>
<td></td>
<td>Work on Final Binder</td>
<td>Thank you’s to SPS</td>
<td>Thank you’s to SPS</td>
<td>Thank you’s to SPS</td>
<td>Thank you’s to SPS</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Work on Final Binder</td>
<td>Work on Final Binder</td>
<td>Work on Final Binder</td>
<td>Work on Final Binder</td>
<td>Final Binder and Evals DUE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Location Selection & Staffing
Location Selection & Staffing

Newport Beach is well known for high quality and upper-class status at the restaurants, beaches, homes, and entertainment. When one hears of an event happening in Newport Beach, what first comes to mind is it is going to be an upscale event and it will not fail short of prestigious. Newport Beach is also well-known for their restaurants and atmosphere whether it is upscale or casual. The Newport Beach Film Festival hosted The Latino Showcase-Mexican Spotlight Event at Fashion Island Theater and the Lido Plaza.

The Latino Showcase premiered three Latino movies from Brazil, Chile, and Mexico on Wednesday April 30th. The Mexican Film was The Amazing Catfish, an already well-known film in Mexico with famous actors from Mexico. The films were shown at The Big Newport Theater at Fashion Island which is located at 300 Newport Center Dr, Newport Beach, CA 92660. The Big Newport Theater is known for Hollywood movie premieres.

The Latino Showcase after party was held at the Lido Plaza, the address of this location is 3417 Via Lido, Newport Beach, CA 92663. The Lido Plaza is an outside location but we blocked off the outskirts of the area so we can make it more enclosed. The entrance of the after party had a step-and-repeat area for pictures and numerous food stands and bar stand surrounding the area. In two ends of the location we had two DJ’s set up. We did not just have Mexican food, we also had Italian food, a candy bar, and a bread table; we also had several food trucks.

The Latino Showcase super team was the main group of people helping with set up and clean up. We also had the Newport Beach Film Festival volunteers and students from other nights helping wherever needed.

Contact Information:
The Big Newport
300 Newport Center Dr, Newport Beach, CA 92660
(949) 640-4600

Via Lido Plaza
3417 Via Lido, Newport Beach, CA 92663
(888) 292-9770
Budget
# Budget

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>DESCRIPTION</th>
<th>QUANTITY</th>
<th>HOURS</th>
<th>COST PER ITEM</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Para Todos</td>
<td>Full Page Color Ad</td>
<td>1</td>
<td></td>
<td>$1,260.00</td>
<td>$1,260.00</td>
</tr>
<tr>
<td>W690</td>
<td>Live Interview</td>
<td>2</td>
<td></td>
<td>$1,800.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15-second mentions</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latino 96.3</td>
<td>Live Remote</td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Telemundo</td>
<td>Mentions on Acesso Total</td>
<td>5</td>
<td></td>
<td>$1,440.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Live Interview</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTERTAINMENT:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DJ</td>
<td>Music</td>
<td>3</td>
<td></td>
<td>$700.00</td>
<td>$2,100.00</td>
</tr>
<tr>
<td>Ballet</td>
<td>30-minute performance</td>
<td></td>
<td></td>
<td></td>
<td>$140.00</td>
</tr>
<tr>
<td>Folkorico de CSUF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRINTING:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CreativeMade</td>
<td>Trifolds</td>
<td>300</td>
<td></td>
<td></td>
<td>$1,000.00</td>
</tr>
<tr>
<td>SWAG BAGS:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Starlooks</td>
<td>Lip/Eye Liners</td>
<td>300</td>
<td></td>
<td>$30.00</td>
<td>$900.00</td>
</tr>
<tr>
<td>Bella Hills Spa</td>
<td>Bath salts/lotions/oils</td>
<td>70</td>
<td></td>
<td>$20.00</td>
<td>$140.00</td>
</tr>
<tr>
<td>AMBIANCE:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GreenLeaf Designs</td>
<td>Centerpieces</td>
<td>20</td>
<td></td>
<td>$50.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>FOOD:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>Catering</td>
<td>4</td>
<td>4</td>
<td></td>
<td>$6,000.00</td>
</tr>
<tr>
<td>GRAND TOTAL:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$18,980.00</td>
</tr>
</tbody>
</table>