

Fall 2022
Event Planning & Management - Film Festival
Mexican Spotlight Business Plan



COMM 497T

FALL 2022 BUSINESS PLAN

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EVENT DESCRIPTION



An all encompassing narrative of what the Newport Beach Fil Festival is and how the Mexican Spotlight shines a light on Mexican film, food, and culture.

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The Newport Beach Film Festival is the largest luxury film festival in the United States. This year, it ran during the week of October 13-20. The event hosted more than 300 films from over 50 countries. Throughout the week, the festival holds a variety of events around the Newport Beach area highlighting the film industry. With a wide range of events to choose from for all ages, the Newport Beach Film Festival welcomes over 58,000 attendees from across the country, and internationally. Our primary audience consists of 25 to 34-year-olds who seek new experiences to celebrate lifestyle, culture, and of course, film.

The festival dedicates four out of the eight days to host four International Spotlights: Ireland, Mexico, Europe, and Pacific Rim. Each evening features a red carpet, film screening for that particular country, and an after party with entertainment, hors d'oeuvres, and drinks prepared by Orange County's award-winning chefs and bars. The Mexican Spotlight celebrates its rich culture through Latin food, music, and films! Located at the Starlight Cinemas and Time Night Club, the Mexican Spotlight is an upbeat night that typically hosts about 300 people.

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Although the Newport Beach Film Festival is exclusively located in Newport Beach, it has reached more than 1 billion households and has received international coverage from some of the most popular publications such as Fox News, The LA Times, CNN, NPR, Vogue, NBC, Forbes, and Variety Magazine to name a few. The festival has also awarded some of the biggest filmmakers and actors in the industry such as Ron Howard, Adam Sandler, Benedict Cumberbatch, and Gemma Chan. Needless to say, working with the Newport Beach Film Festival is anything but a small feat considering its unique and hands-on experience in the event planning industry.

This year the Mexican Spotlight took place on Monday, October 17. Our red carpet and film screening took place at Triangle Starlight Theaters in Costa Mesa and the afterparty followed at Time Nightclub. This year Mexico showed two films on this premiere night. One being the film that our team worked to promote, Love and Mathematics, and the other was Righteous Thieves. We were honored to have actors from both films come out to enjoy the night and walk the red carpet, along with the executives from our supporters and partners.

The target audience for the Mexican Spotlight of the Newport Beach Film Festival was the Hispanic/Latino community who resided in the Orange County and Los Angeles area with an annual income of 50k-200k. The Mexican Spotlight team focused on individuals between the ages of 21-50. On the other hand, if someone was 21 and up, they were included in the target audience. Additionally, we looked forward to involving our SPS audience as well.

We planned to contact these groups by reaching out to organizations they could potentially be a part of. For example, we dropped off some flyers at a small business convention by the Orange County Hispanic Chamber of Commerce. The team also reached out to magazines to publish an announcement and advertisement about the Newport Beach Film Festival. To reach the younger crowd, who are more technologically inclined, the team used social media like Instagram and Twitter to promote the film and the after-party taking place that night.

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As a student in the 497T class, you will work directly with Gregg Schwenk, the CEO and co-founder of the festival. Students will communicate directly with Gregg concerning any questions or concerns, rather than with the actual staff for the day of the festival. However, there are a few staff members to keep note of. Namely, the event planner, Stephanie Chin. Towards the middle of the semester, you and your team will connect with Stephanie in order to work out the logistics of the actual day. She will help you with the layout of vendors, gathering volunteers, and arranging all the food and beverage for the after-party. However, although she is doing all of this, your team is still doing the actual hosting of the event. Gregg will also bring in a few other staff members from the festival who will give some great insight into the festival as they were former students.

There is much work to be done once teams are formed. Our first job as a team was to read the previous team's business plan, and any other business plans from previous semesters. These plans are provided so we can see what the previous teams did and where the previous semester's team left off. We are not in charge of food or drinks; Gregg takes care of that. Our job was to look for supporters to reach out to while also reaching out to the previous teams' supporters. Each person took on a certain number of organizations to contact and we worked on reaching out to them to negotiate a partnership with the festival. Most of the time, we would offer them mentions on our social media, ticket discounts, and/or free tickets. This part of the process can be frustrating. Stay persistent, as it will take a while to get responses. As long as you are on top of communication, you are likely to receive an answer.

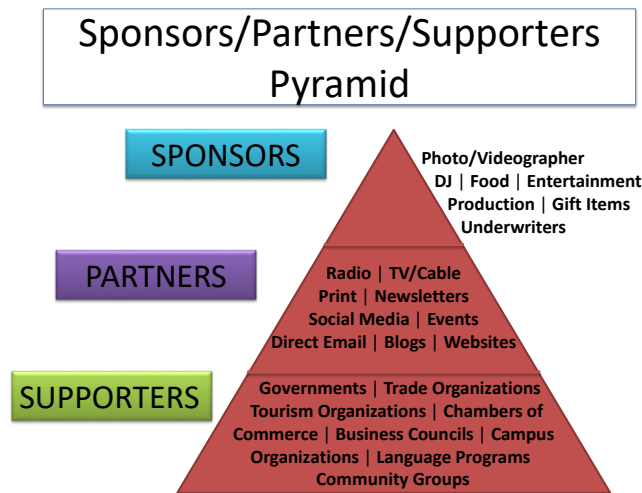
Aside from planning the event, we are also assigned readings and presentations. The course content from this class is very applicable to planning the spotlight festival. Gregg emphasized that he only gives us content he will feel will benefit us and this is true of both the textbook and presentations he has prepared for us. Some of the major takeaways from the textbook were learning all about sponsors, sponsorship deals, how to negotiate what you want out of a deal, and social media marketing. SPS is a term introduced from one of the first presentations. SPS stands for sponsors, partners, and

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supporters. You will hear this acronym throughout the entire semester. It is important because SPS are essentially the lifeline of your event.



Securing all of your SPS's is probably the hardest part of the event planning process because these are relationships you must form and nurture throughout the entirety of the class. Be persistent but not overly intrusive. Take some time to work with your group to assess what you want out of the relationship and remember it should be a win-win relationship you are engaging in. Once SPS's have been secured it is now your job to nurture that relationship. As mentioned before, SPS's are the lifeline to the event, meaning if handled correctly, you will engage in social media marketing on your behalf, spread information about your event, bring in people, and hopefully create a relationship to be a reliable supporting member in the future.

Starting with supporters, these would be any natural alliances within the community. For team Mexico this means aligning with any government organizations, trade organizations, tourism organizations, Chamber of Commerce, business councils, campus organizations, or community groups that advocate on behalf of the Mexican community. Team Mexico was able to secure some of the following supporters: Orange County Hispanic Chamber of Commerce, Consulate general

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of Mexico, Tourism Mexico, and Universidad Nacional Autonoma de Mexico. These organizations are always happy to partner with us because they are natural allies. Next are the partners, partners would be any other organizations we could align with such as radio, tv/cable programs, print publications, influencers, or any other kind of media. Some examples of partners team Mexico were able to secure are Miniondas Magazine, Para Todos Magazine, Party Cart Babe, and El Aviso magazine. Finally, sponsors are the relationships you will focus on securing last and these include photographers, videographers, DJ, food, entertainment, production, photo booth etc. You will want about 3-4 photographers and 2 videographers to capture everything you want from the event. As for the entertainment, if the Mexican Spotlight continues at Time Nightclub, then plan according to the layout of the nightclub. We were able to have 5 sponsor booths and one entertainer.

Depending on the organization and whether they were interested in a more involved partnership, we typically offered the same agreement details (i.e. promotion of their business or organization in exchange for promotion of our event). Some of the more specific things that had been offered to our supporters and sponsors by the team were press passes for magazines and blog organizations, tickets for the consulate of Mexico and to the other equally important organizations, we included them in our trifold pamphlet, and we offered to post the organizations on all our social media platforms. Our marketing strategies will be discussed in depth later in this paper.

Our team's predecessors had a difficult Spring semester because of personal family issues, and the effects of those issues were evident in the business plan left for our group. Because of this, however, we have some great tips for you to help the next Fall team succeed. A big part of what you will be doing is researching key supporters, partners, and sponsors who would be an excellent fit for the Mexican Spotlight 2023. It would help if you asked yourselves, "Who do they market to, and how is it helpful for us?". Just because a brand/organization is Latino or Hispanic, it doesn't mean they are a good fit as a SPS. Take the time to create a relationship with your point of contact at the organization - promote their events on our social media and participate in their events if possible. This will make it much easier for the next team to pick where you left

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off. When you solidify an SPS, create a contract and have it signed to cement the partnership. Unless one of your team members decides to continue their involvement over the summer, let your SPS know there will be a hiatus in communication, and if they need anything, they can contact Gregg. Finally, it is essential that before you end the semester, you set up timed posts to go up on our social media accounts over the summer.

Overall, your team will have a great time helping set up for the next Newport Beach Film Festival, and we highly encourage you to attend in October 2023! If done correctly, your work in the spring semester will be incredibly beneficial for the next group, and it will be satisfying to see everything come together.

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ORGANIZATION & MANAGEMENT



A breakdown of our team's organizational structure and roles structure.

This semester's team was comprised of seven people: Yesenia Davila (team leader), Brianna Gallegos, Vanessa Martinez, Alyssa Weaver, Kenya Nunez, Celeste Zaragoza, and Kaitlyn Elpedes. Right off the bat, we exchanged contact

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information and tried to delegate tasks based on everyone's strengths. In hindsight, we suggest having most people primarily focus on SPS outreach and some work with social media. Our team didn't put a social media calendar together until a couple of weeks into the semester, which made it a little challenging to keep up with posting five out of the seven days throughout the week. Having one to two people managing a specific social media platform is also helpful. Splitting up your team in this way will allow you to utilize each member's strengths effectively. However, everyone should have a hand in both outreach and social media.

Throughout the semester, Kaitlyn did a mixture of social media and SPS outreach. She confirmed sponsors like The Party Cart Babe (phone/email), DJ Ivan (phone/email/text), and Chapman Latinx (Instagram DM). With social media, Kaitlyn worked with Alyssa to design Team Mexico's social media content via Canva. It was important that we stayed consistent in design aesthetic, so our team decided to limit how many people were creating posts. When it came to the night of the event, Kaitlyn ran around preparing the event space before the post-party, taking care of vendors and special guests, and cleaning up after guests (i.e. bussing tables, picking up trash on the ground). During the red carpet, Kaitlyn worked with Vanessa to take care of important supporters, partners, and sponsors. She also helped Alyssa manage the photographers and videographers.

Vanessa's responsibilities were mainly working with SPS and helping Alyssa with social media marketing on Twitter. SPS's Vanessa was able to secure were Orange County Hispanic Chamber of Commerce, Titan Radio, Miniondas Magazine, Para Todos, and connection with the Consulate General of Mexico Los Angeles however, Gregg was able to get us in contact with the Consulate General of Mexico Santa Ana instead. Working with SPS required Vanessa to coordinate all emails and send out important information and deadlines. Vanessa created a schedule for each of her SPS's so they were all on the same page regarding what was being asked of each other, what day important events were, as well as social media posts, newsletter inclusions, and radio promos we wanted from them. As for social media marketing on Twitter,

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Alyssa and Vanessa worked together to create captions and schedule posts. We also engaged with our audience and other spotlight accounts to get our interactions up and hopefully reach a bigger audience.

On the night of the event, Vanessa was in charge of ushering SPS and actors on the red carpet along with Kaitlyn. She was also responsible for writing down the names of each important person or organization on a white board so the photographers and videographers had reference to who they were when they looked back on the photos. Vanessa also helped usher guests to Time Nightclub when the film screening was over. At the afterparty, she oversaw her sponsors, ensuring they had everything they needed as well as coordinating with the other team members to make sure our vendors had adequate water and food.

Yesenia was responsible for keeping the team organized and on track. She scheduled our weekly meetings and noted what needed to be done. In addition, she reached out to all our potential photographers, videographers, and entertainers and kept the confirmed ones updated. At least ten photographers were contacted but, in the end, only four were confirmed: Efra Gomez, Tammy Hua, Kevin Bowmen, and Geovanny Alcibia. Yesenia also reorganized our Instagram highlights and posted regularly on our stories to keep us active and visible. On the night of, Yesenia was meant to be in charge of contact with Gregg's team, but for health reasons there was a mix up in point of contact. Throughout the night Yesenia documented stories for our social media accounts, lead guests to the club, and monitored cleanliness of the club throughout the after-party.

During the semester Brianna reached out to SPS and worked on the NBFF Instagram. She managed to confirm supporters like Living Mi Vida Loca blog (Instagram DM), and El Aviso magazine (email). With Instagram Brianna oversaw posting the graphics that Alyssa and Kaitlyn created. She would follow the weekly schedule of what to post on what day and at what time. Brianna worked making sure to interact with followers on Instagram by liking and commenting on posts. On the night of the event, Brianna assisted Ruby Limon from El Aviso magazine with whatever she needed while Ruby

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photographed the red carpet. During the film, Brianna, along with everyone else, helped set up the nightclub while the film was playing for the guests. After the film, Brianna was part of the group that guided the guests from the theatre to the nightclub. Throughout the night, Brianna walked around making sure vendors and partners had drinks and food, and just making sure they were doing okay. After the guest left the club Brianna helped clean up and pick up decorations that were put out.

Alyssa's responsibilities were to help Vanessa with social media marketing on Twitter and reaching out to potential photographers and videographers. Along with those responsibilities, Alyssa helped Kaitlyn create graphics for all social media and announcements we send.

Celeste was responsible for overseeing the decorating of TIME Nightclub as well as reaching out to potential sponsors, photographers and entertainers. She touched bases with the florists to provide centerpieces for guests to later take home when the afterparty was over. She had to retrieve the remaining decorations from another spotlight team to bring to the club for the other spotlight nights to use.

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MEET THE TEAM

Kaitlyn Elpedes



Kaitlyn Elpedes will receive her bachelor's degree in Communications with an emphasis in Entertainment and Tourism, as well as a minor in Human Communications, in May 2023. With her hands-on experience in event planning, administrative work, and a multitude of leadership positions, Kaitlyn prides herself in her ability to problem solve and collaborate. While she enjoys the entertainment world, she prefers to be behind the scenes ensuring that everything is running smoothly. Kaitlyn believes that her time at California State University, Fullerton, will help her thrive in a world that is in high demand for planners, marketers, and effective communicators.

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KAITLYN ELPEDES 

KJELPEDES@CSU.FULLERTON.EDU | (949) 793-0561 | 10 KEWEN WAY, ALISO VIEJO CA 92656

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

- Bachelor of Arts in Communications with an emphasis in Entertainment and Tourism, **expected May 2023**
- Minor in Human Communications, **expected May 2023**
- Digital Media Certificate, **expected May 2023**
- Dean's List in the College of Communications (Fall 2021, Spring 2022)

SADDLEBACK COMMUNITY COLLEGE | MISSION VIEJO, CA

- Associate of Arts in Communications earned May 2021
- Dean's List 2020, 2021
- Honors Program Student

INTERNSHIP / RELATED EXPERIENCE

DAILY TITAN NEWSPAPER | FULLERTON, CA | MARKETING COORDINATOR | (AUG 2022 - DEC 2022)

- Communicated with Account Executives to manage print, web, and social media campaigns for clients
- Increased Daily Titan reader engagement by sending out e-newsletters and promoting news stories on social media
- Worked collaboratively with colleagues to produce the Daily Titan newspaper while on a strict weekly deadline

NEWPORT BEACH FILM FESTIVAL | FULLERTON, CA | EVENT PLANNER | (AUG 2022 - DEC 2022)

- Create and execute marketing strategies on social media in preparation for the Mexican Spotlight
- Establish and maintain relationships with new and returning Supporters, Partners, and Sponsors
- Plan and host over 300 guests for red carpet, film screening, and after party

ST. TIMOTHY CHURCH | LAGUNA NIGUEL, CA | YOUTH MINISTRY INTERN (OCT 2019 - JULY 2021)

- Created daily content on young adult and youth Instagram accounts for engagement and marketing purposes
- Learned quickly to adapt from in-person ministry to online ministry
- Co-led team leader meetings with Youth Minister
- Built relationships of trust and confidence with leaders and teens

EMPLOYMENT EXPERIENCE

ST. TIMOTHY CHURCH | LAGUNA NIGUEL, CA | FAITH FORMATION ADMIN. ASSISTANT (JULY 2021-PRESENT)

- Support Faith Formation directors to ensure each of their respective ministries run smoothly
- Answered questions adequately to ensure meaningful customer service for parish members of all ages
- Provide input on Faith Formation event planning and marketing

URBANE CAFE | ALISO VIEJO, CA | CASHIER AND LINE (JUNE 2020 - JULY 2021)

- Worked in a fast-paced, team-oriented environment to promote customer satisfaction and loyalty
- Learned how to adequately resolve customer conflicts, complaints, and requests
- Trained new employees in both line and cashier positions

WISH OUT LOUD | ALISO VIEJO, CA | PARTY HOSTESS (JULY 2019 - JANUARY 2021)

- Guaranteed each child and guest had an enjoyable and magical birthday experience
- Used creative skills to decorate and personalize each party according to theme
- Assisted business owner in all event planning details resulting in a smooth execution of each event

SKILLS

- Beginner level in Adobe Illustrator, InDesign, Photoshop, Premier Pro, Dreamweaver
- Proficient in Wix website creation
- Proficient in Canva
- Beginner in HTML web coding

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Vanessa Martinez



Vanessa Martinez is a 22-year-old college student at Cal State Fullerton who was born and raised in Bakersfield, California. She transferred to CSUF in the spring of 2022 to pursue her bachelor's degree in Communications with an emphasis in Public Relations. Vanessa demonstrates characteristics of strong leadership, determination, and drive and credits the development of these traits to being the eldest daughter in her Hispanic household.

As the eldest daughter in her family, this put pressure on Martinez to step up and care for her sisters. This further led to her being fiercely independent at a young age. Martinez's drive and determination to succeed in anything she put her mind to, started off when she was put into sports at a very young age. She was involved in cheer, track, volleyball, and basketball, and stuck to swim for 12 years. She fell in love with the idea of healthy competition, and this drove her to focus on bettering herself through education. Vanessa graduated as valedictorian of her high school. This was a big accomplishment for her because she had been told her whole life she would never be "smart enough" to succeed due to the way she looked. She went on to pursue her education at her local community college and graduated with three Associate's degrees in two years. Her degrees included an Associate's in human biology, communications, and liberal studies. Although Vanessa was passionate about the field of medicine, the pandemic opened her eyes to the unfair treatment of healthcare

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workers in America. Martinez decided to change her career path to public relations after talking to a professor who opened her mind to the idea. After deciding the nursing program was not for her, Martinez applied to CSUF and has been working to figure out her exact career goals since.

When Vanessa is not studying for her classes or working, she enjoys dancing, trying new foods, being outdoors, and hanging out with friends and family. Vanessa finds joy in dancing because it is an outlet to express herself. She was a part of her high school's dance production for three years and when she came to CSUF joined the dance team. Vanessa moved to Fullerton to experience life away from a small town where she knew everyone. She is excited to be in a new city that has a variety of activities and places to discover.

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Vanessa Martinez

2456 Nutwood Avenue, Fullerton, Ca 92831
(661) 381-0083, vanessa.martinezm@csu.fullerton.edu

Education

California State University-Fullerton
Bachelor of Arts in Communications
Concentration in Public Relations

Expected - December 2023

Bakersfield College
Associate of Arts in Communications
Associate of Arts in Liberal studies
Associate of Science in Human Biology

Graduation Date: May 2020

Relevant Experience

Newport Beach Film Festival- Mexican Spotlight

(Present)

- Coordinated sponsorships with corporations in the OC area using interpersonal skills
- Managed social media and marketed to the Hispanic community in Orange County and surrounding areas (Facebook/Instagram/Twitter)
- Drafted pitches and sent out press releases and other needed media to partners to promote the event
- Implemented cohesive and effective teamwork through planning, developing, and executing an event
- Directed partnership marketing through online research and utilized social media to engage with partner's target audiences

Work Experience

Titan Shops- Sales Associate

(Jan. 2022-Present)

- Handled 90+ daily cash and credit transactions
- Adapted to working in a fast-paced environment during peak hours by multitasking between work tasks and customer concerns while prioritizing efficiency
- Oversaw sales floor and directed fellow employees while holding a leadership position

Skills

Technology:

Proficient in: Microsoft word, powerpoint,
Basic understanding of: Adobe applications, Microsoft excel, and Canva

Languages: Proficient in Spanish

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Brianna Gallegos



Brianna Gallegos is currently a senior at California State University, Fullerton. She will graduate in the fall of 2023 with a B.A. in communications with a concentration in public relations.

She is currently in her fourth year at CSUF and will hopefully graduate in the fall of 2023. During her required capstone course for her PR major, she worked with the student-run PR and advertising agency at CSUF. While having the agency as a client, she and her team created a PR plan and a campaign for them. The goal of the plan and campaign was to bring awareness and clients to the agency. It was a successful campaign because she and her team acquired the agency's five new potential clients.

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Brianna is very interested in working in social media or in the creative side of PR. She would like to work in social media marketing, managing or in PR for a makeup company like Benefit Cosmetics or a fashion and entertainment magazine like Cosmopolitan or an entertainment media company like BuzzFeed's Pero Like.

Throughout this semester Brianna has worked on a variety of projects and gained professional hands-on experience. Some alone and some in teams. As a result of these projects and experiences, she has grown her skills regarding public relations, event planning, and social media management and marketing. Either during school or after graduating, Brianna hopes to use everything she has learned thus far and do something that she loves and is passionate about.

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Brianna Gallegos

briannagllgs@yahoo.com | (714) 422-7037 | [LinkedIn](#)

PROFESSIONAL EXPERIENCE

Newport Beach Film Festival (Mexican Spotlight) | August 2022 - December 2022
Event Coordinator & Social Media Marketing | Newport Beach, CA

- Working directly with the CEO
- Create content for Instagram
- Interact with accounts
- Promote and market our event on social media
- Create sponsorships and partnerships/relationship building

PRactical ADvantage Communications (Student Run PR Agency) | August 2022 - December 2022
Public Relations and Advertising | Fullerton, CA

- Marketing research
- Strategic Communication
- Event planning (with a team)
- Planned, developed, and executed a campaign

Victoria's Secret | May 2021 - January 2022
Sales Associate | Costa Mesa, CA

- Proactively engages with customers
- Drives store sales and growth
- Deliver a friendly and efficient cash wrap experience
- Process customer transactions accurately and efficiently

SKILLS AND QUALIFICATIONS

- Microsoft Office, Google Drive, Linktree, Canva
- Organized and able to work independently, learn quickly, and adapt to new systems
- Creative thinking, time management, customer service, communication, and teamwork
- Familiar with Instagram, TikTok, Facebook, Snapchat, Twitter, Pinterest, Youtube
- Fluent in English and Spanish

EDUCATION

California State University, Fullerton | 2019 - Present
Bachelor of Communications
Concentration in Public Relations

EXTRA CURRICULAR ACTIVITIES

- CSUF Office of First Year Experience Peer Mentor | Aug 2020 - March 2021

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Yesenia Davila



Yesenia Davila is a graduate student at Cal State Fullerton studying to get her master's in Professional Communications. She completed her undergrad at the University of New Mexico and achieved her bachelor's in Journalism & Mass Communications with a focus in Strategic Communications in 2020. Yesenia is a mother to an almost three-year-old boy and is pursuing higher education in the hopes of being able to provide a better future for them. During her two-year break from school, she worked remotely for a nonprofit organization as their Student & Marketing Coordinator. From this employment she had the opportunity to utilize skills she had learned in school and singlehandedly created and managed a website, designed and hosted a virtual performance, as well as updated and enhanced existing social media accounts for the organization.

Yesenia would like to work in creative marketing within the field of communications, whether that is with social media, magazines, or websites. She loves anything involved with design. Yesenia has strategically planned her entry into

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grad school and estimated graduation date to align with her son entering pre-k. She is very excited for the future they will have.

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YESENIA DAVILA

MASTER'S PROGRAM STUDENT

CONTACT

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yd2021.wixsite.com/portfolio

PROFILE

I am a hardworking, motivated creative at heart. I aim to refine the skills I have acquired throughout my undergraduate studies and work experience and learn new ones to bring forward with me in my career.

EDUCATION

M.A IN COMMUNICATIONS, FOCUS IN PROFESSIONAL COMMUNICATIONS

California State University at Fullerton | Est. graduation 2024

BACHELOR OF ARTS, MAJOR IN JOURNALISM & MASS COMM, FOCUS IN STRATEGIC COMMUNICATIONS

University of NM | 2017-2020
Graduated Summa Cum Laude, 4.06 cumulative GPA

AWARDS

DEAN'S LIST

University of NM | Fall 2017,
Spring 2018, Fall 2018,
Spring 2019, Fall 2019,
Spring 2020

EXPERIENCE

STUDENT & MARKETING COORDINATOR | Ethos Literacy | Aug 2019 - May 2020, Dec 2020 - Feb 2022

- Create and maintain website to increase functionality
- Generate and run online ad campaigns for fundraisers
- Manage social media accounts and increase engagement
- Design advertising & marketing materials to increase visibility
- Perform client intake for admittance into program
- Edit photos and videos for projects and social media

RECEPTIONIST | Boston University | Apr 2016 - Jan 2017

- Create spreadsheets & input data to organize students
- Assist visitors & provide excellent customer service
- Organize class schedules for teachers
- Perform miscellaneous administrative duties

PROFESSIONAL SKILLS

- Excellent in Microsoft Office
- Extensive knowledge of social media
- Proficient in Adobe Photoshop, InDesign, Lightroom & Premiere Pro
- Extensive knowledge of Canva
- Excellent communication skills
- Proficient in Wix editing software
- Proficient in Spanish language

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Alyssa Weaver



Alyssa Weaver is 22 years old and from Palm Springs, California. She is graduating in May 2023 with a Bachelor's in Communications with an emphasis in Entertainment and Tourism. She transferred from Orange Coast College to California State University, Fullerton, in 2021. Her time at CSUF has given her experience and many great opportunities in the industry. Because of her classes she has taken thus far, she had the opportunity to work at the Superbowl Experience and discover a love she has for all aspects of the entertainment industry. Her time with the Newport Beach Film Festival has taught her many things she can apply to her future career. Alyssa grew up in a Hispanic home, so she was excited to see

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that she was placed on Team Mexico for this wonderful event. She was also placed on Team Sweden for her Comm 449 Capstone course. This next semester, she will dedicate her time to an internship to hopefully advance her skills and teach her new things.

Alyssa is not picky when it comes to work but what she does want to make sure of is that her job is fun and she enjoys it. Although she does not have a set position in mind, she knows she wants to venture into the Entertainment world in some way. Whether that's the movie business, late night talk shows, or music.

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Alyssa Weaver

555 N. Commonwealth Ave., Fullerton, CA 92831 | (760) 895-0109 | alyssaaweaver@gmail.com

Education

California State University, Fullerton | Fullerton, CA

- Bachelor of Arts in Communications with an emphasis in Entertainment and Tourism, anticipated degree May 2023

Orange Coast College (OCC) | Costa Mesa, CA

- Associates in Art for Transfer in Communications earned May 2021

Related Projects

Digital Foundations

2021

- Created interactive PDF's, movie posters, self portraits, and more using Adobe Creative Cloud.

CAPSTONE

Present

- Assisting with marketing outreach for the Newport Beach Film Festival's Swedish Spotlight by creating posts for social media and obtaining partners to help in promoting the event.

Event Planning and Management

Present

- Assisting with marketing outreach for the Newport Beach Film Festival's Mexican Spotlight by creating posts for social media and obtaining partners to help in promoting the event.

Writing in Advertising

Present

- Producing Creative Brief's and learning how to successfully create an efficient advertisement.
-

Experience

Newport Beach Film Festival | Newport Beach, CA

August 2022 - Present

- Reach out to potential sponsors to help support the event through advertising
- Advertise Mexican and Swedish spotlights for Newport Beach Film Festival on social media
- Create content for social media for the film that's screening, the event, and fun posts to boost engagement

Centerstone Group Inc. | Las Vegas, NV

Client Services Representative / Independent Contractor

June 2022 - Present

- Formulate and write letters for clients telling their stories to persuade their timeshares to cancel deceptive contracts
- Support media outreach to spread the word about the potential dangers of timeshare

The Counter | Irvine, CA

Server, Hostess, Bartender, etc.

August 2018 - May 2022

- Served customers and recommended items on the menu based on their likes
- Multitasked serving customers and preparing drinks, ensuring the best customer experience
- Applied critical thinking skills to resolve issues

Super Bowl Experience | Los Angeles, CA

"Teammate" position

February 2022

- Managed the flow of workstations for sports fans, such as interacted with guests, organizing photo props, and more
 - Produced good energy to each station I worked
 - Reorganized and managed lines when they would become chaotic
-

Affiliations

CSUF Entertainment & Tourism Club

August 2021 - Current

Skills

- Intermediate level in Adobe Creative Cloud (Illustrator, Photoshop, InDesign, etc.)
- Experience with Microsoft Office
- Experience with Canva
- Speak some Spanish

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Kenya Nunez



Kenya Nunez is currently an open university student, previous CSUF student who is working on getting back into the rhythm of being a full-time student once again. After being faced with and currently going through hardships of family issues and having to work three jobs it has cost her place as a titan, for the moment. It is her goal to get back with the good graces of CSUF and receive her bachelor's degree in Communications with an emphasis in Entertainment and Tourism. She had originally transferred from Palomar Community College in San Marcos California.

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The Newport Beach Film Festival has given Kenya a huge inspiration to proceed her goal to achieve the degree in Spring 2024. Her time spent working with Greg Schwenk will be forever appreciated. It opened her eyes to possibilities and narrowed down her field of interest in the entertainment and event planning/coordination world. NBFF gave her the chance to build partnerships and the ability to meet people in the industry she has now found an interest in working hard for. There was a moment where all the possibilities of what she could build her career around and her family issues were becoming overwhelming and suffocating, if you will. It has cost her mental health for a time period, financially, and distance from her family who very much needs her support financially and physically.

Whether event planning or managing is your interest, this class was an experience that is very valuable and should/could be used to make the best out of it. His assistant Trinity saw potential in Kenya enough to encourage her to apply for their internship position. Though it is not the right time for Kenya, she did really appreciate that someone noticed her efforts. It sometimes takes just one person to see something in someone else as to feel like the light in the end of the tunnel.

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Kenya Nunez

(760) 445-4344 nunezkenya95@gmail.com Fullerton, CA 92834

EXPERIENCE

FOOD PRODUCTION ASSOCIATE
S Harbor Blvd

Fullerton, CA
February 2022 - Present

- Prepping and restocking products, validating that they are presentable for purchase, and making sure the cardboard and compost are disposed of appropriately.

RECREATIONAL STAFF
City Of Escondido, 2245 E Valley Pkwy

Escondido, CA
October 2019 - August 2021

- Responsible for carrying out the task of preparing transportation of meals, making sure the lists of deliveries are accurate, getting meals delivered at the appropriate time, and preparing the site for the next day's deliveries.

FOOD SERVICE CLERK
15500 San Pasqual

Escondido, CA
March 2019 - December 2019

- San Diego Zoo Safari Park 12 Hrs/Week - Total Hours: 358, I have the responsibility of making food in hot and cold temperatures

EDUCATION

DEGREE IN COMMUNICATIONS PUBLIC RELATIONS CANDIDATE
California State University Fullerton, **Fullerton, CA**

Expected graduation May 2024

ASSOCIATE IN ARTS DEGREE IN COMMUNICATION STUDIES
Palomar Community College, **San Marcos, CA**

May 2021

COMPLETED COURSEWORK TOWARDS ASSOCIATE IN ARTS DEGREE IN GENERAL STUDIES: ARTS & HUMANITIES
Palomar Community College, **San Marcos, CA**

May 2021

COMPLETED COURSEWORK TOWARDS ASSOCIATE IN SCIENCE DEGREE
Palomar Community College, **San Marcos, CA**

May 2021

ASSOCIATE IN ARTS (A.A.) IN UNIVERSITY STUDIES - MEDIA & COMMUNICATION
Palomar Community College, **San Marcos, CA**

May 2021

DIPLOMA
San pasqual High School,

May 2019

SKILLS

- Beginner Levels of Adobe Illustrator, Photoshop, Premier Pro, and InDesign
- Proficient in Microsoft Word and Powerpoint
- Languages: Spanish
- Familiar with Instagram and TikTok

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Celeste Zaragoza



Celeste Zaragoza is a 23-year-old student currently attending California State University, Fullerton. She was born in Reno, Nevada but grew up in Victorville, California for most of her life. She was raised in a family of immigrant parents and has three additional siblings. Being a first-generation student has been challenging but with her parents' encouragement she decided to extend her education further than a high school diploma.

In 2017, she graduated with a Medical Assistant degree in pursuit of one day going to nursing school or diving into the realm of Psychology. After getting a job at 17 at a medical organization in Hesperia, California, she soon realized the patient overload was overwhelming. After this experience, she soon realized that although she enjoyed taking care of people, it no longer became a passion of hers.

Amid the pandemic, she decided to enroll at California State University, Fullerton where she declared her major in Communications with a concentration in Public Relations. With the drive to push forward and pursue a career that she will enjoy, she has worked with a few companies in the fashion, music and sports industry to decide what

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field is best to her interest.

Zaragoza's expected graduation date is set for Spring 2023. She hopes to expand her knowledge in the industry by applying to internships around the Los Angeles area. A few of her goals that she wishes to accomplish is working with a Latin music label company that can help her broaden her learning and understanding within the Hispanic and Latino culture. She also wishes to hopefully one day continue working in the medical field within the company's Public Relations department.

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Celeste Zaragoza

Forward-thinking Public Relations major currently attending California State University, Fullerton with experience in event management and campaign coordination. Eager to contribute to company success with showcasing knowledge of analytical thinking and the ability to work in a team. Motivated to learn, grow and excel in performing challenging tasks.

CONTACT

- 714.904.4271
- celeste_zaragoza@yahoo.com
- Los Angeles, CA

EDUCATION

Bachelor's Degree

Communications – Public Relations B.A.
California State University, Fullerton
GPA 3.8
2021 – Expected Fall 2023

Spanish for Hispanic Media Certificate

California State University, Fullerton
GPA 3.8
2021 – Expected Fall 2023

Associate's Degree

Communications A.A.
Chaffey College
GPA 3.9
2019 – 2021

SKILLS

Professional

Bilingual - Fluent Level Spanish and English
Advertising
Social Media Marketing
Strategic Thinking
Event Coordination
Media Kits
Press Releases

Technical

Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Adobe Photoshop
Adobe Illustrator

WORK EXPERIENCE

Medical Assistant

MemorialCare Urgent Care / FEB 2022 – CURRENT

- Completed patient check-in processes by verifying both HMO and PPO insurances.
- Answered multi-line phone system to respond to inquiries and transfer calls to correct departments and personnel.
- Entering patient demographics, scheduling appointments, sending prescriptions and performing back office duties for two Physicians.

Teammate

NFLs LVI Super Bowl Experience / FEB 2022

- Managed the autograph booth by escorting and directing fans to featured guest NFL players and legends.
- Running interactive exhibits such as the viewing of the Vince Lombardi trophy and the 55 Super Bowl rings
- Encouraged fans to participate in sponsor giveaways from Invisalign, Subway, Ford, Visa and many more.

Social Media Content Creator Intern

SoCal Music Hall Of Fame / SEP 2021 – DEC 2021

- Developed giveaways, campaigns, and contests.
- Promoted events through social media stories, live streams and posts.
- Organized artist's live streams performances via Instagram, Facebook and Zoom.
- Delivered executive ideas for future creative projects and virtual events.
- Responded to direct messages, comments, and mentions to maintain fan engagement and increase audience traffic.

EXTRA

Dean's List

California State University, Fullerton
2021 – 2022

Chaffey College
2019 – 2021

Extracurricular Involvement

Public Relations Student Society of America (PRSSA)

Titan Radio

Titan TV

Ad Club

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MARKETING STRATEGIES



How Team Mexico was able to leverage our SPS and social media to market our event.

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Needless to say, Team Mexico is fortunate when it comes to marketing and outreach. Not only is there a thriving Mexican community in Southern California, but there is a desire to keep the culture alive, especially regarding film. Our Fall 2022 Team took the previous team's plans into deep consideration when coming up with a marketing strategy. It was very important to us to try and maintain the supporters, partners, and sponsors from the previous spotlights, as well as add to the SPS list. For example, some of our most important supporters were government officials like the Orange County Hispanic Chamber of Commerce and the Consulate General of Mexico- Santa Ana. We also put a great effort into marketing with popular Spanish-speaking magazines such as Para Todos, El Aviso, and Miniondas.

By reaching out to these larger organizations, we were able to reach our targeted audiences through social media and/or print advertisements. If you treat these organizations well, they will do great things for your event. Thus, this is where partnership marketing becomes incredibly important; not only are you helping your event, but also future team's events. When working with more influential organizations, we made a point to always to explain how their sponsorship, support, or partnership could help them. It is not enough to ask these groups to advertise and market your event; you must intentionally explain that this event provides more exposure and/or business for them. This "quid pro quo" approach will also apply to smaller supporters, partners, and sponsors. As always, it's about creating or maintaining a relationship to reach the groups you need. These groups bring in your customers, who are essentially the lifeblood of your event. After you establish who to reach out to, you need to establish two things: what they will do for you and what you will do for them. As mentioned earlier, this is not a "take all" for the Mexican Spotlight; partnerships and sponsorships are two-way streets.

Stay diligent in trying to negotiate deals with each SPS, there will be some back and forth and you must be willing to work with one another. Research each organization prior to making any deals. This was done for all organizations, and we were able to ask for specific marketing tactics that worked well in our favor. Some examples of this include our promotional ad in OCHCC's weekly podcast, flyer handouts at OCHCC events, and editorial coverage in Para Todos magazine, as well as a front cover promotion. You want to make sure you are researching marketing tactics that each SPS does that will move

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the dial for you. Another resource to leverage from your organizations is media partners that they can get you in contact with. An example of this is the deal we made with OCHCC. Originally, we both agreed that their organization could give us contacts to relevant news organizations such as: Telemundo, Univision, NBC, and the OC Register, this was great for us however, with so much going on, it became too much to try and reach out to these media companies so late into our planning. Get news outlets that can come and cover your night on the day of and write pieces that give the festival good publicity. Although we did have El Aviso do this for us, we could have had more news outlets to benefit from. Subsequent teams should try to get these connections straight out the gate to leverage marketing opportunities.

Don't be afraid to try and get other SPS that other teams have not tried to previously market to. University organizations are always the most eager to help. Many students won't know about various student organizations that want to help but, a quick search will help so much with the SPS marketing process. For instance, we were able to secure Titan Radio. They have a major influence on the music and announcements played throughout the school in the quad, library, and in the gym. We were able to get our promo to play and tapped into the whole CSUF university student body.

It is inevitable that your team will have inconsistent or non-compliant SPS. Gregg emphasized that our team should really focus on "who will turn the dial for our event". With that said, we had a few SPS that we reached out to that initially agreed to support the Mexican Spotlight but didn't continue to communicate or comply with the agreements. Unfortunately, the five main organizations that did this were Chapman LatinX Club, The LatinX Resource Center at Cal State Fullerton, Hermanas Unidas de Fullerton, Al Dia, and Latino Journalists of CSUF. Shockingly, these groups seemed to lose interest in the entire event despite the perks we offered: social media promotion of their events, discounted tickets, and eventually, free tickets. When and if your team runs into this same issue, it's important to be reasonable. There is only so much time to do marketing and outreach, so do not waste energy on organizations that have no intention of working with you. They may have a great audience, but it is more effective to find business elsewhere. Although these two groups were unresponsive as our event came closer, you may have better luck with them so continue to reach out to them.

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We also ran into an issue with Titan Radio regarding the partnership agreement's level of fairness. We initially offered to provide their audience members (listeners of Titan Radio) with a discounted ticket code and social media promotion through Instagram stories. In exchange, we asked that they promote the NBFF and all the spotlights on air at least three times a week until the festival. We also asked for social media promotion and story reposts every week. Titan Radio asked that in return for all of that promotion, we provide a set number of tickets to the festival for their staff. They were concerned that the ticket prices for our event were out of reach for students. However, they were under the impression that tickets would be around \$100, which they are not. With that said, it is important to clearly market how low the tickets are for everything that is included (parking, food, open bar, and the entire event). After some negotiation and approval from Gregg, our team concluded that in exchange for our original ask, we could provide two complimentary tickets to the Mexican Spotlight, provide a discount code for staff and audience, and social media promotion of any relevant content on our page. Unlike the situation with the SPS mentioned earlier who declined, it was vital that we negotiated with Titan Radio and "fought for the partnership". Not only would they potentially turn the dial and provide the Mexican Spotlight exposure to CSUF students but giving two complimentary tickets gave their staff a taste of what our event entails. Hopefully, this would help future Team Mexicos with their partnership with Titan Radio.

Although partnership marketing is the vital source for having a functioning event, the biggest component in our marketing strategy that we could personally control was social media. All of the organizations we reached out to were active on social media, which helped us reach our targeted audience with regular feed posts, story mentions, and hashtags. It is imperative to interact with your followers and SPS on social media, whether through a comment, retweet, or repost. This allows more foot traffic on our Team's social media account. When you confirm a sponsorship or partnership, be sure to send them the posts or information you want shared, as well as actively post about their events and happenings.

Some of the social media interactions that we came up with were polls, "This or That", "What to Wear on the Red Carpet", "Get to Know the Team, and posting for Hispanic cultural month and Día De Los Muertos. Some of the examples of

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polls we created were posted on our Instagram story and our other social media outlets. The “Get to Know the Team” posts are a great way to introduce your returning followers to the new team. This also helps you interact with them and create foot traffic on the page. We suggest having more personal interaction between your team and your followers, which is something our team did not take full advantage of. For example, you can make videos of your team personally inviting people to the event or getting them excited for it. The “This or That” stories encouraged our followers to choose between two different Mexican foods, drinks, candies etc. This is a great way to engage with your audience as well. We decided to do the red-carpet tips since some people don’t know what “cocktail casual” attire looks like. We posted a series of photos on our story of examples of what cocktail attire looks like. During Hispanic cultural month we posted informational stories and post. We posted why this month was significant, what it celebrated, and why we celebrate to. We did the same thing for Dia De Los Muertos— posted what it is, why we celebrate it, and what some of the significant elements are. For example, alters and marigolds each have a huge significance.

An essential part of our social media marketing strategy was posting regularly. We aimed to do at least three feed posts a week. We wanted to follow a certain theme and aesthetic on our platforms for each post so we kept background colors and font the same for most of our posts. If you want your page to be noticed, it has to be aesthetically pleasing. We also changed and added some story highlights on our Instagram for easy access to information we did not have major posts about.

For posts that went on our main feed, we utilized it to gain the most visibility. The most frequent ones we used were #nbff2022 #nbff #MexicanSpotlight #NewportBeach and #BePartOfTheScene. No one likes dry captions anymore so we also made sure to use emojis and exclamation points where it was appropriate. We made a habit of posting on our story often. We would either share posts from the main Newport Beach Film Festival account, the other spotlights, our partners and sponsors, or things of interest to the Latino Community. We also took the time to organize our highlights section on our

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Instagram page, which had not been done before. It is also very important that your team is liking, commenting, and sharing Team Mexico's posts on your personal social media accounts.

One of the most popular and influential marketing tactics we used to gain attention and customers was reaching out to our talent. Depending on how much communication you are allowed to have with the talent (i.e. directors, actors, producers) from your film, you may be able to get a video from them inviting people to the Mexican Spotlight. We graciously received two videos from our two main actors, one of whom was actually attending the event. Both of those videos had over 2,400 views on Instagram since both of the actors reposted it to their own accounts. With that said, being in communication with your talent is incredibly helpful since they most likely have a large following that will want to support the film.

Marketing strategies do not end after your festival date. You want to keep your audience engaged so you keep the film festival in their mind even after it happens. We stayed up to date by posting photos of the festival after the event with fun captions or thanking sponsors. Another thing we did was utilize major holidays to stay connected on our social medias. This included posting for Dia De Los Muertos, Thanksgiving, and Christmas. Continue reposting SPS' events and details even after the event to keep the relationship alive. They helped you so help them out as well if they have major things happening. Engage with SPS through social media, like, comment, share their social media posts.

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**SUPPORTERS, PARTNERS, AND
SPONSORS PROFILES**

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CONFIRMED



Name of Organization: Para Todos

Website: <http://paratodos.com/pt/>

Contact Person: Silvia Ichar (founder/publisher) Francis, and Susan

Phone Number: office: 949-289-3236

Email: paratodos@paratodos.com

Address: 33565 Via De Agua, San Juan Capistrano, CA 92675

Type of Organization: Magazine publisher

Team Contact Name/Number: Vanessa Martinez (661) 381-0083

Status: **Confirmed**

Full Description of Organization:

Para Todos is a Spanish-language magazine showcasing editorial, fashion, travel, and entertainment spotlights to roughly 14,000 readers. Para Todos was the first Spanish-language magazine in Orange County and has since reached new heights to being the leading Spanish-language magazine in California. Silvia Ichar started Para Todos in 1995 to fill the need for a cultural magazine for the Hispanic community. Ichar is passionate about growing small businesses and is also a board member of the OCHCC. Para Todos is now a renowned Spanish-language magazine that stands as an example of what the community can achieve if they chase their dreams.

Why are we working with them? :

We believe by working with Para Todos we can reach the Hispanic community through a different outlet. Para Todos has a strong following and because it is so highly respected, we believe we can use that audience to our advantage. Because Ichar is passionate about growing small businesses and a member of the OCHCC, we believe she will be more inclined to help spread the word to her followers about our event. The magazine also has a reach to LA so we could also use that demographic to our advantage.

Size of Organization (Readership/Membership):

Roughly 14,000 readers per issue

Distributed to over 2000 commercial locations in OC and LA

Geographic Reach:

California (mostly Orange County and some parts of LA)

Social Media Outreach:

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Para Todos is a far reaching magazine, they have two big accounts on Instagram. One has millions of followers and this is their big account that heads most of their big issue stories. They also have a smaller OC account which is where we did our social media marketing. They are also popular on Facebook.

Size of Social Media: @paratodosoc
Instagram: 1,370 followers (9/3/22)
Facebook: 65 followers (9/3/22)
Twitter: 34 followers (9/3/22)

What are they doing for the event?

We made an official agreement with Para Todos via email, they agreed to do the following for us:

- Instagram and Facebook story reposts 2-3x's per week- (on both @paratodosoc and @paratodos accounts)
- Instagram and Facebook posts to feed on provided content (2x's leading up to event)- (on both @paratodosoc and @paratodos accounts)
- Front cover advertisement of NBFF in your October issue
- editorial coverage in October issue highlighting NBFF Mexican Spotlight
- NBFF promotion in weekly newsletters

What are we doing for them?

Per our agreement with Para Todos we agreed to:

- 10 complimentary tickets to Mexican Spotlight
- 4 tickets to opening day of NBFF
- Two tickets to Bardo
- discount code for members
- social media story reposts
- sponsor recognition in trifold pamphlet at event
- special social media shoutout sponsor post

Special Notes:

Best method of Contact: email or phone (Francis or Susan)

-Silvia is the head of the organization but it is mostly run by Francis now

Para Todos is an amazing organization to work with. Although they do ask for a lot they can also provide a lot in return. Our team had the honor of connecting with them at one of their events in Fall and we got in contact with some possible entertainment however, they fell through. They also invited us to other events so establish a relationship with them early on you can use their resources to promote the event. On the day of the event, they also brought pastries so we could set up a pastry table for them. (this was orchestrated by someone else on the NBFF staff, we found out on the day of)

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Name of Organization: Titan Radio

Website: <https://www.titanradio.org/>

Contact Person: Marketing team (Andrew Torres)

Phone Number: 657-278-5505

Email: titanradio-marketing@fullerton.edu

Address: PLS – 51 800 N. State College Blvd. Fullerton, CA 92831

Type of Organization: CSUF University radio

Team Contact Name/Number: Vanessa Martinez (661) 381-0083 and Alyssa

Status: **Confirmed**

Full Description of Organization:

Titan Radio is California State University, Fullerton's official radio station. They host over 70 student and faculty on-air DJs per semester. The staff has worked tirelessly since 2000 to mold Titan Radio into a creative outlet for a vast array of different people. Along with their 24/7 broadcast, they also host events, post online articles, and actively interact with their listeners through social media. Titan Radio's mission is to give voices to a variety of different people at CSUF as well as providing experience to those in the communications field.

Why are we working with them? :

We believe by working with Titan Radio, we can reach an audience, students or not. Titan Radio has an average of 35,000+ listeners a semester, which gives us the opportunity to reach out to people who may be interested in wanting to learn and experience the Newport Beach Film Festival. The radio has a geographic reach of Southern California, and even further, making it the perfect outlet to promote the festival.

Size of Organization (Readership/Membership):

50,00 listeners worldwide

38,000 US listeners

26,000 LA/OC listeners

Geographic Reach:

US/California/southern California (Orange County)

Social Media Outreach:

Since Titan Radio has many listeners, we hope to have Titan Radio advertise the festival live on the radio, as well as social media posts and newsletter ads. They obviously have a majority of their listeners tuning into their radio station, but they do have a good following on Instagram which would be great for social media posts.

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Size of Social Media: @titanradio

Instagram: 3,032 (9/12/22)

Facebook: 2,585 (9/2/22)

Twitter: 2049 (9/12/22)

Other: TikTok: 222 (9/12/22)

Spotify: 132 (9/12/22)

What are they doing for the event?:

An official agreement was made and agreed to for Titan Radio via email. They promised to:

- Promote the NBFF and all the spotlights on air at least 3x's a week until the festival
- Social media promotion and outreach through Facebook, Instagram, and Twitter 2-3x's a week reposting stories and 2 posts to each outlet with promotional content provided

What are we doing for them? :

Per our agreement we promised to:

- Provide audience with a discount code
- Social Media promotion through Instagram stories or promotion for any one event
- Give staff two tickets to event

Special Notes:

Best method of contact: email/phone or walk to office in basement of library

TitanRadio immediately was interested in helping us promote our event to the school without any monetary exchange.

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Name of Organization: El Aviso Magazine

Website: <https://elaviso.com/>

Contact Person: Maria A. Zepeda-Eulloqui

Phone Number: (323) 586-9199

Email: mzepeda@elaviso.com

Address: 4850 Gage Ave Bell, CA 90210

Type of Organization: Latino Magazine (print and media)

Team Contact Name/Number: Brianna Gallegos (714) 422-7037

Status: **Confirmed**

- **Full Description of Organization:**

El Aviso is a Spanish language magazine that publishes on a weekly basis. They cover entertainment, food, beauty, politics, and Latinx celebrity news.

- **Why are we working with them?:**

We are working with them because they are a Latino publication, and they can promote the Mexican Spotlight. They come out with magazines weekly therefore that means more exposure and promoting opportunities for the Mexican Spotlight event. They are a Southern California magazine that has thousands of weekly readers.

- **Size of Organization (Readership/Membership):**

Audience of over 601k

- **Geographic Reach:**

US/California/Orange County/Los Angeles

- **Social Media Outreach:**

We are planning on running ads on their website or in their physical magazine. They will run a ½ page vertical for three weeks. Their magazine goes out every Monday and their deadlines are Wednesdays. they will run the ad on Edition# 40 September 26 Edition, #41 October 3, and Edition# 42 October 10.

- **Size of Social Media (Facebook/Twitter)(as of 09/10/2022):**

Instagram: 28.9k

Facebook: 394k

Twitter: 2.9k

- **What are they doing for the event? :**

They will run a ½ page vertical for three weeks. Their magazine goes out every Monday and their deadlines are Wednesdays. they will run the ad on Edition# 40 September 26 Edition, #41 October 3, and Edition# 42 October 10.

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- **What are we doing for them? :**

They will have media access to the event. The raffle tickets are still being determined, and the will go on brochures and on the website.

magazine logo

- **Special notes:**

They need the time of the event, which we still do not have, and they need the material and possible. The magazine is based in Los Angeles not in Orange County.

ads as soon as

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Name of Organization: Chapman Latin X Club

Website (Instagram): <https://www.instagram.com/chapmanlatinx/?hl=en>

Contact Person: Club's Instagram Manager

Phone Number: N/A

Email: N/A

Address: 1 University Dr, Orange, CA 92866

Type of Organization: University Club

Team Contact Name/Number: Kaitlyn Elpedes / (949) 793-0561 (all communication w/ club via NBFF Mexican Instagram)

Status: **Confirmed**

Full Description of Organization:

LatinX facilitates activities such as fundraisers, holiday celebrations, outings, and networking events in which every student could learn about Latin American culture and have a great time.

Why are we working with them? :

The LatinX Club is very active in celebrating Latin American culture. With over 1K followers on Instagram, we believe that working with this club will help promote our event to their members and students at Chapman University. They were also very eager and excited to help promote our Spotlight to their students.

Size of Organization (Readership/Membership):

1K+ followers on Instagram

Weekly Newsletter distributed every Saturday

Geographic Reach:

Chapman University in Orange

Social Media Outreach:

Since Instagram and the club newsletter are the primary ways they communicate with members, we will be sending out news articles and flyers for them to post on Instagram and include in their letter. We will also give them a discounted ticket code for any members on their newsletter.

Size of Social Media: @chapmanlatinx

Instagram: 1.1K (9/10/22)

What are they doing for the event?

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Promoting on social media once tickets go on sale. Including our flyer in their weekly newsletter every Saturday (information needed every Friday).

What are we doing for them?

Reposting their Instagram posts and encouraging Chapman students to join their club. Providing discounted tickets.

Special Notes:

For some reason, this club was not very committed to helping us promote. They post here and there when we sent them material, but they were never consistent. Keep this in mind if you continue to work with them or are reconsidering your partnership.

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Name of Organization: Consulate General of Mexico (Santa Ana)

Website: <https://haudecsuf.wixsite.com/csun>

Contact Person: Cindy Olmedo and Yaire Perez (CSUF co-chairs)

Phone Number: N/A

Email: csuf.cochair1@hauchapters.com

Address: 800 N. State College Blvd., Fullerton, Ca 92831

Type of Organization: University club

Team Contact Name/Number: Kenya

Status: **Confirmed**

Full Description of Organization:

The consulate general of Mexico in Santa Ana is a consultation service that helps the Mexican community gain their footing in America, free of charge. They serve and protect the dignity and rights of the Mexican community. The consulate general's office provides a plethora of resources, including issuing travel and id documents, military cards, consular registration, marriage and birth registrations, power of attorney and wills, and the control and issuing of visas. The consulate general's office also tries to promote the Mexican culture and arts abroad through many programs showcasing appreciation of Mexico.

Why are we working with them? :

We are working with the Consulate General's office of Mexico because they are one of our strongest natural allies. Partnering with them helps us get our word out to a new audience that typically isn't reached by other organizations. For example, people who just came to the US can find some comfort in knowing we are putting on a Mexican cultural celebration and feel it is a safe event to attend if being backed by the Consulate General of Mexico's office.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

California/southern California (Orange County)

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Social Media Outreach:

For the consulate general of Santa Ana office, we plan to execute social media outreach on Instagram, Facebook, and Twitter.

Size of Social Media: @consulmexsantaana

Instagram: 2,521 (12/10/22)

Facebook: 14K (12/10/22)

Twitter: 1,713 (12/10/22)

What are they doing for the event? :

We hope we can work with the Santa Ana office and make agreements to be put on their website under the economic, tourist, and cultural promotion tab. Under this tab, they have cultural cinematographic events that would suit our event perfectly. Also, we would ask to be put in their newsletter or email blasts. We would also like to be promoted on their socials: 3 Insta posts, 3 Facebook posts, and 2 Twitter posts

What are we doing for them? :

We can also promote the Santa Ana office by reposting information we find helpful to our viewers or any 1 event they want. As well as, reposting our info that they posted. We would do a thank you post for being an official sponsor on our socials, shout them out at the event, and put them in our trifold pamphlet.

Special Notes:

Gregg handled the majority of the negotiation for the Consulate General as they are a very valuable Partner for the NBFF

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Name of Organization: Orange County Hispanic Chamber of Commerce

Website: <https://www.ochcc.org/>

Contact Person: John Gutierrez

Phone Number: (714) 675-4979

Email: mail@ochcc.com

Address: 27762 Antonio Pkwy Suite L1-463, Ladera Ranch, CA 92694

Type of Organization: Hispanic Chamber of Commerce

Team Contact Name/Number: Vanessa Martinez (661) 381-0083

Status: **Confirmed**

Full Description of Organization:

The Orange County Hispanic Chamber of Commerce works with over 30,000 Hispanic businesses in Orange County to provide them several opportunities that range from: advocacy, economic development, networking, and education and training programs. The OCHCC was established in 1986 in Santa Ana and pushes to strengthen the Hispanic business community by showing the need and understanding for a Hispanic market. The organization also prides itself on partnering with like-minded, social, cultural, and legislative programs to help improve the Hispanic community in Orange County. Reuben D. Franco is the CEO and president of the organization who champions on the behalf of the community to push for opportunities and visibility for these communities.

Why are we working with them? :

We have decided to work with OCHCC for a variety of reasons, the main one being that we share the same audience. We are trying to reach the Mexican-American community through our spotlight and the OCHCC has that niche audience as well. One of their goals is to work with cultural programs to benefit their members, and we are providing an event where their members can come to celebrate Mexican culture.

Size of Organization (Readership/Membership):

Over 30,000 Hispanic and non-Hispanic businesses
US/California/southern California (Orange County)

Geographic Reach:

US/California/southern California (Orange County)

Social Media Outreach:

We would like to have social media outreach be beneficial to both parties for this event. We would like for OCHCC to post/repost/ and add to their stories about our event. This would be regarding any promotional content we send them as well as reposting a post we made onto their accounts or stories. Instagram and Facebook are the platforms most used by the organization and also have the largest following so we would center our partnership marketing for socials here.

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Size of Social Media:

Instagram: @OCHCC 1,247 followers (8/31/22)

Facebook: 6.4k (8/31/22)

Twitter: @OCHCC 1,386 (8/31/22)

Other: LinkedIn 500+ connections (8/31/22)

Youtube: 6 subscribers (8/31/22)

What are they doing for the event?

We made an agreement with OCHCC that was discussed and agreed to over a zoom call, they agreed to do the following for us:

- Social media posts and reposts
 - Instagram story reposts 2x's per week, timeline posts 2 posts per week
 - Facebook story reposts 2x's per week, timeline posts 2 posts per week
- 3 direct email blasts to the audience with a discount code
- eNewsletter coverage (weekly)
- Weekly Promo(every Wednesday) on your "Our community" podcast with OC Talk Radio
- Any events the OCHCC has, we would like to hand out flyers promoting our festival at these events
- OCHCC to reach out and engage with relevant media organizations (social media//influencers/tv/radio/print)

What are we doing for them? :

Per our agreement made over zoom we agreed on the following:

- 10 complimentary Mexican Spotlight tickets
- discount code for members to Bardo screening and Mexican Spotlight
- social media story reposts (can be same guidelines as mentioned above)
- sponsor recognition in trifold pamphlet at event
- special social media shoutout sponsor post
- Have CEO, Reuben D. Franco, be recognized before our screening and give a few words on behalf of OCHCC and the community overall

Special Notes: (text or call best way to reach Reuben)

OCHCC was an amazing organization to work with. They were very open and receptive to everything, and the CEO and vice president were very nice and willing to work with us and even invited us to future events. (Spring 2023 might want to follow up to attend their gala in Spring)

The only thing that they were not able to do for us was outreach and engagement in relevant media organizations, but that was due to press releases on our end not being sent out on time.

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Name of Organization: Living Mi Vida Loca

Website: <https://livingmividaloca.com>

Contact Person: Pattie Cordova

Phone Number: (949) 307-5907

Email: SoCal@LivingMiVidaLoca.com

Address: 3008 E Via Sienna Anaheim, CA 92806

Type of Organization: Media/lifestyle

Team Contact Name/Number: Brianna Gallegos (714) 422-7037

Status: **Confirmed**

Full Description of Organization:

A guide for things to do in Orange County. The social media pages are updated constantly with the latest things to do in Orange County. The website and social media pages suggest places to eat, places to go, and new and upcoming events. It is a Latina lifestyle blog with over 19,000 followers on Instagram. The blog focuses on entertainment and travel.

Why are we working with them?:

We are Working with them because they are a Latinx lifestyle and entertainment blog. The purpose behind their blog and social media accounts is to promote and show new things to do in Orange County. Since the Newport Beach Film Festival is in Orange County, we thought that it would be great if we could partner with Patty so she could promote us as well as have her attend the Mexican Spotlight Premiere.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

US/California/southern California (Orange County)

Social Media Outreach:

Our social media outreach plan is to pick up where the previous team left off. They agreed to the promotion of the Mexican spotlight on social media. Our plan is to send Pattie posts and have her promote them on her social media two to three times a week leading up to the event.

Size of Social Media:

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Instagram: 19.2k

Facebook: 3.7k

Twitter: 1.5k

What are they doing for the event?:

I have contacted Pattie regarding the previous agreement that the spring team had made, but she has yet to set up an agreement with me. Ideally, she would post two times a week leading up to the event and more frequently the week of the event. The promotion posters would go up as a post and then a couple stories.

What are we doing for them?

We are giving her audience a discount code as well as giving her a discount code. The previous team had agreed that she would speak briefly at the Mexican Spotlight event, but that is still pending and uncertain.

Special Notes:

I reached out to them via phone, they did not pick up, but I left a message, and they did not call back. I introduced myself over Instagram and asked them to schedule a phone call with me, but all they said was thank you and they did not schedule a call. I plan to reach out one more time once tickets go on sale.

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Name of Organization: Miniondas Magazine

Website: miniondas.com

Contact Person: Sandra Cervantes

Phone Number: (949) 283-2216

Email: sandracervantesteam@gmail.com

Address: 2321 East Fourth Street, Suite C671
Santa Ana, CA 92705

Type of Organization: magazine

Team Contact Name/Number: Vanessa Martinez (661) 381-0083

Status: Confirmed

Full Description of Organization:

Miniondas is a Spanish-Language magazine based in Orange County. Miniondas has been serving the Hispanic community in Orange County for 48 years. They are a lifestyle and celebrity news center and even cover sports. everything from trending news, celebrity news, and even sports. They host many events and partner with other community members to stay connected to the Hispanic community.

Why are we working with them? :

We are working with Miniondas because they offer us access to the Hispanic community in orange county. They have strong partnerships we can benefit from, and we want to maintain the relationship established with them from previous Team Mexico colleagues.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

California/southern California (Orange County) and Mexico

Social Media Outreach:

Miniondas is active on Facebook, Instagram, Twitter, and YouTube. They are most active on their Instagram and Facebook accounts. It would be in our best interest to work with them on their social media to market to our shared target audience.

Size of Social Media: @miniondas

Instagram: 1,055 (11/28/22)

Facebook: 1.9k (11/28/22)

Twitter: 841 (11/28/22)

What are they doing for the event? :

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We made an official agreement with Miniondas and they were to do as follows:

- Instagram and Facebook story repost 2x's per week - repost from anything we post on feed (@miniondas and @miniondas magazine)
- Instagram and Facebook feed posts- 2x's per week (@miniondas and @Miniondas Magazine)
- Article for NBFF Mexican Spotlight to be put on Miniondas website
- Included in newsletters or email blasts

What are we doing for them? :

In our agreement we agreed to do as follows:

- 6 complimentary tickets for the Mexican Spotlight
- Discount code for members
- Social media story reposts (anything relevant to Mexican culture or the festival or promotion of any one event)
- Included in our Trifold pamphlet at event

Special Notes:

Best method of contact: call or email

Sandra contacted us late about wanting to work together because Miniondas was not an organization we contacted to work with at first.

We set up an official written agreement that was signed (see appendix).

They did not do frequent social media reposts of us; this was limited to once a week.

Some of their newsletters highlighting our event came out after our event was over.

Schedule of when things were to be posted put together by team member. (See timeline section).

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Name of Organization: The Party Cart Babe

Website: [Home](#) | [ThePartyCartBabe](#)

Contact Person: Roxy Serrano

Phone Number: (714) 805-7514

Email: thepartycartbabe@gmail.com

Address: N/A

Type of Organization: Business

Team Contact Name/Number: Kaitlyn Elpedes (949) 793-0561

Status: **Confirmed**

Full Description of Organization:

Roxy established The Party Cart Babe in 2021. It's a versatile party cart company that runs "carts" that can be styled as self-serve champagne, mimosa bar, wine, dessert, candy, mobile-bar cart and more." The cart is equipped with 2 large built-in containers, 6-inch-deep removable lids that may be used to hold bottles, candy, pastries, or ice. It also has 6 small built-in containers with removable lids that may be used for fruit, candy, or utensils. These carts are fully customizable to the occasion.

Why are we working with them? :

Team Mexico is working with ThePartyCartBabe because they provided services that can only add to our event. ThePartyCartBabe can provide beautiful decorations, including a red, green, and white balloon arch, and delicious treats and food that are all Mexican-themed. In addition, the business is run by someone of Latin/Hispanic heritage, so it is a natural partner for the event.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

California/southern California (Orange County)

Social Media Outreach:

Team Mexico took the time to share posts created by ThePartyCartBabe from her Instagram account in order to promote her. In return, she put up three feed posts tagging our event as well as shared posts on her Instagram story.

Size of Social Media: [@consulmexlan](#)

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Instagram: 1,159 followers (12/10/2022)

Facebook: 213 followers (12/10/2022)

TikTok: 92 followers (12/10/2022)

What are they doing for the event? :

ThePartyCartBabe created a custom Mexican-themed party cart that included Mexican candies and pan dulce for the event. ThePartyCartBabe also agreed to create a red, green, and white balloon arch for the event and feature our event on her Instagram page

What are we doing for them? :

In exchange we agreed to promote their social media and share posts to our social media accounts to help boost her engagement.

Special Notes:

Roxy was amazing and everyone loved her cart! She is such a kind person and was a pleasure to work with.

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Name of Organization: DJ Ivnasty

Website: <https://www.ivnasty.com>

Contact Person: Ivan Labra

Phone Number: (760) 501-5734

Email: <https://www.ivnasty.com/booking>

Address: N/A

Type of Organization: Entertainment (Music)

Team Contact Name/Number: Kaitlyn Elpedes (949) 793-0561

Status: **Confirmed**

Full Description of Organization:

Ivan Labra has been a DJ in Southern California for 8 years. His work is most executed in both private and public events. Ivan has experience in working in nightlife clubs, production, and radio broadcasting. He has been featured in CSUF's Titan Radio and has played in cities all over SoCal such as Mansion in Costa Mesa. The genre of music that he plays ranges, whatever the audience requests, it is guaranteed to be delivered.

Why are we working with them?:

DJ Ivnasty has worked with the festival in the past as well as CSUF's events and there for has demonstrated an interest with the partnership. He has been a hit and has been demanded repeatedly.

Size of Organization (Readership/Membership):

DJ Ivnasty is solo owned by Iva Labra. All booking, talent and equipment are managed by him directly.

Geographic Reach:

Southern California, which included Orange County and the Los Angeles area.

Social Media Outreach:

DJ IvNasty will be promoting the event on social media. It will help us gain more interaction with our event.

Size of Social Media:

Facebook- N/A

Twitter- 1,327 followers

Instagram- 1,854 followers

What are they doing for the event?:

He will be our DJ at TIME Nightclub for the duration of the afterparty and will be providing music entertainment. Ivan will also be promoting his booking with NBFF on socials.

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What are we doing for them?

We will be featuring Ivan on our trifold that is going to be handed out during the red-carpet moment before the movie screening and we will also be promoting him on our social media platforms.

Special Notes:

DJ Ivnasty was a hit. Not only did the audience think he was a great performer but so did our VIP guests and Gregg. He was scheduled to play the Mexican Spotlight and other Spotlight events that week. He has a brother who does the 360-camera photo editing (for future events that would be important to note.) DJ Ivnasty had a good time and did appreciate being checked on throughout the night whether it regarded water or food and notice of time frames of when the entertainment would be performing. All partnerships conversations were discussed over the phone and by text message.

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Name of Organization: Rodolfo's Flowers

Website: N/A

Contact Person: Rodolfo Huerta

Phone Number: (626) 923-0476

Email: rudyhuerta54@gmail.com

Address: N/A

Type of Organization: Florist

Team Contact Name/Number: Celeste Zaragoza (714) 904-4271

Status: **Confirmed**

Full Description of Organization:

Rodolfo Huerta has owned his own florist and craft business for 2 years. He specializes in creating natural and paper centerpieces, decorations, and wholesale products. He has worked for private events such as weddings, baby showers, and birthday parties.

Why are we working with them?:

Rodolfo is a close family friend of one of our members of the group. He politely offered to help with the event centerpieces with what he had available.

Size of Organization (Readership/Membership):

Rodolfo is the sole owner of his business. His wife, daughter and sister help with the decorations. He handles the orders, organization, management and sales.

Geographic Reach:

Southern California (Orange County, Los Angeles, San Bernardino, Riverside)

Social Media Outreach:

As Rodolfo is older, he does not have any social media. He was unable to promote the event.

Size of Social Media:

Facebook- N/A

Twitter- N/A

Instagram- N/A

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What are they doing for the event?:

He will be providing centerpieces for our after-party event. We agreed on 15. They will consist of Mexican cantaro vases and paper floral arrangements, each being vibrant and of contrasting colors.

What are we doing for them?

We will be featuring him on our trifold to show our gratitude. In addition, he will get a ticket to see the film.

Special Notes:

The guests loved the centerpieces. We had various people come up to our team to ask where we got them and if they could receive the contact information of the florist. Guests got to take home the centerpieces at the end of the night.

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UNAM
LOS ÁNGELES

Name of Organization: Universidad Nacional de Mexico en Los Angeles (UNAM Los Angeles)

Website: <https://www.unamla.org/>

Contact Person: Isela Hoenigmann

Phone Number: N/A

Email: ihoenigmann@unamla.org

Address: 634 S. Spring St. Suite 910, Los Angeles, CA 90014

Type of Organization: University Organization

Team Contact Name/Number: Celeste Zaragoza (714) 904-4271

Status: **Confirmed**

Full Description of Organization:

UNAM is a non-profit organization that is a part of a representative office in California of the National Autonomous University of Mexico. They dedicate themselves to providing educational programs and enriching cultural activities.

Why are we working with them?:

UNAM has a great following of the Mexican American culture. In partnering with them, we will spread the word out to a portion of our targeted audience which is the Latino community.

Size of Organization (Readership/Membership):

Their organization provides education to over 325,000 students around the world and staffs hundreds of teachers.

Geographic Reach:

US, California and Mexico

Social Media Outreach:

UNAM plans to share our event through their social where they have a bigger following. This includes their Instagram, Facebook and Twitter. This will be in forms of stories and posts,

Size of Social Media:

Facebook- 31,613 likes/ 32,989 followers

Twitter- 5,233 followers

Instagram- 3,845 followers

What are they doing for the event?:

As our event came closer, they were able to give us 2-3 posts a week, leading up to the event on all their platforms. They also posted stories about 3 times a week as well. In total they promoted us for about 3 weeks.

What are we doing for them?

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We will be featuring them on our trifold to show our gratitude. We also shared their events on our socials and thanked them on Instagram with a story and post for their partnership.

Special Notes:

Isela was very easy to get ahold of. I emailed her and her response time was almost immediate. She happily agreed to our partnership and delivered everything as promised. UNAM is looking forward to working with us again in the future.

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PENDING CONFIRMATION

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SECRETARÍA DE RELACIONES EXTERIORES

Name of Organization: Consulate General of Mexico (LA office)

Website: <https://consulmex.sre.gob.mx/losangeles/index.php/es/>

Contact Person: Marcela Celorio (213) 351-6810

Or head of tourism promotion department: Jasmine Galvan (213) 351-6800 ext. 2509

Or head of community affairs: Luis Angel Castaneda Flores (213) 351-6800 ext. 2517

Phone Number: see above

Email: Marcela mcelorio@sre.gob.mx

Jasmine jgalvang@sre.gob.mx

Luis luisca@sre.gob.mx

Address: 2401 West 6th. Street, Los Angeles, CA 90057

Type of Organization: Governmental – consulate general office

Team Contact Name/Number: Vanessa (661) 381-0083 and Celeste (714) 904-4271

Status: Pending Confirmation

Full Description of Organization:

The consulate general of Mexico in Los Angeles is the largest Mexican consultation service abroad that helps the Mexican community gain their footing in America, free of charge. They serve and protect the dignity and rights of the Mexican community. They consulate general's office provides a plethora of resources, including issuing travel and id documents, military cards, consular registration, marriage and birth registrations, power of attorney and wills, and the control and issuing of visas. The consulate general's office also tries to promote the Mexican culture and arts abroad through many programs showcasing appreciation of Mexico.

Why are we working with them? :

We are working with the Consulate General's office of Mexico because they are one of our strongest natural allies. Partnering with them helps us get our word out to a new audience that typically isn't reached by other organizations. For example, people who just came to the US can find some comfort in knowing we are putting on a Mexican cultural celebration and feel it is a safe event to attend if being backed by the Consulate General of Mexico's office.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

California/southern California (Orange County)

Social Media Outreach:

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For the consulate general of LA office, we plan to execute social media outreach on Instagram, Facebook, and Twitter.

Size of Social Media: @consulmexlan

Instagram: 4,616 (9/12/22)

Facebook: 44,063 (9/12/22)

Twitter: 9,679 (9/12/22)

What are they doing for the event? :

We hope we can work with the La office and make agreements to be put on their website under the economic, tourist, and cultural promotion tab. Under this tab, they have cultural cinematographic events that would suit our event perfectly. Also, we would ask to be put in their newsletter or email blasts. We would also like to be promoted on their socials: 3 Insta posts, 3 Facebook posts, and 2 Twitter posts

What are we doing for them? :

We can also promote the LA office by reposting information we find helpful to our viewers or any 1 event they want. As well as, reposting our info that they posted. We would do a thank you post for being an official sponsor on our socials, shout them out at the event, and put them in our trifold pamphlet.

Special Notes:

Could not promise they could promote us on their socials because they could not promote events that were not affiliated with the organization. However, they were still open to help in other ways. Because we had such a limited amount of time to put on the festival, and they responded late, we just ended up working with Consulate of Santa Ana. However, this might be a great relationship to solidify for future teams.

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Name of Organization: UCI LatinX Resource Center

Website (Instagram): <https://latinx.uci.edu/>

Contact Person: Victoria Rocha

Phone Number: (949) 824-6594

Email: vrocha@uci.edu

Address: G458 Student Center | RISE Suite Irvine, CA 92697

Type of Organization: University Resource Center

Team Contact Name/Number: Kaitlyn Elpedes / (949) 793-0561

Status: Pending Confirmation

Full Description of Organization:

The Latinx Resource Center (LRC) was founded in 2019 to raise awareness of social, political, economic, historical and cultural realities of the Chicanx/Latinx communities. We accomplish this mission by offering resources, programs, and a space where cultura, arte and academia are interconnected. Our vision is that these efforts will broaden access, increase retention and ensure a clear pathway to graduation through the empowerment of Chicanx and Latinx students.

Why are we working with them?:

The LRC aims to work directly with UCI's Latinx/Chicanx students in their educational journey. While it is a cause-based organization, we believe that their promotion of Latin American culture and art, as mentioned in their organization's description, aligns well with our mission as a Spotlight event.

Size of Organization (Readership/Membership):

2K+ followers on Instagram

Weekly Newsletter distributed every Monday (beginning on September 19)

Geographic Reach:

UCI Irvine area

Social Media Outreach:

Since Instagram and the club newsletter are the primary ways they communicate with members, we will be sending out news articles and flyers for them to post on Instagram and include in their letter. We will also give them a discounted ticket code for any members on their newsletter.

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Size of Social Media: @chapmanlatinx
Instagram: 2.1K (9/10/22)

What are they doing for the event?

Promoting on social media once tickets go on sale. Including our flyer in their weekly newsletter every Monday (information needed every Monday).

What are we doing for them?

Reposting their Instagram posts and encouraging UCI students to utilize their center's resource. Also providing discounted tickets.

Special Notes:

Phone call w/ Victoria detailing LRC's interested on 9/1/22; emailed recap of phone call on 9/1/22; have not heard back

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Name of Organization: CSUF LatinX Community Resource Center

Website (Instagram): <http://www.fullerton.edu/lcrc/>

Contact Person: Mariham Iskander (DIRC Associate Director)

Phone Number: 657-278-8108 (LCRC)

Email: miskander@fullerton.edu (main) // lcrc@fullerton.edu

Address: 800 N. State College Blvd PLS 180 Fullerton, CA 92831

Type of Organization: University Resource Center

Team Contact Name/Number: Kaitlyn Elpedes / (949) 793-0561

Status: Pending Confirmation

Full Description of Organization:

The Latinx Community Resource Center (LCRC), the oldest of CSUF's ethnic centers, was established in 1972 to develop the University Library's collection on Mexico and the Southwest. Since its founding it has been known by many names: Mexico & Southwest Collection Center (1970's), Chicano Resource Center in the (1980's-1990's), Chicana and Chicano Resource Center (2000's-2010's), and as of May 2020, as the Latinx Community Resource Center. The LCRC programming supports the recruitment, retention, and advancement of Latinx students at Cal State Fullerton.

Why are we working with them?:

The LCRC aims to work directly with CSUF's Latinx students to build an inclusive and encouraging space on campus. We believe that their significant outreach and support for LatinX students can bridge NBFF's Mexican spotlight and Cal State Fullerton.

Size of Organization (Readership/Membership):

3K+ followers on Instagram

Weekly Newsletter distributed every Monday

Geographic Reach:

CSUF/Fullerton area

Social Media Outreach:

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Since Instagram and the club newsletter are the primary ways they communicate with members, we will be sending out news articles and flyers for them to post on Instagram and include in their letter. We will also give them a discounted ticket code for any members on their newsletter.

Size of Social Media: @chapmanlatinx
Instagram: 3.1K (9/10/22)

What are they doing for the event?

Promoting on social media once tickets go on sale. Including our flyer in their weekly newsletter every Monday (information needed every Monday).

What are we doing for them?

Reposting their Instagram posts and encouraging UCI students to utilize their center's resource . Also providing discounted tickets.

Special Notes:

Email to Mariham Iskander (Associate Director of DIRC... Ariana Mora Mero is no longer at LCRC) on 9/1/22 ; Iskander replied on 9/2/22 expressing interest/asking for info; Kaitlyn emailed back asking for newsletter dimensions/protocols 9/2/22 w/ follow up on 9/7/22; no response since

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Excelsior

Name of Organization: Excelsior California Newspaper (Orange County Register)

Website (Instagram): <https://www.excelsiorcalifornia.com/>

Contact Person: Carlos Aviles

Phone Number: 951-368-9330

Email: caviles@scng.com

Address: 605 East Huntington Drive, Suite #100, Monrovia, CA 91016

Type of Organization: Weekly Newspaper

Team Contact Name/Number: Kaitlyn Elpedes / (949) 793-0561

Status: Pending Confirmation

Full Description of Organization:

Excelsior is Southern California's premier Spanish-language weekly newspaper and website (works in tandem with the Orange County Register) .

Why are we working with them?:

Excelsior Newspaper is a weekly newspaper that reaches subscribers and public readers in the LA, Santa Ana (OC), Riverside, Pomona, and San Bernardino areas. Considering the wide range of cities this newspaper covers, the community it is intended for, and the frequency it gets published, we feel that partnering with Excelsior would definitely boost our promotion of our event.

Size of Organization (Readership/Membership):

Readership N/A on website, have yet to ask Carlos. Subscriptions and public readers.

Geographic Reach:

Covers LA, Santa Ana (OC), Riverside, Pomona, and San Bernardino areas.

Social Media Outreach:

We would like to have an article or press release written about the Spotlight and posted on their social media. We can discuss a media pass with Carlos if he is interested in covering the event.

Size of Social Media: Facebook and Twitter (size N/A)

Instagram: N/A

What are they doing for the event?

TBD

What are we doing for them?

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TBD. Ideas: Sharing relevant entertainment/arts stories on our social media. Can also discuss a media pass if they would like to cover the event as well as a free ticket to the event depending on coverage/reach/frequency of press release.

Special Notes:

Email to Carlos 9/7/22, response from Carlos 9/8/22 showing interest and would like a phone call sometime this week; Kaitlyn responded but they have not called yet

UPDATE: Excelsior News never continued to reach out after a follow up email

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Name of Organization: Jesus Nalgas

Website (Instagram): https://www.instagram.com/jesus_nalgas/?hl=en

Contact Person: Brendan Nahmias (Whaler Management)

Phone Number: N/A

Email: jesusnalgas@whalartalent.com

Address: N/A

Type of Organization: Influencer

Team Contact Name/Number: Kaitlyn Elpedes /(949) 793-0561

Status: Pending Confirmation

Full Description of Organization:

Jesus is Mexican an Instagram and TikTok Influencer/content creator who lives in LA.

Why are we working with them?:

Jesus has a **huge** following both within and outside of the Mexican community. If Jesus were to attend our event or promote it on his social media accounts, we could get a lot more people to attend— or at least, talking about it to spread the word.

Size of Organization (Readership/Membership):

216K on Instagram // 2.8 million followers on TikTok

Geographic Reach:

Lives in L.A., but reaches people all over the nation.

Social Media Outreach:

Ideally, we would have Jesus post our main flyer on his social media announcing his attendance, along with discounted ticket codes for his followers.

Size of Social Media: Facebook and Twitter (size N/A)

216K on Instagram // 2.8 million followers on TikTok

What are they doing for the event?

TBD

What are we doing for them?

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In exchange for promotion of our event on his social media, we will give him one all-inclusive ticket to the event. We may look into negotiating two tickets.

Special Notes:

Email to Brendan 9/8/22 clearly defining partnership (what we ask in exchange for the ticket), response from Brendan 9/8/22 (happy to have Jesus invited, but said posts are not guaranteed w/o budget); Kaitlyn has not responded to email.

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Name of Organization: Jesus Acevedo (La Comadre)-influencer

Website: TikTok: @jesusacevedox43

Contact Person: Brendan Nahmias

Phone Number: N/A

Email: jesusacevedox@whalartalent.com

Address: N/A

Type of Organization: Influencer

Team Contact Name/Number: Vanessa Martinez (661) 381-0083

Status: Pending Confirmation

Full Description of Organization:

Jesus Acevedo, famously known as La Comadre, is an influencer who got his following making content on TikTok focusing on the Hispanic community. La Comadre has risen to fame because of his funny and relatable content and uncovering of honest truths within the community. He also advocates for social movements and seems very genuine with his fan base. Acevedo also attends CSUF and is a natural ally because we share the same school.

Why are we working with them? :

We would like to partner with Jesus because of his huge following on social media, particularly TikTok. As mentioned before, Jesus has a huge following on TikTok so naturally when he promotes events, his followers are inclined to attend or at the minimum interact and get more information. This will provide us with huge coverage for our event.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

US/California/southern California (Orange County)

Social Media Outreach:

Ideally, we want to push for social media outreach on his TikTok and Instagram platforms. Jesus' main audience is on TikTok however, his more concentrated fan base can be found on his Instagram. Ideas for Instagram posts include content given to him to posts on Instagram, as well as repost on his stories. TikTok ideas include duetting us on our event or having him promise to make a vlog-like video highlighting his experience at the event.

Size of Social Media:

Instagram: @jesusacevedox 65.4k (9/7/22)

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Twitter: @jesusacevedox 1961 (9/7/22)

Other: TikTok: @jesusacevedox43 1.5M (9/7/22)

What are they doing for the event? :

We were able to get in contact with Jesus's manager, Brendan, through email. I sent an overview of what our partnership would look like which included what he could do for us:

- Post two 24-hour Instagram stories one with content we provide and another with an announcement of Jesus's attendance at the event
- Both linking the discount code we provide

What are we doing for them? :

I also stated in the email to Brendan what we could do for Jesus:

- One free all-access ticket to the event
- Discount code to his followers
- Repost and thank you for Jesus for being our partner

Special Notes:

Brendan stated at first that Jesus was not able to do anything more than an IG story promoting our event without a budget. When trying to renegotiate terms with his management, they never responded back.

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Name of Organization: Hermanas Unidas at CSUF
Website: <https://haudecsuf.wixsite.com/csuf>
Contact Person: Cindy Olmedo and Yaire Perez (CSUF co-chairs)
Phone Number: N/A
Email: csuf.cochair1@hauchapters.com
Address: 800 N. State College Blvd., Fullerton, Ca 92831
Type of Organization: University club
Team Contact Name/Number: Kenya
Status: Pending No Response

Full Description of Organization:

Hermanas Unidas of CSUF is a chapter of Hermanas Unidas community within the CSU and University community. Hermanas Unidas is dedicated to giving opportunities to the women of the LatinX community through academic and professional development, community service, social events, and workshops. HaU values three pillars of academics, community service, and social networking.

Why are we working with them? :

We are working with HaU because they present themselves as a natural ally in many ways. First off we share the same target audience. Partnering with them gives us exclusive opportunity to specifically reach the young Latinx women community with the university systems. Secondly, they are a natural ally because they are a club with CSUF, this will also help us reach CSUF students to hopefully attend the event.

Size of Organization (Readership/Membership):

Many chapters across the CSU and University system
US/California/southern California (Orange County)

Geographic Reach:

Southern California (Orange County)

Social Media Outreach:

We hope to do social media outreach with HaU through Instagram, Facebook, and their Spotify podcast. Their Instagram has the biggest following and outreach so that will be the center of our social media outreach with them. Their Facebook is also on our radar because of the professional connections they have. We also hope to promote our organization through their Spotify podcast because it reaches the rest of the university chapters .

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Size of Social Media: @haudecsuf

Instagram: 1,397(9/11/22)

Facebook: 254 (9/11/22)

Twitter: 73 (#s)

Other: Spotify: Cafecito con HaU

What are they doing for the event? :

My team and I would like HaU to promote our event on Instagram 4 times leading up to the event. Two posts promoting the event, and two story repost about the event. As well as a post on Facebook promoting the event. We will provide discount codes to any members of the HaU. Specifics about what to talk about in each post, as well as flyers, can be discussed and distributed when tickets go on sale, September 12th. We also saw the Hermanas have a podcast and would love to partner with them one of the podcastas to help spread the promotion of our event.

What are we doing for them? :

What we will provide in this partnership is first and foremost giving HaU the opportunity to network and create awareness for their organization and all they do uplifting young Hispanic women. Of course, HaU members will be invited to the event and given a discount on their ticket. We will post and repost in support of HaU and any one event their organization would like for us to promote. If HaU would like us to attend we would try our best to have some of our team members go and support your event. As mentioned earlier, we will also provide the organization with a discount code for their audience. To show our appreciation for HaU, we will thank you as an official sponsor on our social media platforms as well as include your organization's name in our trifold pamphlet we will have at the event.

Special Notes:

Best point of contact-Instagram

Insta dm 9/6/22

Email response- 9/7/22 (detailing partnership)

Email follow up-9/13/22

Meetings wed-7

Ask if they have a newsletter or email they send to members

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PENDING NO RESPONSE

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Name of Organization: Santa Ana Chamber of Commerce

Website: [Santa Ana Chamber of Commerce, CA](http://SantaAnaChamberofCommerce.com)

Contact Person: Elisha Boothe & Dianna Xochitiotzi

Phone Number: 714-541-5353 ext. 106

Email: info@santaanachamber.com; eboothe@santaanachamber.com; dmejia@santaanachamber.com

Address: [1631 W. Sunflower Ave., Suite C-35, Santa Ana, CA 92704](#)

Type of Organization: Chamber of Commerce

Team Contact Name/Number: Yesenia Davila; 808-457-9367

Status: **Pending No Response**

Full Description of Organization:

The Santa Ana Chamber of Commerce recognizes civic opportunities and strives to formulate solutions and mobilize resources to realize its vision of a thriving, prosperous community. They adhere to personal and organizational guidelines of behavior that, publicly and privately, are morally binding in principle and in practice. They create new concepts to reach their goals, operating with high degrees of resourcefulness and professionalism in process and performance. The organization also aims to form business partnerships marked by openness, trust, and cooperation, establishing community programs mutually beneficial to all parties.

Why are we working with them? :

The city of Santa Ana has a large Hispanic/Latino population which is one of our natural allies for the Mexican Spotlight. We would love to include their community and invite them to a special night to see their culture celebrated.

Size of Organization (Readership/Membership):

Orange County

Geographic Reach:

Orange County

Social Media Outreach:

We have sent three emails to different staff members in an attempt to get in contact with them and possibly be included in their monthly newsletter. We will also DM them on Instagram and see if we can get in contact with them that way.

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Size of Social Media (Face Book/Twitter)(as of date):

Instagram: 1564 followers

Facebook: 2713 followers

Twitter: 857 followers

Other:

What are they doing for the event?

We hope to be included in their monthly newsletter.

What are we doing for them?

We will offer them a discount for their readers.

Logo:

Include a Hi-res logo (can be on a separate disc)

Special Notes:

Sent three emails, called three times – no response. Sent DM 9/8/22

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**GREATER RIVERSIDE
CHAMBERS OF COMMERCE**

The Chamber...building a stronger local economy

Name of Organization: Greater Riverside Chambers of Commerce
Website: [Riverside Chambers of Commerce \(riverside-chamber.com\)](http://Riverside Chambers of Commerce (riverside-chamber.com))
Contact Person: Emily Cunard
Phone Number: 951-683-7100
Email: eCunard@Riverside-Chamber.com
Address: 3985 University Avenue, Riverside, California 92501
Type of Organization: Chamber of Commerce
Team Contact Name/Number: Yesenia Davila; 808-457-9367
Status: **Pending No Response**

Full Description of Organization:

The Chamber is committed to helping local companies grow their business by taking the lead in programs and efforts that help create a strong local economy and make our community a great place to do business. The Chamber provides numerous opportunities for members to increase their contact base and have fun doing it through various meetings, networking events and committees. In addition, the Chamber makes hundreds of referrals to member companies every month.

Why are we working with them?

Originally, we had hoped to work with the Greater Riverside Hispanic Chamber of Commerce, but it seems like their website is no longer active. No matter, Riverside County is still home to a large population of Hispanics/Latinos that would appreciate a night of Mexican culture.

Size of Organization (Readership/Membership):

Greater Riverside Area

Geographic Reach:

Greater Riverside Area

Social Media Outreach:

We are hoping to get posted on their social media platforms, specifically Facebook and Twitter as well as any newsletter or email blasts they put out. We have reached out to them via email and direct message to make a partnership.

Size of Social Media (Face Book/Twitter)(as of date):

Facebook: 6791 followers

Twitter: 6196 followers

Other:

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What are they doing for the event?

We hope to be included in their monthly newsletter.

What are we doing for them?

We will offer them a discount for their readers.

Logo:

Include a Hi-res logo (can be on a separate disc)

Special Notes:

Sent email 9/2, called 3 times. Third time I got in touch with a secretary who said she would pass along my message as soon as possible. Sent DM 9/8/22.

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Name of Organization: Hermanos Unidos CSUF

Website: <https://hermanosunidosdecsuf.weebly.com/our-pillars.html>

Contact Person: N/A Just the email

Phone Number: N/A

Email: hucsocialnetworking.csuf@gmail.com

Address: CSUF TSU - Alvarado

Type of Organization: University club/organization

Team Contact Name/Number: Brianna Gallegos

Status: **Pending No response**

- **Full Description of Organization:**

Hermanos Unidos is a club/organization on campus that was established in 2013. Their objective is to help the members transition from a high school life to a university life. They strive to create a supportive atmosphere for its members and help develop young professionals while undoing many Latino stereotypes along the way.

- **Why are we working with them?:**

They are a Latino organization on campus. They are similar to the organization on campus Hermanas Unidas. We want to work with them because they help and empower the Latino community. We would also like to partner with them in order to promote the Mexican Spotlight event.

- **Size of Organization (Readership/Membership):**

12 other chapters

- **Geographic Reach:**

US/California/Orange County

- **Social Media Outreach:**

So far I have reached out to them via direct message on Instagram, but no one has gotten back to me. I plan on sending them an email within the next 2 days. Ideally we would like for them to promote the Mexican Spotlight on their social media platforms.

- **Size of Social Media (FaceBook/Twitter)(10/9/2022):**

Instagram: 898

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Twitter: 82

- **What are they doing for the event? :**

So far there has been no agreement, but the plan is to partner with them and ask them to promote our event on their social media 2-3 times a week.

- **What are we doing for them? :**

We will give them and their audience a discount code for the event. We will Promote them on our social media as well.

Special notes:

I recently found many emails to contact within the organization so I will pick a few to send an email to.

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Name of Organization: CSUF Latino Communications Institute

Website: <http://communications.fullerton.edu/studentlife/lci/>

Contact Person: N/A

Phone Number: N/A

Email: latinocommcsuf@gmail.com

Address: N/A

Type of Organization: University Communications Institute

Team Contact Name/Number: Brianna Gallegos

Status: **Pending No Response**

- **Full Description of Organization:**

CSUF LCI is a workforce preparedness program that supports the development of the U.S. Latino cultural competency through relevant courses. Many first generation college students find effective mentorship through this community.

- **Why are we working with them?:**

We are working with them because we want them to promote the Mexican Spotlight event on their social media platforms. We want to partner with them so promotion can be beneficial for both CSUF CI and NBFF.

- **Size of Organization (Readership/Membership):**

Graduates and undergraduates have been and are a part of this organization.

- **Geographic Reach:** US/California/Orange County

- **Social Media Outreach:** I have reached out to them via Instagram and have not yet heard a response.

- **Size of Social Media (Facebook/Twitter)(9/10/2022):**

Instagram: 943 followers

Facebook: 828 Followers

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Twitter: 939 followers

- **What are they doing for the event? :**

So far there has been no contact made. But if they do respond we will be discussing various ways they can promote our event.

- **What are we doing for them? :**

We will give them and their audience a discount code as well as promote them on our Mexican Spotlight social media platforms.

Special notes:

Recently I found more emails that I can reach out to. Will be doing that in the next 2 days.

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Name of Organization: Latino Public Broadcasting

Website: <https://lpbp.org>

Contact Person: N/A

Phone Number: (323) 969-8000

Email: info@lpbp.org

Address: 3575 Cahuenga Blvd. Suite #630 Los Angeles, CA 90068

Type of Organization: Public Broadcasting

Team Contact Name/Number: Brianna Gallegos (714) 422-7037

Status: **Pending No Response**

- **Full Description of Organization:**

LPB has awarded over 10 million dollars to film makers. They are the leaders of the development, production, acquisition and distribution of non-commercial educational and cultural media that is representative of Latino people, or addresses issues of particular interest to Latino Americans.

- **Why are we working with them?:**

Not working with them yet, but they do public broadcasting, so they reach thousands of viewers everyday.

- **Size of Organization (Readership/Membership):**

1.9 million viewers reached per broadcast

- **Geographic Reach:**

US/California/Los Angeles/Orange County

- **Social Media Outreach:**

Broadcasting is the main way that they get their viewers. Social media has a decent following, we could partner with them to promote on social media.

- **Size of Social Media (Facebook/Twitter)(9/10/2022):**

Instagram: 4k

Twitter: 3.5k

Facebook: 6.4k likes

- **What are they doing for the event? :**

We hope to be broadcasted or prompted on their social media

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- **What are we doing for them? :**
Giving their audience a discount code

Special notes:

Will be reaching out via Instagram in the next 2 days

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Name of Organization: Alegria Magazine

Website: <https://alegriamagazine.com/>

Contact Person: Davina Ferreira

Phone Number: n/a

Email: davina@alegriamagazine.com

Address: 14006 Riverside Dr, Sherman Oaks, California, 91423

Type of Organization: Magazine

Team Contact Name/Number: Celeste Zaragoza 714-904-4271

Status: **Pending No Response**

Full Description of Organization:

Alegria is a magazine that appeals to the Latin/Hispanic audience, focusing on personal features, inspirational stories and poetry. Alegria translates to happiness and that is exactly what this magazine wants to spread. All while focusing on the minority community.

Why are we working with them?:

Again, their values and beliefs align with ours. In addition, their audience is similar to the one we are mostly trying to reach.

Size of Organization (Readership/Membership):

Southern California/ Orange County

Geographic Reach:

US/ California/ Southern California/ Orange County

Social Media Outreach:

The best way to reach out to their audience would be through their Instagram and magazine.

Size of Social Media:

Facebook: 6.5k likes

Twitter: N/A

Instagram: 85.7k followers

What are they doing for the event?

Ideally, we would want them to promote our event through social media posts, promotions, newsletters or a featured article.

What are we doing for them?

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Discount codes/ provide their company exposure to our audience through our spotlight social media platforms.

Special Notes:

Emailed on 9/2/22. Automated email was received. Sent a follow up email on 9/7/22.

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LATINO EDGE MAGAZINE
PEOPLE - TRENDS - CULTURE

Name of Organization: Latino Edge Magazine

Website: <https://latinoedgemag.net/>

Contact Person: n/a

Phone Number: 323-721-5600

Email: info@latinoedgemag.net

Address: 634 S. Spring Street, #900, Los Angeles

Type of Organization: Magazine

Team Contact Name/Number: Celeste Zaragoza 714-904-4271

Status: Pending No Response

Full Description of Organization:

This magazine specifically highlights on the struggles that the Latino community faces. It spreads awareness by featuring personal experiences, victim interviews and articles.

Why are we working with them?:

We share a similar audience and hope to reach out to those who want to be closer or more involved in their community. Their following can really benefit our event.

Size of Organization (Readership/Membership):

US/ California

Geographic Reach:

US/ California

Social Media Outreach:

Their following isn't as big compared to our other potential sponsors so the best way to have them promote us would be through their newsletter.

Size of Social Media:

Facebook: 135 followers

Twitter: 269 followers

Instagram: 119 followers

What are they doing for the event?

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Ideally, we would want them to promote our event through social media posts, promotions, newsletters or a featured article.

What are we doing for them?

Discount codes, provide their company exposure to our audience through our spotlight social media platforms or offer a journalist to come and cover the event.

Special Notes:

Emailed on 9/2/22. No response. Sent a follow up email on 9/9/22.

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Name of Organization: Latino Journalists of California (CCNMA)

Website: <https://www.ccnma.org/>

Contact Person: n/a

Phone Number: n/a

Email: ccnmainfo@ccnma.org

Address: 1111 S Broadway Suite 100, Los Angeles, CA 90015

Type of Organization: Media/ Non-profit Organization

Team Contact Name/Number: Celeste Zaragoza 714-904-4271

Status: Pending No Response

Full Description of Organization:

This is a nonprofit organization that is dedicated to providing resources to students, especially journalism students. They offer scholarships, support and career guidance for those pursuing this career.

Why are we working with them?:

Journalism students are open to working with whatever they can get their hands on. They are more willing to work with smaller organizations to get the experience. Hopefully we can reach out to more Latin students and a younger demographic through their audience.

Size of Organization (Readership/Membership):

California/ Southern California

Geographic Reach:

California/ Southern California

Social Media Outreach:

Compared to our other sponsors that we have reached out to, their twitter following is substantially high. We can use this to appeal more to twitter users since there has been a lack of exposure on that platform.

Size of Social Media:

Facebook: 600 followers

Twitter: 2,643 followers

Instagram: 858 followers

What are they doing for the event?

Ideally, we would want them to promote our event through social media posts, promotions, newsletters or a featured article.

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What are we doing for them?

Discount codes, provide their company exposure to our audience through our spotlight social media platforms or offer a journalist to come and cover the event.

Special Notes:

Emailed on 9/2/22. Requested more info on event. Sent a follow up email on 9/11/22.

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La Opinión

Name of Organization: La Opinion Magazine

Website : <https://laopinion.com/>

Contact Person: n/a

Phone Number: n/a

Email: redaccion@impmedia.com

Address: 445 S. Figueroa Street, Suite 3100 Los Angeles, CA 90071.

Type of Organization: Magazine

Team Contact Name/Number: Celeste Zaragoza 714-904-4271

Status: **Pending No Response**

Full Description of Organization:

This Latin/Hispanic based magazine mainly features newsworthy stories and touches on entertainment articles. Their goal is to inform the public. It is the most-read print newspaper in Spanish in the US.

Why are we working with them?

As they have a massive following, this can really help us get the word out on our event. The bigger the audience, the more people are able to hear about the NPBF.

Size of Organization (Readership/Membership):

US/ California/ Southern California/ OC County/ LA County

Geographic Reach:

US/ California/ Southern California/ OC County/ LA County

Social Media Outreach:

With over 20 million readers monthly worldwide, and one of the bigger following sponsors that we have reached out to, all their platforms would help us reach millions in a partnership is secured.

Size of Social Media:

Facebook: 523k likes

Twitter: 45.9k followers

Instagram: 29.2k followers

What are they doing for the event?

Ideally, we would want them to promote our event through social media posts, promotions, newsletters or a featured article.

What are we doing for them?

Discount codes, provide their company exposure to our audience through our spotlight social media platforms or offer a journalist to come and cover the event.

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Special Notes:

Emailed on 9/2/22. No response. Sent a follow up email on 9/8/22.

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Name of Organization: Los Angeles BucketListers

Website: <https://bucketlisters.com/la>

Contact Person: Haley Pointer

Phone Number: N/A

Email: haley@bucketlisters.com and support@bucketlisters.com

Address: N/A

Type of Organization: Media and Entertainment

Team Contact Name/Number: Kenya Nunez

Status: **Pending Response**

Full Description of Organization:

This organization's goal is to help others experience the best things to do in the most populated cities. Bucketlisters makes it easier for people to get a hold of what is worth making plans and arrangements from their very own hands. It's in the name itself Bucket Listers, to find things to do, places to visit, and to add it to your bucket lists.

Why are we working with them?:

Bucket listers have a very large following across their social media platforms. They can definitely help reach the targeted audience and those who have an appreciation for the culture. They offer discount codes for their audience, article reviews, and social postings of the events that are featured on their website. On their website it offers things to do from art and culture, attractions and tours, entertainment, fitness and wellness, food and drink, outdoor activities, and anything to do with food and drinks.

Size of Organization (Readership/Membership):

US/California/southern California (Los Angeles) focus group page, but also have pages for major cities like Los Angeles, San Diego, San Francisco, Chicago, Boston, Houston, Philadelphia, Miami, Las Vegas, and Austin.

Geographic Reach:

US/California/southern California (Focus group)

Social Media Outreach:

I have been in contact with this organization. There was a conversation that included information regarding what they were able to offer us. The list ranged from influencers, articles, and content creation.

Size of social media (Face Book/Twitter) (as of date):

Instagram: 1.1 million Followers

TikTok: 150.3 K Followers

Facebook: 354,000 Followers

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What are they doing for the event?:

There has been discussion of what they can offer the event and to quote them from the list that follows "Through our custom campaigns, we've helped brands, events, and local businesses connect with our engaged localized audience through executions such as branded buck "lists", editorial articles, content creation, Tik Toks, extended frame stories, and more." Though Haley did ask what our marketing Budget happened to be.

What are we doing for them?:

Other than them requesting a budget there was no talk about what they would like done for them. There is still a conversation going on. I did mention that they would be given a link that gave their audience access to discounted tickets.

NOTES:

Although my teammates and I came to an agreement to drop this sponsor, I do think it would be beneficial to create a partnership within the future. Though their Instagram following did not change, their TikTok page went from under 10,000 followers in September to over 150,000 followers in the middle of December. The growth is huge and noticeable. This page is purely dedicated to posting the best events and locations for their followers to check out in the most populated/visited cities in the country. Haley (the contact person) did want to discuss a marketing budget and unfortunately, that was not an option we were given and because I do not see their request changing or dropping, it would be beneficial to discuss this with Greg about, and possibly way sooner than I was able to.

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Name of Organization: Hermanas Unidas de UCI

Website: <https://hermanasunidasdeuci.weebly.com/about-us.html>

Contact Person: N/A

Phone Number: N/A

Email: N/A

Address: N/A

Type of Organization: University Club/Organization

Team Contact Name/Number: Kenya Nunez

Status: Pending Response

Full Description of Organization:

Hermanas Unidas de UCI was established in 2007 and since has been spreading the chant “poder la mujer” which translates to “the women can”. The focus on supporting and empowering their members through something they call the three pillars. The three pillars stand for community service, academics, and collegiate networking. They strive to spread equality not only in education but in society for women as well.

Why are we working with them?:

This organization is one we need in order to reach an audience of those who appreciate the Mexico Spotlight. It is a possible door that could open to an audience with the size of their Instagram following of young, strong, and independent women who are also hard working who can appreciate such a night that we are putting together.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

US/California/southern California (Orange County)

Social Media Outreach:

Although this group only uses Instagram as their main social media page, it is the most used one among that and TikTok. With their posting, we can reach the lower end of Orange County, as the other student's organized clubs/organizations being reached out to are in the Northern side of Orange County and Los Angeles.

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Size of Social Media (Face Book/Twitter) (as of date):

Instagram: 1,734

What are they doing for the event?:

Thus far there has only been one message from this club/organization. That does not leave us with much about they are willing to do for the event. Although it was mentioned in the initial message reaching out to them if they were interested in posting our event on their social media platforms. That also leaves us with no set agreements for what this club/organization would be willing to do for the NBFF. Though what would be asked is if they would be willing to post about us event at least three different times on the social media pages.

What are we doing for them?:

As mentioned before, there was not much conversation going on. They did ask for an email and due to the assigned email not being accessible. I decided to give out my school email to keep in contact with the club/organization. I will be resending a message as a reminder to check in with them and on their support status.

Notes:

Although they did ask for an email to further discuss the partnership, there was no email sent out from them. My partner Vanessa and I went to an Hermanas Unidas de CSUF meeting in hopes of helping us out by reaching out to the other chapters. Going to the meeting did give us an insight into what they were possibly thinking as well. The Hermanas from CSUF told us they misunderstood and thought the event had to sponsored by them and that they could not officially post about it because they only offered exclusive things to their club members. I think it would be best to get in touch with all the club members presidents and give them a rundown of the event so there are no misunderstands.

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DECLINED

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Name of Organization: Al Día

Website: <https://aldiacsuf.com/home/>

Contact Person: Alan

Phone Number: N/A

Email: aldiacsuf@gmail.com

Address: 2600 Nutwood Ave., CP-460-12 Fullerton, CA 92831

Type of Organization: University news broadcast

Team Contact Name/Number: Vanessa Martinez (661) 381-0083

Status: **Declined**

Full Description of Organization:

Al Dia is CSUF's award-winning Spanish-language newscast that reaches and serves the Latin community in the greater Orange County area. Al Dia prepares students in careers of Spanish-language television giving them the opportunities and skillsets they need to be competitive in the job market. Al Dia has won many awards for its broadcasts.

Why are we working with them? :

We believe it is in our best interest to partner with Al Dia's newscast at CSUF because they are a Spanish-language station so they have the same reach to our audience we are trying to get. Al Dia would be able to easily get the word out about our event because it is part of their job to report on cultural events in the area. This is a natural partnership and allows both of us to benefit.

Size of Organization (Readership/Membership):

Several of their stories have aired across California on Univision's millennial newscast: Edition Digital California.

California/southern California (Orange County)

Geographic Reach:

California/southern California (Orange County)

Social Media Outreach:

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The possibilities are endless for outreach with Al dia. They have followings on Instagram, Facebook, Twitter, and YouTube and are also active on all these platforms. Not to mention, they also have their broadcast channel that we can possibly have promos on.

Size of Social Media: @aldiacsuf

Instagram: 837 (9/3/22)

Facebook: 740 (9/3/22)

Twitter: 396 (9/3/22)

Other: Youtube @titan tv csuf : 2.14k subscribers

What are they doing for the event?

We had a zoom meeting with the president of the club and this is the agreement we talked about:

- Social Media promotions:
 - Instagram: 2 story reposts and 2 weekly posts to profile weekly
 - Facebook: 2 story reposts and 2 weekly posts to profile weekly
 - Twitter: 2 posts about working with us, rt our content
- 2 email blasts (date released, submission deadline)
- Partnerships they could connect us to

What are we doing for them?

In our zoom meeting we discussed:

- 2 presses passes
- Social media reposts or promotion of 1 event or shared relevant posts with NBFF
- Provide audience with discount code for the event
- Trifold recognition
- Social media sponsor shoutout post
- Two tickets to our event

Special Notes:

In the zoom meeting with the president, Alan, he expressed that they would have to decline because he felt there was not enough opportunities that would be given to the students of Al Dia.

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Name of Organization: Latino Journalists of CSUF

Website: <https://latinojournalistsofcsuf.mailchimpsites.com/>

Contact Person: President: Anthony

Phone Number: (530) 591-5329

Email: latinojournalistscsuf@gmail.com

Address: 800 N State College Blvd, Fullerton, CA 92831

Type of Organization: University organization

Team Contact Name/Number: Vanessa Martinez (661) 381-0083

Status: **Declined**

Full Description of Organization:

Latino Journalist of CSUF is a student-run chapter of the National Association of Hispanic Journalists. Their goal is to promote real-world experience in the journalism field. They strive to create diversity and engagement through workshops, networking, and panels.

Why are we working with them? :

The Latino Journalist of CSUF align with our target audience of the Hispanic community in Orange County. Because they are a journalist organization, they will be able to cover our event and spread the word through their channels of broadcast and news pieces they draft. Also, by partnering with LJCSUF we can further network and promote our event with the university student population.

Size of Organization (Readership/Membership):

Orange County area

Big following on YouTube channel

Ask about their membership numbers

US/California/southern California (Orange County)

Geographic Reach:

Focused on Orange County area, more specifically Fullerton.

US/California/southern California (Orange County)

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Social Media Outreach:

Latino Journalists of CSUF are active on their Instagram so we plan to have them repost our posts and promote our event to their audience. Their Facebook has a decent following as well and is a place to network more with professionals in the field as well as alumni so promotional posts will be asked of them to post on Facebook as well. We expect the same coverage through their Twitter as well.

Size of Social Media: @latjournoscsuf

Instagram: 1090 followers (9/2/22)

Facebook: 465 followers (9/2/22)

Twitter: 797 followers (9/2/22)

Other: LinkedIn 53 followers (9/2/22)

What are they doing for the event?

We had a zoom meeting to discuss what our partnership with Latino journalists would look like and presented them with the following agreement:

- Social Media promotions:
 - Instagram: 2 story reposts and 2 weekly posts to profile weekly
 - Facebook: 2 story reposts and 2 weekly posts to profile weekly
 - Twitter: 2 posts about working with us, rt our content
- 2 email blasts
- Partnership networking with existing relationships the club has

What are we doing for them?

Per our zoom meeting we said we could do the following actions for them:

- 2 press passes
- Social media reposts or promotion of 1 event or shared relevant posts with NBFF
- Provide audience with discount code for the event
- Trifold recognition
- Social media sponsor shoutout post
- Two tickets to event

Special Notes:

Latino Journalists declined during the zoom meeting because they said they would want more for their students to gain out of the partnership with us.

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Name of Organization: National Association of Latino Independent Producers

Website: www.nalip.org

Contact Person: J.R Marquez

Phone Number: 310-470-1061 ext. 701

Email: info@nalip.org

Address: 3415 South Sepulveda Blvd., Suite 1100 Los Angeles, CA 90034

Type of Organization: Entertainment nonprofit

Team Contact Name/Number: Yesenia Davila/808-457-9367

Status: **Declined**

Full Description of Organization:

NALIP is a collective of independent Latino producers who seek "to change media culture by advocating and promoting the professional needs of Latin artists in media". They work with industry leaders to try to create a more inclusive future both on and off screen. They not only partner with existing creators, but they also build and mentor upcoming talent.

Size of Organization (Readership/Membership):

US/California/southern California (Orange County)

Geographic Reach:

US/California/southern California (Orange County)

Size of Social Media (Face Book/Twitter)(as of date):

Instagram: 14.5k followers

Facebook: 16.9k followers

Twitter: 11k followers

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Special Notes:

“Thank you for reaching out and considering us for this partnership with Newport Beach Film Festival. We are currently undergoing some leadership transitions and have limited bandwidth. Unfortunately, we will have to decline this year, but hope to explore possibilities in 2023. Thank you for understanding. We wish you all the best of luck.”

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Name of Organization: Chapman Radio

Website: <https://chapmanradio.live/>

Contact Person: Lily Goldklang

Phone Number: (714) 516-6188

Email: marketing@chapmanradio.live

Address: N/A

Type of Organization: University broadcast

Team Contact Name/Number: Vanessa Martinez (661) 381-0083 and Alyssa

Status: **Declined**

Full Description of Organization:

Chapman Radio is a station run by the students at Chapman University and is run 24/7. They aim to amplify the voices of their students using their free-form student-run program. They strive to showcase music and stories from all walks of life and to provide resources for students who want to pursue careers in broadcasting and entertainment. Chapman has had a student-run radio station since 1967, and now they have over 100 DJs and 50 live shows.

Why are we working with them? :

We are working with Chapman Radio to spread the message of our event to Chapman students. We have many CSUF students however, this would give us a chance to reach the whole Chapman student body.

Size of Organization (Readership/Membership):

southern California (Orange County)

Geographic Reach:

southern California (Orange County)

Social Media Outreach:

We would like Chapman Radio, like Titan Radio, to promote the festival spotlight via radio and social media posts. Most of Chapman Radio's followers tune in to the live radio, they still have over 1,000 followers on Instagram and over 2,000 followers on Facebook that can be introduced to the Mexican Spotlight.

Size of Social Media (Face Book/Twitter)(as of date):

Instagram: 1,794 followers (9/12/22)

Facebook: 2.5 k followers (9/12/22)

Twitter: 1,005 followers (9/12/22)

Other: Spotify: 17 followers

What are they doing for the event? :

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We would like for Chapman Radio to promote us on their broadcast channel and also include promotions in their podcasts that align with our values. As well as newsletter promos and social media promotions.

What are we doing for them? :

Provide them with a discount code for tickets and social media promotion on the Mexican Spotlight social medias.

Special Notes:

9/14/22- they dm'd use back on insta saying they are interested due to them not being fully up and running

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Name of Organization: Alexia Del Valle Social Media Influencer

Website: <https://www.instagram.com/lexdelvalle/?hl=en>

Contact Person: Whalartalent/ Brendan

Phone Number: N/A

Email: alexia@whalartalent.com

Address: N/A

Type of Organization: Social Media Influencer

Team Contact Name/Number: Brianna Gallegos (714) 422-7037

Status: Declined

- **Full Description of Organization:** Alexia is a Puerto Rican social media influencer. She began posting videos on TikTok and her videos grew from there. She reaches the Latinx community with her videos.
- **Why are we working with them?:**
She has a large following on Instagram and TikTok, that could help us reach a larger audience.
- **Size of Organization (Readership/Membership):**
She has 118k followers on Instagram and 1.5M on TikTok
- **Geographic Reach:**
US/California/Los Angeles/Orange County
- **Social Media Outreach:**
With the large following that she has we hope to get her manager to agree to work with us and post at least 3 times.
- **Size of social media (Facebook/Twitter)(as of 9/10/2022):**
Instagram: 118k
TikTok: 1.5M
- **What are they doing for the event?:**
If the partnership goes through, she will be posting promotions promoting the event on her Instagram platform and talking about her attendance at the event.
- **What are we doing for them?:**

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We would be giving her a free ticket and giving her audience a discount code.

Special notes:

Waiting to see what Gregg's thoughts are about the last email the manager sent.

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TIMELINE

A backwards looking document of all Team Mexico's efforts to plan the Mexican Spotlight along with calendars.

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Monday, August 22nd at 4pm marked the start of Team Mexico's journey to begin planning the 2022 NBFF Mexican Spotlight. That first day of class was packed with so much information about the festival and who we would be working with until the day of our event. We immediately noticed that we had roughly two months to begin planning the much-anticipated Mexican Spotlight event. Two months to put on an event with 300 people is very nerve racking, and looking back, if we would have had a better set up from the previous team, we could have accomplished so much more. After the first class, team Mexico began researching for partnerships that were already confirmed to reach out to. However, we did not find any agreements from any organization that had been confirmed or that had been waiting for approval. In total, we reached out to 36 potential supporters, sponsors, and partners. We began getting confirmation from our SPSs around the end of September, which means we only had two weeks in October to effectively market to their audiences. In hindsight, we should have been focusing on reaching out to supporters and partners more and repeatedly asking them if they were interested rather than focusing on sponsors and entertainment right away. As for team meetings, it was hard to find a time that everyone could meet because of prior conflicts but we settled on Thursday afternoon around 3pm, these were always zoom meetings. It is important to have all members present and occasionally have some meetings with Gregg to clarify anything or have him check your progress and give you advice or direction.

Social media Timeline

September 8th, 2022 is the day we began our social media marketing. Our first post was to Instagram stories, which was a previous post from team Mexico, that encouraged our audience to save the date for our upcoming festival in October. Team Mexico made a comprehensive timeline for social media postings, including when we would post certain items, what we would talk about, and to what platform (see Calendar). On the social media timeline, we wanted to originally color coat the social media topics to post by social media site, but we just decided what we post on one site for a particular day should

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be posted on all other sites to gain maximum coverage. Some of the posts were story posts, which would be easier for things like polls or feedback, and then the traditional Facebook or Instagram post along with curated tweets. As far as creating social media content, that was mainly done by Alyssa, Kaitlyn, and Brianna. Everyone was divided into which social platform to take over with a collaborative effort in running the Instagram. Social media posts would be created at first 3 days before it was posted so other team members could decide if the post was to everyone's liking and it could be ready for anyone to post across all social platforms. However, as we became busier and creating graphics became easier, posts could be made and posted the same day.

Please see Appendix for Social Media Timeline

Timeline of Planning Leading Up to the Event

Other than planning with supporters and partners on specifics of the night, roughly 3 weeks prior to your event you should begin searching for sponsors, entertainment, and begin preparing the detailed spotlight timeline with Stephanie. All our sponsorships and entertainment were secured very late into the semester. Although we had begun to reach out early, some of our performers ended up cancelling on us days before our event. We were able to secure DJ Ivan last minute when our original DJ had to cancel. Fortunately for us, Gregg and Stephanie helped us secure two photo booths and a mariachi for our event. We worked on getting entertainment, sponsors, and photographers and videographers three weeks before the event but nothing was final until 4 days before the event. The following detailed event timeline is a document we worked on to ensure we stuck to a schedule on the night of our event and had the detailed shot list for our photographers (see Appendix).

Another important thing to be working on leading up to the event is the detailed timeline and photo and videography sheets that Gregg, Stephanie, and Pencil Box studios photography cover in the class. The detailed timeline is concerned

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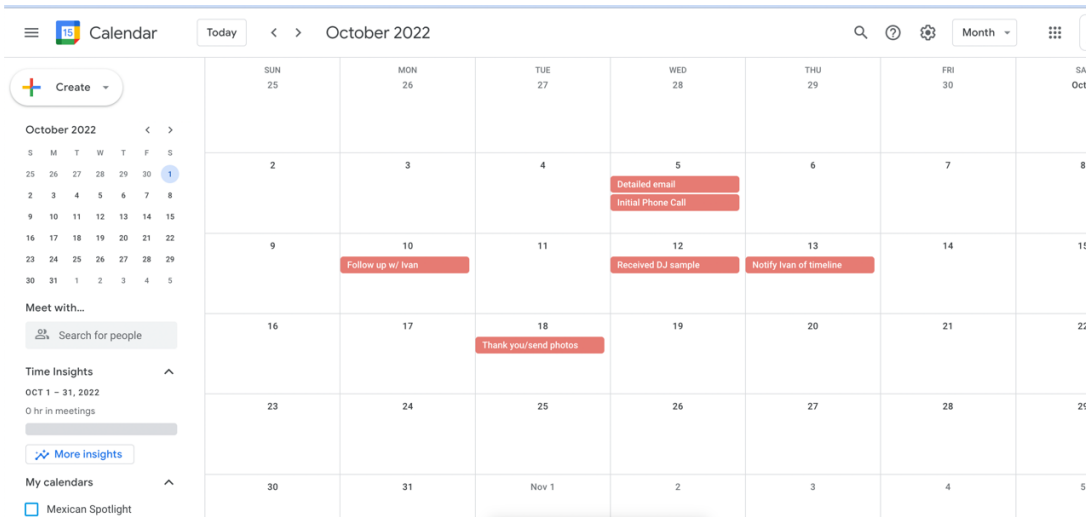
with sponsors and vendors that are coming to your spotlight night. It gives contact information of the performers, vendors, and photographers/videographers and breaks down what they will need from the venue such as tables, power, microphones, press passes etc. It is important to fill this out so Stephanie can make a detailed timeline of how your night will be timed. This detailed timeline will be your holy grail for the night of your event because it will have who is responsible for which vendors, contacts, and other logistics of the night. On this timeline there is also a photo/video shot list that will need to be prepared at least a week prior to your event so you can send it out to your photographers. Include all the shot types, people, and actions you want in this list. You can find a copy of this shot list in the Appendix. Take time with your team and go through if everything is accurate because these pictures are so important to have to show a successful night and also to market within your partnerships and social medias after the event is over.

Please see Appendix for Pre-event Timeline and Shotlist.

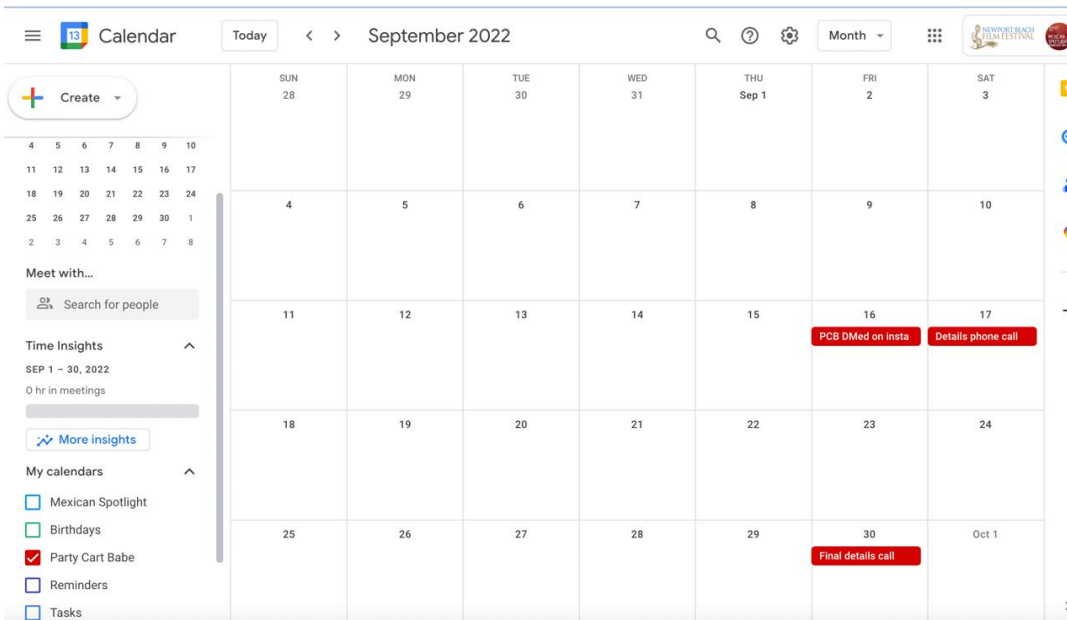
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SPS Timelines:

DJ Ivan:



Party Cart Babe planning for event:



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The screenshot shows a calendar for October 2022 with several tasks highlighted in red boxes:

- Friday, Oct 30:** Final details call
- Tuesday, Oct 18:** Thank you to PCB
- Tuesday, Oct 25:** Posted PCB photos, Send event photos

The left sidebar includes a 'Create' button, a 'Meet with...' search bar, 'Time Insights' for the month of October (0 hr in meetings), and a list of 'My calendars' including Mexican Spotlight, Birthdays, Party Cart Babe, Reminders, and Tasks.

Living Mi Vida Loca planning for event:

The screenshot shows a calendar for October 2022 with several tasks highlighted in red and blue boxes:

- Monday, Oct 26:** EL Aviso Ad edition
- Tuesday, Oct 27:** El Aviso Ad edition
- Thursday, Oct 29:** @LMVL Post
- Friday, Oct 30:** @LMVL Story
- Saturday, Oct 1:** @LMVL story
- Monday, Oct 17:** @LMVL Story

The left sidebar includes a 'Create' button, a 'Search for people' bar, 'My calendars' (Brianna Gallegos, Birthdays, Reminders, Tasks), and 'Other calendars' (Holidays in United States).

Para Todos planning for event:

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The screenshot shows a calendar for October 2022. On the left, there is a 'Create' button and a list of 'My calendars' including 'Vanessa Martinez', 'Birthdays', 'Miniondas Magazine timel...', 'OCHCC Timeline', 'Para Todos Timeline', 'Reminders', 'Tasks', and 'TitanRadio Timeline'. The main calendar grid shows the following events:

SUN 25	MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT Oct 1
					PT-social media posts-in	PT-Newsletter deadline
2	PT-Social media post-ins PT-Newsletter promo	4	5	6	PT-social media posts-in	PT-newsletter deadline
9	PT-Social media post-ins PT-Newsletter Promo	11	12	13	PT-Social Media post-ins	
16	Mexican Spotlight	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Nov 1	2	3	4	5

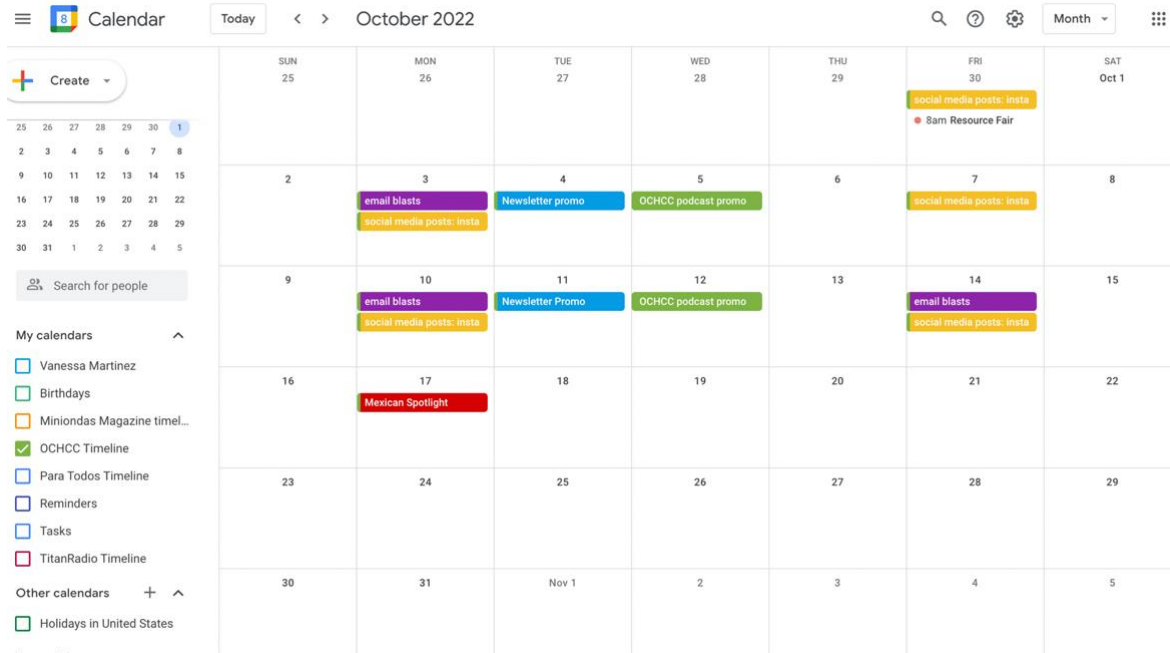
TitanRadio planning for event:

The screenshot shows a calendar for October 2022, similar to the one above. The 'TitanRadio Timeline' is selected in the left sidebar. The main calendar grid shows the following events:

SUN 25	MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT Oct 1
2	TitanRadio promos set to Twitter 2x's a week rt	4	Social media outreach.in	6	7	8
9	Social media outreach.in Twitter 2x's a week rt	11	12	13	social media outreach.in	15
16	Mexican Spotlight	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Nov 1	2	3	4	5

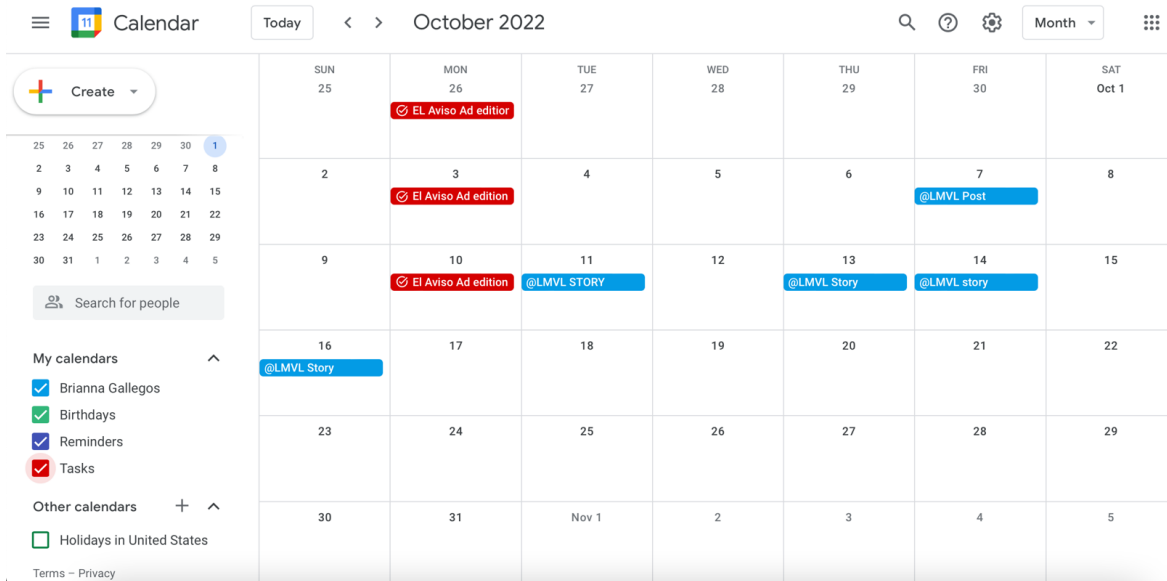
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Orange County Hispanic Chamber of Commerce planning for event:

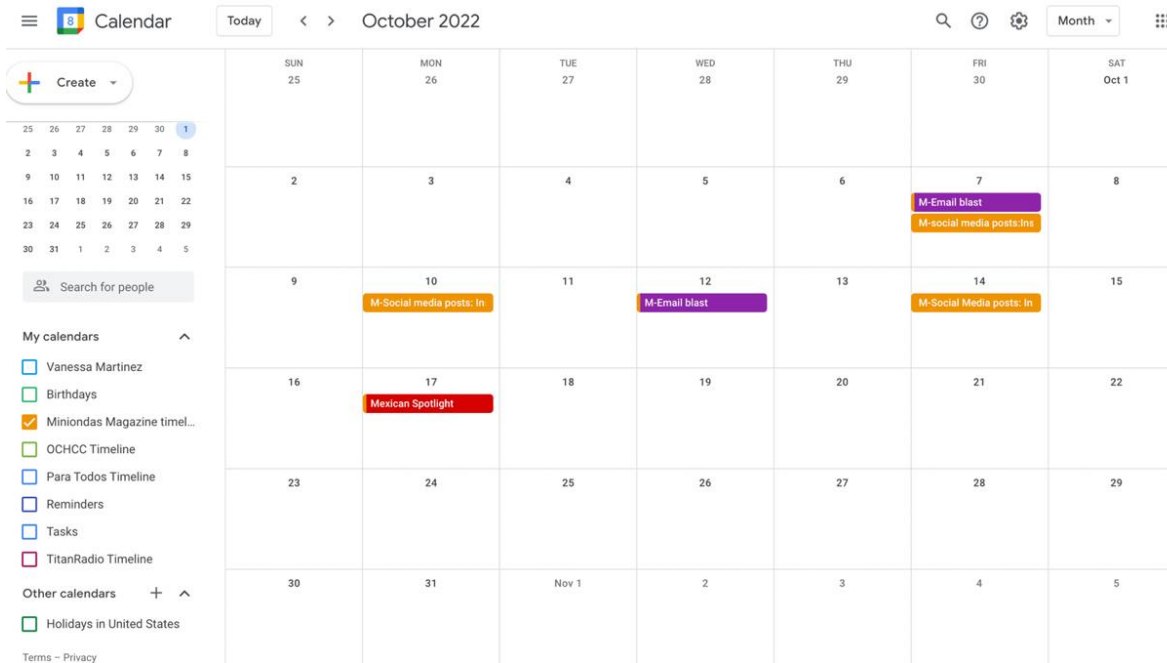


El Aviso Magazine planning for event (NBFF Ad on edition# 40 September, Edition #41 October, Edition# 42 October 10):

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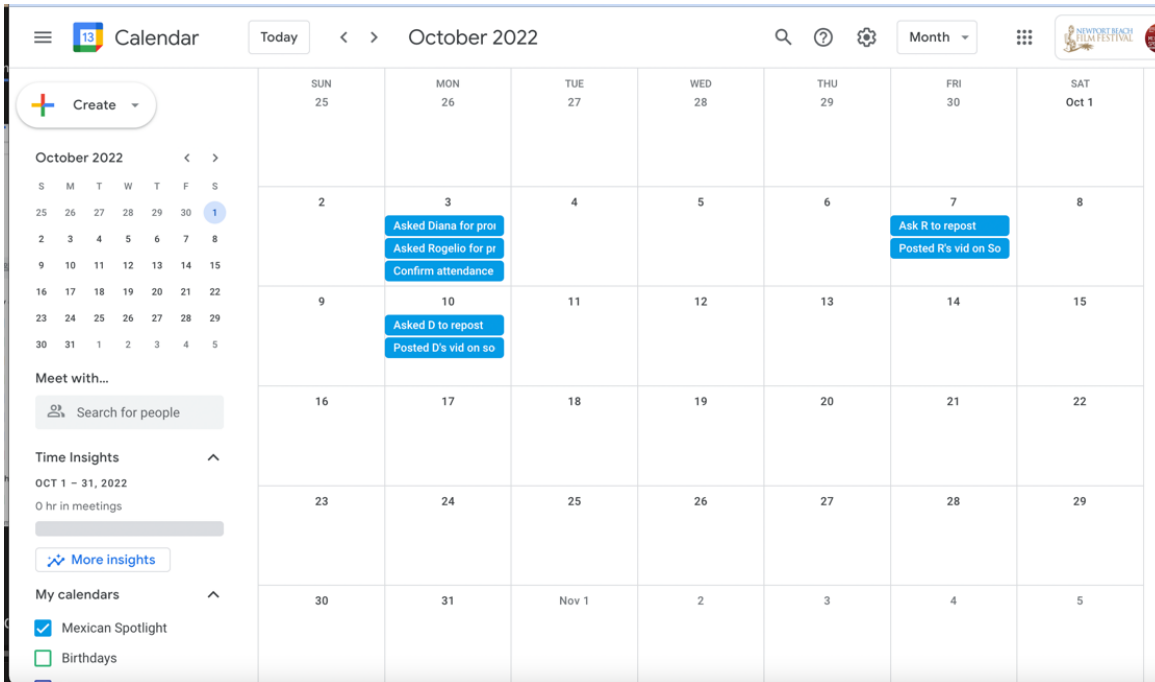


Miniondas Magazine planning for event:



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Actors planning for event



Day of Timeline

As mentioned before, we worked on the detailed timeline leading up to the event so we could have a set schedule and organization on the day of. We arrived 4 hours before our event to make sure everyone was there on time. We ate at the nearby restaurant to discuss what the night would bring, and it was also a chance to get in one last pow-wow before our crazy night. For the film screening red carpet, we sanctioned off who was going to be ushering our SPS to take photos, hold names up for the photographers to capture, usher stars to media outlets, and finally, usher guests to the theater.

At around 5 pm, we settled into the theatre and waited for our photographers and videographer to arrive. We used this time to take our team's pictures on the red carpet. Yesenia welcomed each of the photographers, gave them their passes, and reviewed the night's expectations. Brianna met with the reporter from El Aviso magazine and helped her with her setup. Gregg's team introduced themselves to us and gave us the rundown for the night, something we were familiar

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with at this point. After this, things began to pick up very quickly. Soon, other photographers, not our own, began to fill the theatre and set up along the red carpet. Shortly after, the theatre began to fill with guests who were there for *Amor y Matemáticas* and the other film, *Righteous Thieves*.

Kaitlyn, Vanessa, Kenya, and Celeste were busy with the red carpet and ensuring things were running okay. Alyssa took care of the photographers and videographers. Brianna gave a Spanish interview to El Aviso magazine. Finally, Yesenia documented the ongoing events on our Instagram story. When the time came, three team members set up at the theatre entrance to welcome guests to the film and hand out our information cards. After everyone was seated, Team Mexico gave their speech and headed to TIME Nightclub while the guests watched the movie. Kenya went to welcome the Mariachi Divas and help them with whatever they needed. The rest of the team met with Stephanie for a quick pow-wow and began setting up the nightclub.; this included setting up tables and decorations and ensuring that our other vendors such as the photo booths, Tequila, food vendors, Party Cart Babe and DJ were settled.

After the team finished setting everything up, we split up once more to help guide our guests from the theatre to the nightclub. Because the film's start time was delayed by 15 minutes, the entire night shifted by about 20 minutes. Nonetheless, once the doors to the nightclub were open, things flowed seamlessly. Kaitlyn and the rest of the team immediately went to work and checked on every stand/table. Yesenia stayed by the entrance, welcomed people into the club, and urged them to try some of Party Cart Babe's food. We spent the rest of the night picking up after our guests and networking. Everything ran smoothly on our end since we were in constant communication and typically worked in pairs. The Mariachi Divas had a stunning performance, the food was a hit, and everyone loved DJ Ivan. The night concluded with speeches from the cast of *Righteous Thieves* and Team Mexico, along with other volunteers, were tasked to kindly sweep everyone out of the club so clean-up could begin. We had one last group meeting with Gregg and Stephanie, and we went home at around 1 am.

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Post Event Timeline

Team Mexico stopped having weekly team meetings after the event was over. We still kept each other updated and regularly communicated via, but having meetings was not regular because our new meeting time became when we had class. I would recommend this to the next team only if you feel that your team has strong communication skills and everyone gets back to each other relatively quickly. If this is not the case, then having those team meetings even after your event is over is helpful to focus on writing the business plan and continuing to market on social media. As far as social media marketing, team Mexico was still active on social media posting photos/videos of the event and making graphics to thank our sponsors. We also made sure to post on big holidays such as Halloween, Day of the dead, and Mexico in the World Cup. We also sent follow-up emails to all of our SPS's thanking them for their participation and dedication with our event and that we would be happy to work with them next year.

Please see Appendix for post-event timeline.

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LOCATION SELECTION

A description of the layout, flow, and placement of where our event took place, including both the theatre and afterparty location at Time Nightclub.

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The 2022 Newport Beach Film Festival's Mexican Spotlight screening of *Amor y Matemáticas* took place at the Triangle Cinema in Costa Mesa, California on October 17. The post-party was hosted at Time Nightclub which is a short walk within the same plaza.

The Cinema is located on the second floor of the plaza with direct access to the parking structure. When walking into the Cinema, guests were greeted by a red carpet and a backdrop showing the festival's sponsors for a walk-and-repeat. This allowed guests to spend time getting their pictures taken by the photographers or take pictures of their own along the backdrop.

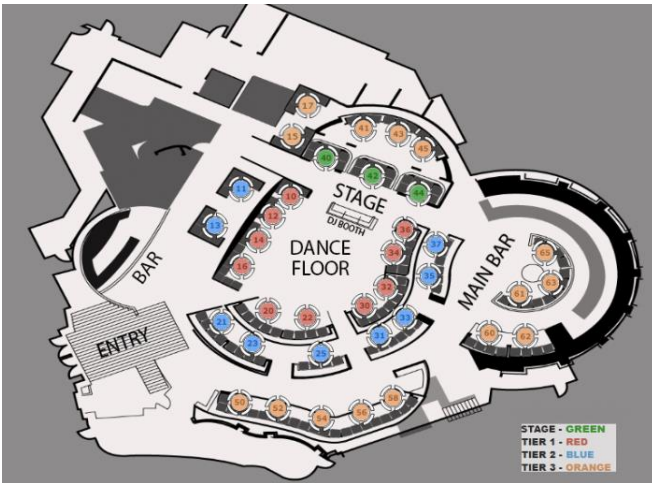
There were two premieres going on at once, one for Team Mexico and another separate one. Gregg's team had set up tables leading up to the theater where the screenings would take place. When it was time to lead people into the theatre, Team Mexico handed out brochures as people came in to guarantee that all guests would receive them and see our partners, supporters, and sponsors. Our team then split up to setup Time Nightclub. This helped Team Mexico keep tracking of the movie runtime and plan around the estimated arrival of guests. After the movie had ended, guests were guided by Team Mexico to Time Nightclub which was located on the first floor of the plaza and was a short walking distance away from the Cinema. Guests would exit the Cinema and walk down the path where our spotlight team members guided all guests to an elevator that led to the first floor. However, some guests opted to take the stairs right next to the elevator instead. Attendees to the event were then guided to the right side of Time Nightclub where they were checked in and allowed into the club.

Please see the attached map of the venue to get a better idea of the layout. For our event we had approximately 23 tables. On the map you can see these color coded and numbered. Behind tables 50 through 58, and behind the stage we had restaurants stationed. Near the main bar we had the photo booth set up. ThePartyCartBabe was stationed at the

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entrance.

We had about 15 flower arrangements scattered on tables around the club as well as lanterns.



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APPENDIX

Additional documents and resources that our team used during our event planning strategy.

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CONFIRMED S/P/S & FALL 2022 TEAM CONTACTS

2022 Spotlight>Showcase: Team Mexico							
2022 Newport Beach Film Festival - Fall New Sponsor Target List							
Categories off limits for students to contact include: Water, Alcohol, including beer, wine and spirits, Barking, Automotive, LA Times, LA Weekly, etc., Hotel/Airlines, Any retail store located in South Coast Plaza and/or Fashion Island. Any questions, please call Gregg (949) 931 - 9737. Email copy to: Gregg.Schwenk@NewportBeachFilmFest.com							
Name	PH	Email	Contact Address	Company/Organization Website	Team Lead	Sponsorship Goal (what are you asking for)	
Group Leader: Yesenia Davila	858-457-6367	yedavila@csu.fullerton.edu					
Team Members: Kaitlyn Elpedes	949-793-0561	kelpedes@csu.fullerton.edu					
Keryna Nunez	760-445-4344	k.nunez@csu.fullerton.edu					
Celeste Zaragoza	714-904-4271	celestezaragoza@csu.fullerton.edu					
Brianna Gallegos	714-422-7037	brannaga@csu.fullerton.edu					
Vanessa Martinez	661-381-0083	vanessa.martinez@csu.fullerton.edu					
Alyssa Weaver	760-895-0109	alyssaweaver@csu.fullerton.edu					
Latest Update							
DDMMYYYY							
Name of Company/Organization	Company Contact (Name)	Phone Number	Email	Contact Address	Company/Organization Website	Team Lead	Sponsorship Goal (what are you asking for)
Livingmvidaloca	Patric Cordova	(949) 307-9907	SoCaj@livingmvidaloca.com	3008 E. Via Sierra Anaheim, CA 92806	https://livingmvidaloca.com/	Brianna	Influencer with lifestyle blog. Strong following and established connection.
Ei Antio Magazine	Maria A. Zapedia-Elluloglou	323-586-9199	mzapedia@elavio.com	4850 Gage Avenue Bell, CA, US 90201	https://www.elavio.com/	Brianna	Laino Magazine
Chapman Latinx Club	unknown (DM on Instagram)					Kaitlyn	Promotion in weekly newsletter and Instagram (starting 9/12)
OCHCCVM	John Gutierrez	714-675-4979 -cell	John@ochcc.com	27762 Antonio Pkwy Suite L1-463, Ladera Ranch, CA	https://www.ochcc.org/	Vanessa	coverage on enewsletter, social media marketing, appearance OC podcast
Para Todos (VM)	Silvia Ichar	849-493-1492	paratodos@paratodos.com	33565 Via De Agua, San Juan Capistrano, CA 92675	http://paratodos.com/pl/	Vanessa	Social media outreach, magazine coverage, email blasts
Tian Radio-VM	Marketing Team	657-278-5505	tianradio-marketing@fullerton.edu	PLS - 51 800 N. State College Blvd, Fullerton, CA 92	https://www.tianradio.org/	Vanessa	Social media outreach, radio outreach
Party Cart Babe	Roxy	(714)805-7514				Kaitlyn	Party cart service at after party (MC candy/bread, balloon cart)
Rodolfo Huerta (Floris)	Rodolfo	(626)923-5478	rodryhuerta54@gmail.com			Celeste	Centerpiece vendor
Miniondas	Sandra Cervantes	(949) 283-2216	sandracervantes@comcast.net	N/A	https://miniondas.com/	Vanessa	social media coverage, newsletter coverage, website article coverage
UNAM						Celeste	
Consulate general of Mexico-Santa Ana office	Jessie	N/A	N/A	N/A	https://consulmex.sre.gob.mx/santaana/	Gregg	N/A
DJ Ivan		(760)501-5734				Kaitlyn	

PENDING CONFIRMATION S/P/S

Name of Company	Company Contact (Name)	Phone Number	Email	Contact Address	Company Website	Team Lead	Sponsorship Goal (what are you asking for)	Type of Company
Adam Lasher Band	Adam	(925) 883-4843	adamlasherband.com	N/A	adamlasherband.com	Vanessa and Celeste	entertainment in theatre	Guitarist
Consulate general of Mexico -Vm and Celeste	Jasmine, Marcela	M-(213) 351-6810 or J-(213)	mcelorio@sre.gob.mx jgalvang@sre.gob.mx	2401 West 6th. Street, Los Angeles, CA 90057	https://consulmex.sre.gob.mx/losangeles/index.php/es/	Vanessa and Celeste	social media coverage, website coverage, newsletter coverage	Consulate General of Mexico
UCI Latinx Resource Center	Victoria Rocha	(949) 824-6594	vnocha@uci.edu	Irvine, CA 92697	https://latinx.uci.edu/	Kaitlyn	Promotion in weekly newsletter and Instagram (starting 9/12)	University organization (UCI)
Excelsior News	Ca		mailto:mcelorio@sre.gob.mx%20jgalvang		www.excelsiorcalifornia.com	Kaitlyn	social media posts/promotions/article or press release	Weekly Newspaper

PENDING NO RESPONSE S/P/S

Name of Company	Company Contact (Name)	Phone Number	Email	Contact Address	Company Website	Team Lead	Sponsorship Goal (what are you asking for)	Type of Company
Santa Ana Chamber of Commerce	Elisha Boothe	714-541-5353	info@santaanachamber.com, eboothe	1631 W. Sunflower Ave., Suite C-35, Santa Ana, CA 9270	https://santaanachamber.com/	Yesenia Davila	Exposure/social media posts/newsletter	Chamber of Commerce
Greater Riverside Chamber of Commerce	Quirina Arana & Emily Cunard	951-683-7100	ecunard@riverside-chamber.com	3985 University Avenue, Riverside, California 92501	https://www.riversidechamber.com/	Yesenia Davila	Exposure/social media posts/newsletter	Chamber of Commerce
Latino Public Broadcasting	Latino Public Broadcasting	323-969-8000	info@lpbp.org		https://lpbp.org	Brianna Gallegos	To be broadcasted or to be promoted on their social media	Broadcasting
Hermanos Unidos	n/a	n/a	hucos@hermanosunidos.org@gmail.com	CSUF TSU - Alvarado	https://hermanosunidosca.org , www.hucos.org	Brianna Gallegos	Social Media Promo	University Organization
CSUF Latino Communications Institute	n/a	n/a	laticomms@csuf.edu	College Park Building	http://communications.fullerton.edu/latinx/	Brianna Gallegos	Social Media Promo	University Organization
Latinx Staff and Faculty Forum	Gabriela and Ruben		gcastane@chapman.edu and rrespos@chapman.edu		https://www.chapman.edu/diversity/strat/	Kaitlyn	Promotion in weekly newsletter and Instagram (starting 9/12)	University Org

DECLINE S/P/S

Name of Company	Company Contact (Name)	Phone Number	Email	Contact Address	Company Website	Team Lead	Sponsorship Goal (what are you asking for)	Type of Company	Notes
NALIP	J.R. Marquez	310-470-1961 ext. 701	info@nalip.org	3415 South Sepulveda Blvd., Suite 1100 Los Angeles NALIP #Washadclusion		Yesenia Davila	Exposure/social media posts/newsletter	Nonprofit	Said they're undergoing a lot of leadership changes and are not able to this year but to reach out to them next year.
Jessie Nalgas	Whaler Talent (Brendan)		jesstnalgas@whalertalent.com			Kaitlyn	Social media promotion (+1 Instagram post announcement)	Influencer (200k Insta)	
Alexis De Valle	Whaler Talent (Brendan)		alexval@whalertalent.com		https://www.instagram.com/whalervalley7/	Brianna Gallegos	Social Media Promotion	Influencer	
DJ BEBO	DJ BEBO ENTERTAINMENT	714 656-4547	bookings@beboentertainment.com	2030 E. 4th St. suite 402, Santa Ana, CA, United States, Bookings@beboentertainment.com		Kaitlyn Elpedes			

Fall 2022

Event Planning & Management - Film Festival

Mexican Spotlight Business Plan

Pre/Post Event Planning/Timeline

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O																																																																																																																											
1	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>##</p> <h1 style="font-size: 2em;">September 2022</h1> </div> <div style="width: 30%; font-size: 0.8em;"> <p>August '22</p> <table border="1" style="width: 100%; text-align: center;"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr> </table> </div> <div style="width: 30%; font-size: 0.8em;"> <p>October '22</p> <table border="1" style="width: 100%; text-align: center;"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</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>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</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>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr> </table> </div> <div style="width: 30%; font-size: 0.8em;"> <p>November '22</p> <table border="1" style="width: 100%; text-align: center;"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr> </table> </div> </div>											S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
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Fall 2022

Event Planning & Management - Film Festival

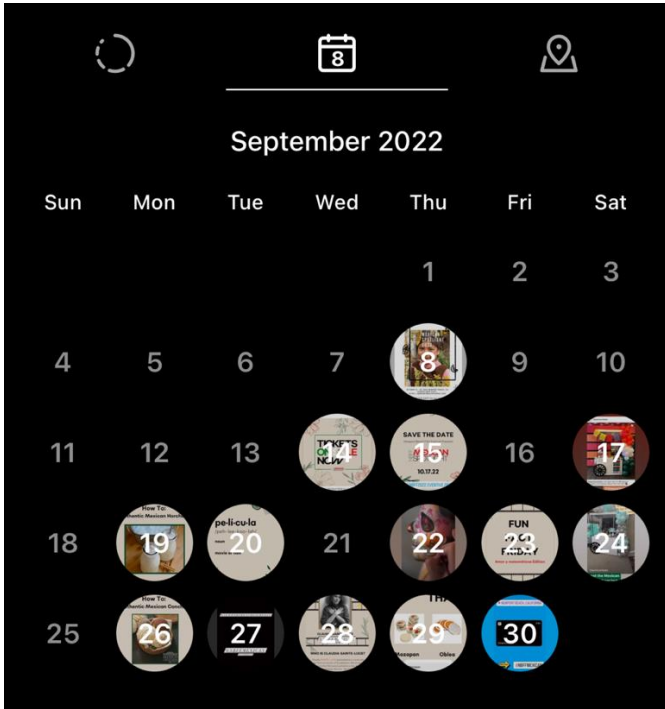
Mexican Spotlight Business Plan

October 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26 Rosh Hashanah	27	28	29	30	1
2	3 Guess the musical artists	4 Story: tips tuesday	5 Yom Kippur About the actors caption: ticket reminder	6 Story: this or that	7 Fun fact friday	8
9	10 Columbus Day Word of the day Story creating countdown to event	11 Story: Q&A	12 Ticket reminder	13 Story: this or that	14 Fun Fact friday	15 Sweetest Day End of Hispanic Heritage Month
16 Boss's Day	17 MEXICO SPOTLIGHT!!!	18	19	20	21	22
23	24 United Nations Day	25	26	27	28	29

November 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31 Halloween	1 Dia de los Muertos (for kids)	2 Dia de los Muertos	3	4	5
6 Daylight Saving	7	8	9	10	11 Veterans Day	12
13	14	15	16	17	18	19
20	21	22	23	24 Thanksgiving	25	26
27	28	29	30	1	2	3

Fall 2022
Event Planning & Management - Film Festival
Mexican Spotlight Business Plan

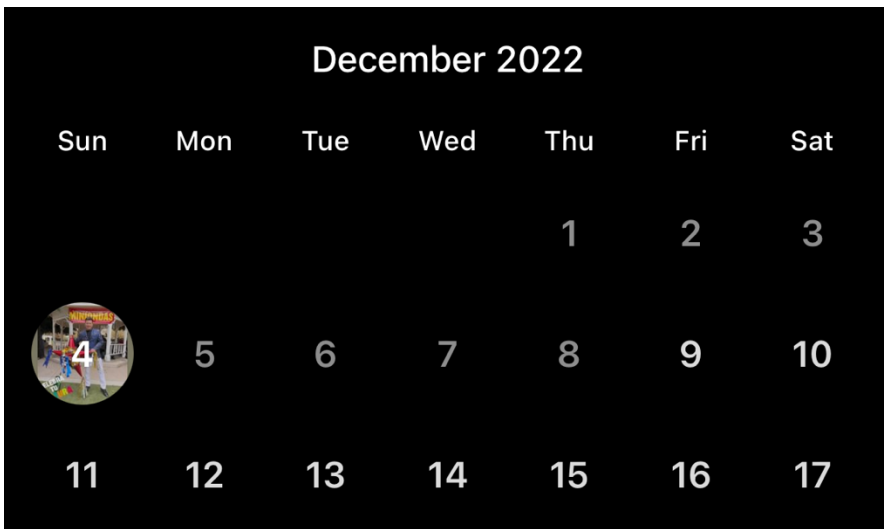
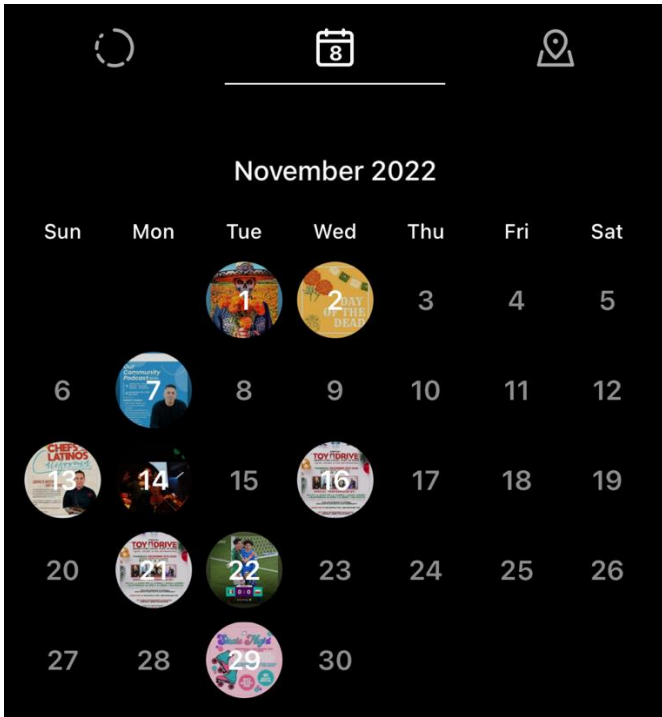
Pre/Post Event Social Media Timelines



Fall 2022

Event Planning & Management - Film Festival

Mexican Spotlight Business Plan



Fall 2022
Event Planning & Management - Film Festival
Mexican Spotlight Business Plan

Day-of Timeline

Time	Description
5:30PM - 5:45PM	<p>Team Members arrive and check in at Triangle Square ** TEAM LEADER, PLEASE TEXT: KARI - 714.614.6812. AT TRIANGLE SQUARE - SHE WILL HAVE BADGES & TICKETS FOR YOU TO DISTRIBUTE TO YOUR TEAM</p> <p>** TEAM LEADER IS IN CHARGE OF COLLECTING ALL BADGES BACK AT THE END OF THE NIGHT - PASS BACK TO STEPHANIE</p>
6:00PM	PHOTO / VIDEO TEAM ARRIVES FOR CHECK IN @ TRIANGLE SQUARE
7:30PM	STUDENTS TO PRESENT SPEECH WITH GREGG
7:30PM	VOLUNTEERS / INTERNS TO ARRIVE
7:45PM	ONCE SPEECH CONCLUDES, HEAD DOWN TO TIME NIGHT CLUB FOR SET UP
8PM	IF YOU HAVE ANY PERFORMERS / VENDORS / THIS IS WHEN THEY CAN START ARRIVING
8PM	RESTAURANTS ARRIVE / NBFF PRODUCTION TEAM ARRIVES
8:30 PM	DJ arrival (ask your DJ what time they would like to arrive / your dj just needs to bring their laptop)
9:30PM	STUDENTS (ONLY IF ASSIGNED) TO RETURN UPSTAIRS AND BE IN POSITION TO DIRECT YOUR GUESTS TO TIME NIGHT CLUB
9:45PM	ALL SET UP COMPLETE IN TIME NIGHTCLUB

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Event Planning & Management - Film Festival
Mexican Spotlight Business Plan

10PM	DOORS OPEN <ul style="list-style-type: none"> • DJ BEGINS
10:30PM	PERFORMANCE #1 MARIACHI DIVAS BEGIN (30MINS PERFORMANCE) (6 MICROPHONES NEED WITH STAND) (TIME NIGHT CLUB TO LOCK IN NBFF SCREEN LOGO DURING PERFORMANCE)
11:00PM	OPEN DANCEFLOOR FOR GUESTS
11:55PM	LARGE GROUP PHOTO / GREGG TO DO COUNTDOWN
12:00AM	EVENT CONCLUDES
1:00AM	ALL STUDENTS TO CHECK OUT WITH STEPHANIE BEFORE DEPARTURE

Fall 2022

Event Planning & Management - Film Festival

Mexican Spotlight Business Plan

Shotlist

PHOTO / VIDEO SHOT LIST:

PHOTOGRAPHERS:









1. Red Carpet:
 - a. Consulate General [Norma Aguilar] (long shot, medium long shot, mid)
 - b. OCHCC [Reuben Franco and John] (long shot, medium long shot, mid)
 - c. Para Todos Magazine [Silvia, Francis, Susan] (long shot, medium long shot, mid)
 - d. El Aviso [Ruby Limon, others names TBD] (long shot, medium long shot, mid)
 - e. @LivingMiVidaLoca [Belinda and plus one] (long shot, medium long shot, mid)
 - f. Miniondas Magazine [Sandra Cervantes]-(long shot, medium long shot, mid)

- g. TitanRadio [Marketing Team-names TBD]- (long shot, medium long shot, mid)
- h. Roberto Quijano [main actor] (medium long shot, mid)
2. Screening:
 - a. Consulate General giving speech in theater (extreme long shot, long shot, medium long shot, mid)
 - b. OCHCC giving speech in theater (extreme long shot, long shot, medium long shot, mid)
 - c. Mexico Tourism giving a speech in theater (extreme long shot, long shot, medium long shot, mid)
 - d. Gregg/Team Mexico speech before screening (extreme long shot, long shot, medium long shot, mid)
 - e. Guests sitting in theater listening to speeches
3. After-Party:
 - a. @livingmividaloca at after-party (medium long shot, mid)
 - b. Reuben and John from OCHCC at afterparty (medium long shot, mid)
 - Candids
 - Posed with Team Mexico
 - Posed with Gregg
 - Enjoying the party
 - c. Para Todos- Silvia, Francis, and Susan (medium long shot, mid)
 - Candids
 - Silvia with Gregg
 - Francis and Susan with Gregg
 - Enjoying the party
 - d. Consulate general- (medium long shot, mid)
 - Candids
 - Posed with Gregg
 - Enjoying the party
 - e. Miniondas Magazine- (medium long shot, mid)
 - Candids
 - Sandra posed with Gregg
 - -enjoying the party
 - f. Bartender pouring Tito's Vodka (long shot, mid, up close)
 - g. Party Cart Babe handing out snacks (long shot, mid)
 - h. Party Cart Babe's cart, decor, and desserts (long shot, mid)
 - i. Each of the restaurant stands (extreme long shot, long shot, up-close of logo)
 - j. Photo of people at table where the centerpiece can be clearly seen (long shot, mid)
 - k. Centerpieces (up-close)
 - l. DJ Ivan (extreme long shot, long shot, up-close)
 - m. Guests enjoying the party (long shot, mid)
 - n. Mariachi Divas Performance (long shot, mid)
 - o. Confetti bomb going off at the after party (extreme long shot, long shot, mid)
4. Empty floor plan at Time Nightclub
5. Decorated floor plan before doors open (including any NBFF/Mexican Spotlight logos)
6. Team Mexico Thank You Trifold (front and back)

Fall 2022

Event Planning & Management - Film Festival

Mexican Spotlight Business Plan

		
Extreme long shot XLS	Long Shot LS	Medium Long Shot MLS
		
Mid Shot MS	Medium Closeup MCU	Closeup CU
		
Big Closeup BCU	Extreme Closeup ECU	

VIDEOGRAPHER:

- Guests arriving onto red carpet
- Actor Roberto Quijano on red carpet
 - "I'm Robert Quijano, and we're here at the amazing Newport Beach Film Festival Mexican Spotlight"
- OCHCC Representative [Reuben Franco]
 - "Hi this is Reuben Franco from Orange County Hispanic Chamber of Commerce, and I want you to go to the Newport Beach Film Festival Mexican Spotlight! Don't miss it"
- Para Todos on red carpet
 - "This is _____ from Para Todos, and we love the Newport Beach Film Festival Mexican Spotlight!"
- El Avsio Magazine on red carpet
 - "This is _____ from El Aviso, and we love the Newport Beach Film Festival Mexican Spotlight!"
- Minionadas Magazine on red carpet
 - "This is _____ from Minionadas Magazine, and we want you to come to the Newport Beach Film Festival Mexican Spotlight!"
- People getting pics on red carpet
 - Para Todos
 - OCHCC
 - El Aviso
 - Robert Quijano

- Minonadas Magazine
- Titan Radio
- Consulate General
- Other guests
- Gregg and MX team giving speech at pre-screening
- Consulate General giving speech at pre-screening
- Team MX doing set-up (before and after)
- Party Cart Babe handing out goodies
- DJ Ivan performing
- Guests drinking, dancing, enjoying the night
- Mariachi Divas performance at Time Night Club
- Bartender pouring Tito's vodka
- Any NBFF/Mexican Spotlight logos
- Confetti bomb going off at after party

Fall 2022 Event Planning & Management - Film Festival Mexican Spotlight Business Plan

Sample SPS Agreement- Miniondas

The 23rd Annual Newport Beach Film Festival – October 13th- 20th, 2022

**2022 PARTNERSHIP AGREEMENT
NEWPORT BEACH FILM FESTIVAL - MEXICAN SPOTLIGHT**

PARTNER NAME: Miniondas Magazine

EVENT: 2022 Newport Beach Film Festival-, Mexican Spotlight


SUPPORTER/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- Instagram and Facebook story repost 2x's per week-repost from anything we post on feed (@miniondas and @miniondas magazine)
- Instagram and Facebook feed posts- 2x's per week (@miniondas and @Miniondas Magazine)
- Article for NBFF Mexican Spotlight to be put on Miniondas website
- Email blasts to subscribers 2x

SPOTLIGHT TO PROVIDE:

- 6 complimentary tickets for the Mexican Spotlight
- Discount code for members
- Social media story reposts (anything relevant to Mexican culture or the festival or promotion of any one event)
- Included in our Trifold pamphlet at event

Sponsor/Partner Representative: Vanessa Martinez

Spotlight Event Representative:  Sandra Centales
MINIONDAS

Newport Beach Film Festival
2000 Quail Street
Newport Beach, CA 92660
949.253.2880
*Contributions may be tax deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

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Fall 2022
Event Planning & Management - Film Festival
Mexican Spotlight Business Plan

Brief To-do list:

- Set up a calendar of what you want to post when, and at what time
- Create your graphics beforehand so you are not rushing last minute
- Have captions ready as well as know what hashtags you want to include
- Make sure to interact with your followers and the people they are following (like their post, comment, etc.)
- Repost whatever your supporters post about you, and thank them every time
- If two people are in charge of one social media account plan out who does what week.
- Make sure to interact with other spotlight teams (like, comment on their post).
- Include some information (fun facts or services offered) about your supporters for your audience.
- Use the Fall 2022 Event photos for advertisement/promotion for Fall 2023

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EMAIL OUTREACH TEMPLATES

NEW CONTACTS

Hello! My name is _____, and I am an event planner for the Newport Beach Film Festival's Mexican Spotlight. We are the largest luxury film festival in the nation, with more than 50,000 attendees annually! This year, our festival will run from October xx to the xx. Throughout the week, the festival highlights four international film nights, including the Mexican Spotlight. This year, the Mexican Spotlight will take place on October xx, and we would love to partner with you!

Our team is currently working on spreading the word out to the Mexican American community about our large celebration of Mexican film and culture. With the help of your influence within the Mexican American community, we can celebrate Mexican culture together! Not only is this a great opportunity to honor culture, but also to promote your (business/service/gifts/organization) as well!

If you are interested in participating as a partner of the 2023 Newport Beach Film Festival's Mexican Spotlight celebration, please contact me at (xxx)xxx-xxxx or via email at mexico.spotlight@newportbeachfilmfest.com. Thank you and I look forward to hearing back from you!

Kind Regards,

First & Last Name

(xxx)xxx-xxxx

RETURNING PARTNERS

Hello!

I hope this email finds you well! My name is xxx, and I am part of this year's Mexican Spotlight team for the Newport Beach Film Festival. I'm reaching out to you because I see that you have partnered with our festival in the past, and I was wondering if you would be interested in joining us again! Our spotlight will be taking place on October xx. If you are interested in once again participating as a partner of the 2023 Newport Beach Film Festival's Mexican Spotlight celebration, please contact me at (xxx)xxx-xxxx or via email at mexico.spotlight@newportbeachfilmfest.com.

Thank you, and I look forward to hearing from you!

Kind Regards,

First & Last

(xxx)xxx-xxxx

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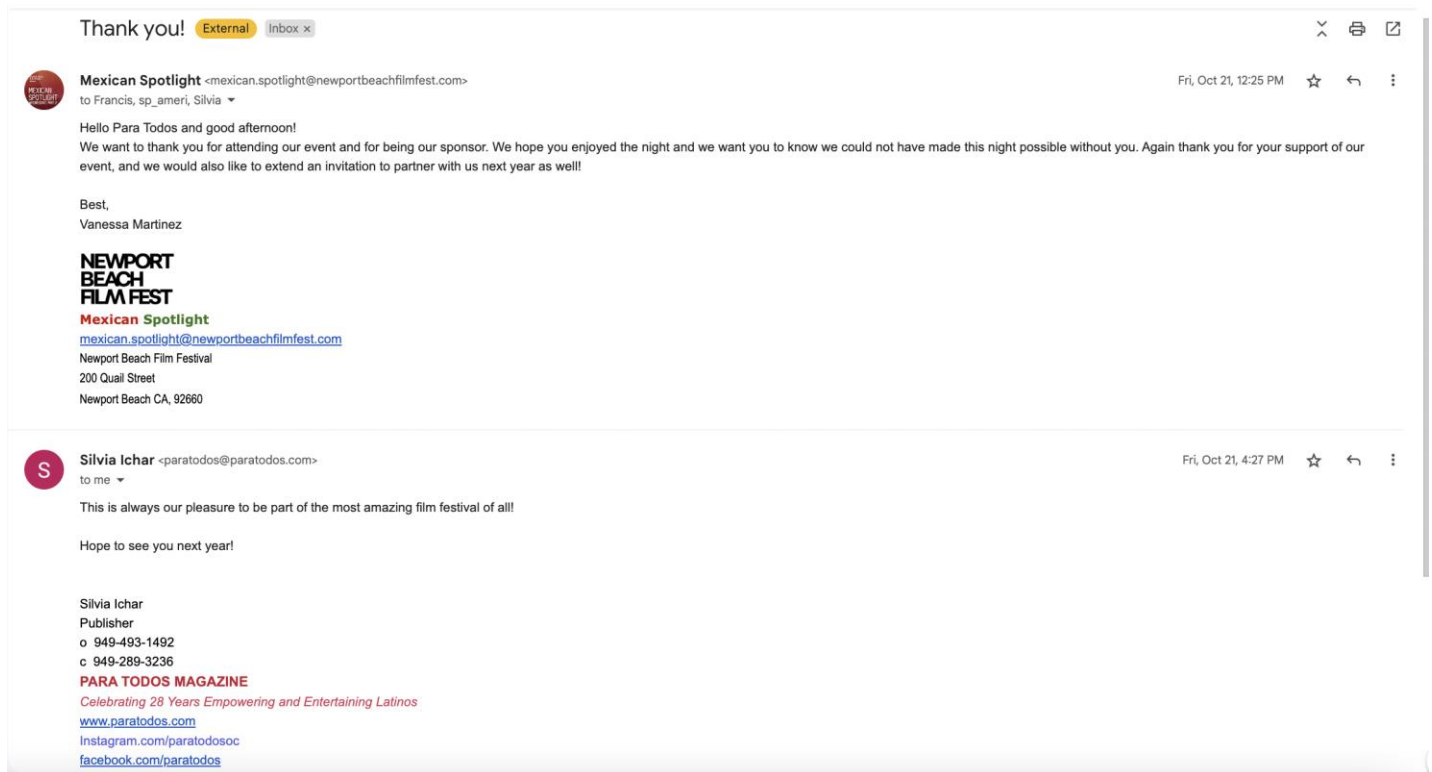
FOLLOW UP EMAIL POST-EVENT

Hello xxx,

We wanted to take a moment and thank you for all of your support with the Newport Beach Film Festival! It truly would not have been the same without your participation. We hope you enjoyed yourself as much as we did and would like to extend an invitation to partner with us next year as well! The 2023 Mexican Spotlight will take place on October xx, 2023.

Thank you again!

First & Last name



The screenshot shows an email interface with two messages. The first message is from Mexican Spotlight, dated Friday, October 21, 12:25 PM. The second message is from Silvia Ichar, dated Friday, October 21, 4:27 PM.

Message 1:
Subject: Thank you!
From: Mexican Spotlight <mexican.spotlight@newportbeachfilmfest.com>
To: Francis, sp_ameri, Silvia
Date: Fri, Oct 21, 12:25 PM
Content: Hello Para Todos and good afternoon! We want to thank you for attending our event and for being our sponsor. We hope you enjoyed the night and we want you to know we could not have made this night possible without you. Again thank you for your support of our event, and we would also like to extend an invitation to partner with us next year as well!
Best,
Vanessa Martinez
NEWPORT BEACH FILM FEST
Mexican Spotlight
mexican.spotlight@newportbeachfilmfest.com
Newport Beach Film Festival
200 Quail Street
Newport Beach CA, 92660

Message 2:
From: Silvia Ichar <paratodos@paratodos.com>
To: me
Date: Fri, Oct 21, 4:27 PM
Content: This is always our pleasure to be part of the most amazing film festival of all!
Hope to see you next year!
Silvia Ichar
Publisher
o 949-493-1492
c 949-289-3236
PARA TODOS MAGAZINE
Celebrating 28 Years Empowering and Entertaining Latinos
www.paratodos.com
Instagram.com/paratodosoc
facebook.com/paratodos

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PASSWORDS AND ACCOUNT LOGIN INFORMATION

Email (Gmail)

Username: Mexican.Spotlight@newportbeachfilmfest.com

Password: M3xicanSp0tlight

Twitter

Username: nbffmexican

Password: M3xicanSp0tlight

Instagram

Username: nbffmexican

Password: M3xicanSp0tlight

Loomly

Username: Mexican.Spotlight@newportbeachfilmfest.com

Password: M3xicanSp0tlight

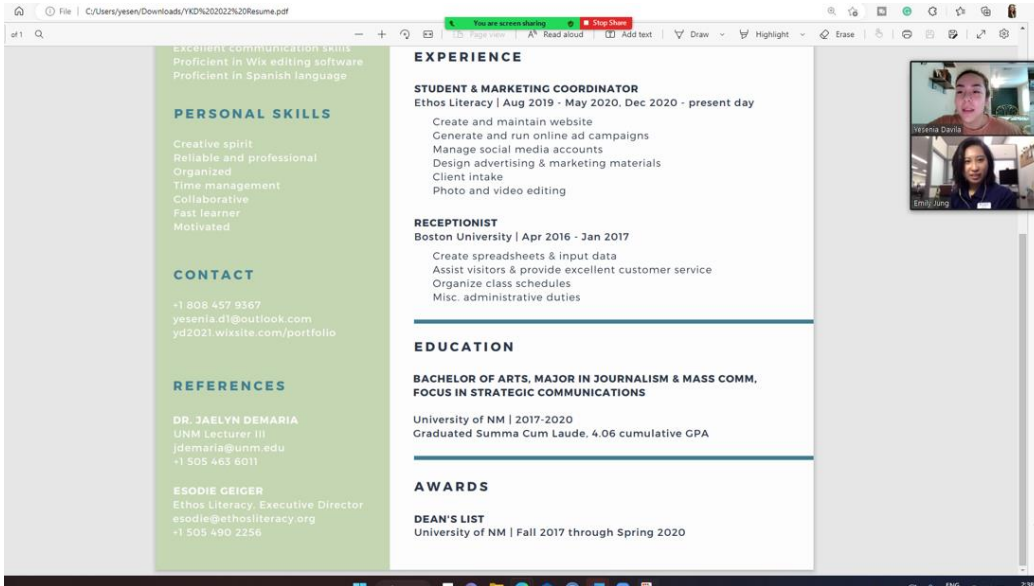
SEE TEAM MEXICO [GOOGLE DRIVE](#) ACCOUNT FOR THE FOLLOWING:

- Fall 2022 Day Of Timeline and Shotlist
- Fall 2022 Photos and Videos
- Ticket samples for S/P/S

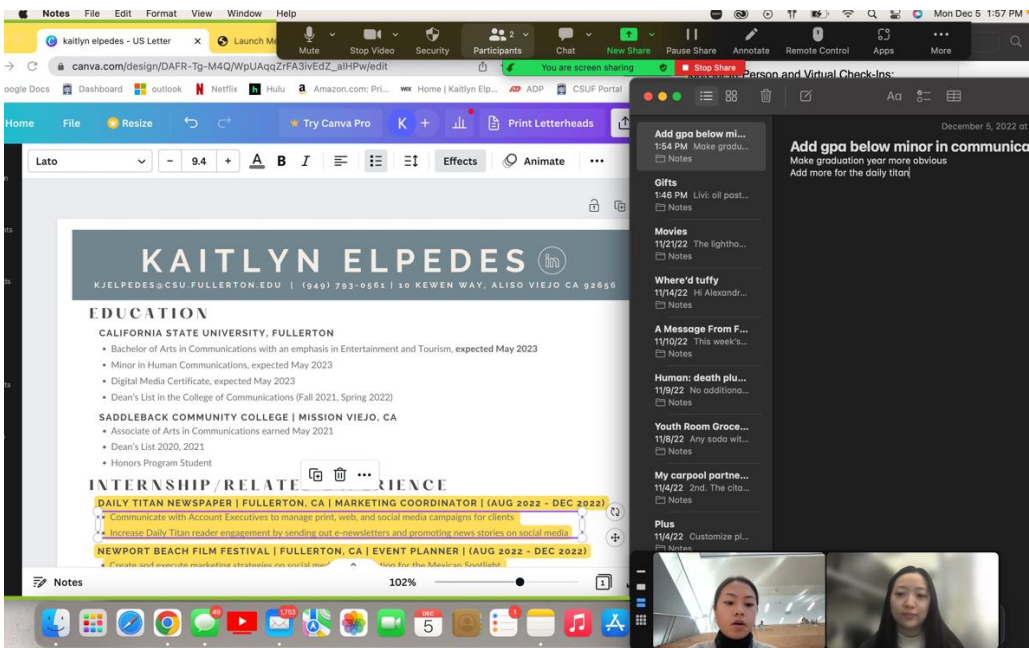
See link here: <https://drive.google.com/drive/folders/1SsQu4og11Cy4KrPd2hWHuiFSABupQEGx?usp=sharing>

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PROOF OF VISITS TO CAREER CENTER



Yesenia Davila on Zoom call with career center.



Kaitlyn Elpedes on Zoom call with career center.

Fall 2022

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From: CSUF Career Center noreply@qemalserver.com
Subject: [External] Resume Rubric
Date: September 29, 2022 at 4:56 PM
To: Weaver, Alyssa alyskaweaver@csu.fullerton.edu

External Email Use Caution and Confirm Sender

Student Name: Alyssa Weaver
Overall Score (out of 16): 16

Sections:

Student Rating: Advanced; Includes all sections:

- Full header (name, email, phone, location)
- Objective only included when necessary
- Education (full degree name, graduation date, and GPA only if 3.5 or above)
- Any relevant experiences such as work, internship, volunteer, campus involvement
- Course projects and/or related coursework (if relevant)
- Skills (computer and languages, no soft skills)

Content:

Student Rating: Advanced; Includes all sections:

- Bullet points start with action verbs
- Bullets include task/purpose
- Results/outcomes are included and quantified when possible
- Tailored to job description if applicable
- No "I" statements or paragraphs
- No photos, references, or personal info

Format:

Student Rating: Advanced; Includes all sections:

- Reverse chronological order per section
- Margins are 5 - 1 inch
- Appropriate length based on industry
- Design/layout is industry appropriate
- Verb tenses are correct in bullets
- No spelling or grammar errors

Consistency:

Student Rating: Advanced; Includes all sections:

- Format is consistent
- Spacing is consistent
- Font size is consistent
- Includes necessary details for all experiences, such as date (month and year), title, company/organization name, and location
- All information (including header) is accurate and up to date
- Honest about all skills and results

Additional comments/feedback

Email Alyssa Weaver received from Career Center after going in person to the drive-thru hours.

Fall 2022 Event Planning & Management - Film Festival Mexican Spotlight Business Plan



CALIFORNIA STATE UNIVERSITY, FULLERTON

Division of Student Affairs
Career Center
800 N. State College Blvd., LH 208, Fullerton, CA 92834/92831 / T 657-278-3121

Dear Vanessa,

We are glad that you connected with the Career Center, we offer a variety of programming and services that we hope you can utilize throughout your time at CSU Fullerton.

Please use this document as proof of participation in this semester's Resume and Cover Letter Review on Monday, November 21st, 2022.

Thank you for understanding, and we look forward to helping you prepare for your future career.

If you have any questions, please feel free to contact Sophia Moriel, Career Coach at smoriel@fullerton.edu

Sincerely,

Sophia Moriel

Sophia Moriel
Career Coach



THE CALIFORNIA STATE UNIVERSITY

Bakersfield / Channel Islands / Chico / Dominguez Hills / East Bay / Fresno / Fullerton / Humboldt / Long Beach / Los Angeles / Maritime Academy
Monterey Bay / Northridge / Pomona / Sacramento / San Bernardino / San Diego / San Francisco / San Jose / San Luis Obispo / San Marcos / Sonoma / Stanislaus

Vanessa Martinez proof of Resume check with Career Center.