



# FILMED IN PERU 2026

The 4th Edition: Bridging Cultures, Connecting Brands

**Miami** • April 17

**Long Island** • April 20

**New York City** • April 21-24

**Connecticut** • April 25

# MORE THAN A SCREENING

Filmed in Peru brings the best of Peruvian cinema to the USA, creating a direct dialogue between filmmakers and American audiences.



**Curated Excellence:** Annual search for the best Peruvian movies to screen in NYC, Miami, and beyond.



**Direct Access:** We fly filmmakers in to introduce their work and engage in Q&A sessions with the audience.



**Industry Connection:** A meeting ground for audience members and representatives of the USA film industry.



# A Legacy of Rapid Growth



2023

2024

2025

2026

Honored to host 3 Peruvian Directors, including Henry Vallejo (Peru's Oscar selection).

Hosted 4 directors, including the prolific Francisco Lombardi.

A breakout year. Expanded to Long Island, showcased a record 20 films, and hosted 12 filmmakers.

The 4th Edition expands further into Connecticut and strengthens its Tri-State presence.





# Access a High-Value Demographic

Connect with the 3rd largest South American diaspora in the U.S.

## Economic Power

**+16%**

Median annual personal income for Peruvians in the U.S. is 16% higher than other Hispanic groups.

## Education

**44%**

of U.S.-born Peruvians over 25 hold college degrees—nearly double the U.S. national average.

## The Reach

**1 Million+**

Access the 3rd largest South American diaspora, with highest concentrations in the Tri-State area and South Florida.



# 2025 Marketing Impact



## Publicity

### 850K Impressions

Telemundo, Univision, New York 1,  
Cadena, Sur Peru, Estrella TV



## Advertising

### 510K Impressions

Paid digital, broadcast, print  
posters in hundreds of  
storefronts/universities

1.8  
**MILLION**



## Partnerships

### 475K Impressions

Miami International Film Festival,  
Newark Latino Film Festival

Total Impressions  
Across All Media



## Social & Electronic

### 250K Reach

Social media blitz and  
editorial content



# The Power of Cinema Advertising

**Zero Distraction:** Moviegoers are free from phones and visual clutter.

**High Recall:** Large screens and immersive sound improve ad retention.

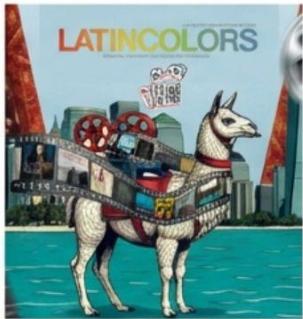
**Direct Interaction:** Pre-film branding and speaking opportunities allow in-person connection.

**Extended Exposure:** Posters and program guides offer “take-home” value.

**Social Amplification:** Logo placement on “Step and Repeat” ensures organic social exposure.



# STRATEGIC PARTNERS



## LATINCOLORS MAGAZINE

**Bridging Community**

Since 2015, celebrating Latino stories. Connecting brands with a diverse, bilingual audience through editorial content and authentic connections.



## PACCA

**Peruvian American Chamber of Commerce Alliance**

Empowering Business & Culture. A strategic alliance connecting entrepreneurs and supporting trade between Long Island and the Latino business community.

# Presenter Sponsor (\$5,000)

Elite Brand Integration.

## On-Screen Dominance

- :30 Commercial shown before ALL screenings.
- Three 8-second ads in sponsor loop.

## Maximum Visibility

- Logo on Program Guide Front Cover, Step & Repeat, Trailer, Website, and Posters.
- 2-Page Full-Color Ad in the Festival Program Guide.

## VIP Access

- Opportunity to address the audience on opening night.
- 6 All-Access Tickets & Filmmaker Meet & Greets.

# Platinum Sponsor (\$3,500)

High-Impact Brand Integration.

-  **:15 Commercial** shown before ALL screenings.
-  **Full Page Ad** in the Festival Program Guide.
-  **Logo** in the Official Festival Trailer, Website, and Posters.
-  **4 All-Access Tickets** and branding at the After Party.

# CORPORATE SPONSORSHIP TIERS

## GOLD SPONSOR (\$2,000)

- ▶ Focus: On-Screen Visibility
- ▶ One (1) Full On-Screen Ad (8 seconds static) in sponsor loop.
- ▶ 1/2 Page Ad in Festival Program Guide.
- ▶ Logo in trailer and website.
- ▶ 4 Festival Tickets.

## SILVER SPONSOR (\$1,000)

- ▶ Focus: Brand Alignment
- ▶ Logo placement in Festival Program Guide (Sponsor Grid).
- ▶ Logo in trailer and website with link.
- ▶ 2 Festival Tickets.

# Benefit Comparison Matrix

Feature	Presenter (\$5k)	Platinum (\$3.5k)	Gold (\$2k)	Silver (\$1k)
Commercial Time	30s ✓	15s	Static (8s)	-
Program Ad Size	2-Page ✓	Full-Page	1/2 Page	-
Speaking Opp	Yes ✓	-	-	-
Tickets	6 ✓	4	4	2
Logo in guide, poster and on screen	✓	✓	✓	✓



## At a Glance: Support Levels



### BRONZE SPONSOR (\$500)

Logo on website & trailer + 1 ticket to all films.

**VIP (\$750)**



Dinner/Drinks for  
two + Reserved Seats.

**FRIEND (\$500)**



4 tickets to  
every film.

**FAN (\$215)**



10 tickets to  
NYC films.

### CUSTOM OPPORTUNITIES:

Individual Movie Sponsor • Reception / Food & Beverage Sponsor • Travel & Hotel Sponsor

# Voices from the Audience

"I really appreciate the effort to create a great setting... food, drink, typical dances. That gives a great added value to the experience."

"This promotes Peru tourism."

"Filmed in Peru is a way for our culture to be better known and our possibilities in the world expanded."

"I loved the cinema where they were screened."



# 2026 Venues & Schedule.



**Miami • April 17**  
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Silverspot  
Cinema



**Long Island •**  
Long Island • April 20

Plaza Cinema  
(Patchogue)



**NYC • April 21-24**  
NYC • April 21-24

Village East  
Cinema & NYU



**Connecticut •**  
Connecticut • April 25

AMC Majestic  
(Stamford)



# Join Us in Bridging Cultures.

Secure your partnership  
for the 2026 Season.

Roberto Pazos, Manager  
Cell: +1 646.320.6869  
Email: [info@filmedinperu.com](mailto:info@filmedinperu.com)  
Website: [www.filmedinperu.com](http://www.filmedinperu.com)

