



1st LATIN AMERICA & SPAIN FILM FESTIVAL IN SAMOA

FINAL REPORT

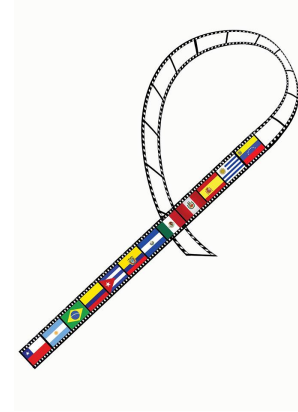
SPONSORS

Opening Day at Apollo Cinema, 27th October 2014

● **Bluesky Samoa**

A proposal for the sponsorship was send to:

- the CEO: Mr. Douglas Creevey
E: dcreevey@blueskysamoa.com
- Cc to the President of the Company:
Mr. Adolfo Montenegro
E: amontenegro@bluesky.as



Contact after approval with a sponsorship of \$5.000 Samoan talas:

- Marketing Coordinator: Ms. Verona Parker
P: 67788 ext. 178 | M: 7500888
E: vparker@blueskysamoa.com

The sponsorship of ST\$5.000 included:

- Hiring of the Cinema for 5 hours, from 5pm to 10pm: ST\$ 2.875 (GST included)
- Marketing: - ad on the Samoa Observer on full priority page. They published the Poster made by the organisers.
 - a banner that they didn't do.
 - a free interview on Magic FM on their time space that was offered to MESC and it was not used.

● **Australia-Pacific Technical College - APTC**

As suggested by the Minister of Education, Sports and Culture, Hon. Magele M. Magele, the complimentary catering was requested to the Country Manager of APTC.

- As part of their education and practice they provided free of cost the catering with a "Taste of Latin America & Spain" finger food and homemade lemonade "vai tipolo".
- Alocoholic drinks where provided by Latin America and Spain Embassies in Wellington and typical drinks were prepared and served by APTC students.

This was a well received exercise and experience, a good opportunity for the students of APTC.

- **LE VAI SAMOA**

- Water was provided by Le Vai Samoa:

Contact: Mrs. Fatima Strickland

- 200 x 375ml bottles that were served to everyone when entering the cinema from its foyer for the film viewing. The left over was distributed among the people who came to NUS on Tuesday the 28th.

- 2 water dispensers were provided for the event, plus

- 5 x 4 gallon bottles. The left over was returned to Le Vai.

- **TIAPAPATA ART CENTRE INC.**

- Design and printing of the Poster and of the Program Brochure were provided by TAC's Galumalemana Steven Percival.

- The cost of the ink and paper for the 200 Program Brochures and the printing of 20 Posters was covered with the support of the Embassy of Chile.

- **MESC**

Printing and delivery of the invitations for the Opening Day was done by MESC.

- **THE NATIONAL UNIVERSITY OF SAMOA - NUS**

The Minister, Hon. Magele, gave his Ministry's full support and made available the lecture theatre at NUS at no cost for the event.

FILM CENSORSHIP

Ministry of Justice

- CEO, Chairman Film Control Board

Masinalupe Tusipa Masinalupe

P: 22671

E: mjca@samoa.ws

- Principal Censor Officer

Leiataua Niuapu

P: 22671

12 movies were submitted to the Film Censorship: 2 were rejected, 1 was replaced and approved and 1 country (Peru) decided no to send another movie.

All movies received their rating and **NO FEES** were charged, as the event is of Non Profit and Cultural nature, with Free Entry to all.

MARKETING

- **The Samoa Observer** - ads were sponsored by Bluesky.
- **TV1 and TV3** - information of the event was sent to both TV Stations, they promised to cover the event for their news item, but they didn't appear.
- **Radio Polynesia** - Mr. Cory Keil promised a free interview with the Ambassador of Chile, the Chairman of this year's event, and after Mr. Keil saw the ad on the Samoa Observer he cancelled his offer for free, asking that, in case, he'd like also to be paid.
- **Press Release** about the Opening Day of the Latin America & Spain Film Festival in Samoa at Apollo Cinema was sent to: Samoa Observer, Talamua and the Savali. Only the Samoa Observer published it in full with a picture of the night provided.
- **17 Posters** were strategically placed at the most visited Cafes and Restaurants and 3 of them at NUS.
- **Facebook page:** <https://www.facebook.com/lasffsamoa>
- **Samoa Tourism Authority Events page:** <http://www.samoa.travel/Events.aspx>
- **Email:** lasffsamoa@gmail.com

COMMENTS

- In order to get a better marketing for the event at NUS, especially considering an ad offered on television plus the printing of the Poster and the Program Brochure, help was asked from the Vice-Chancellor of NUS but was rejected.
- The dates had been fixed ahead by the Vice-Chancellor and the Ambassador of Argentina, and the final suggested schedule was submitted for comments, suggestions and approval to the Vice-Chancellor and it was approved without any changes and comments. This is very important, since the event was organised for the benefit of the community, especially the students and staff at NUS, trusting that the key people at NUS could have suggested and given more suitable dates and times, since we were given days during which the students were most busy studying.
- The movies have been approved and rated by the Film Censorship for non profit and cultural purposes and use without charging any fees.
- The event at NUS could in the future count also with a Gastronomic side event with a sample of food from Latin America and Spain, where students from APTC could contribute to this if organised by NUS.

CONCLUSION

- **In terms of organisation:**

despite the difficulties, the event was successful, the seeds were planted and the interest of the people is there. The need for this kind of cultural and educational event is there.

- **In terms of venue:**

the Lecture Theatre D201 is too big and cold, it does not attract the public and the chairs are very uncomfortable for the the viewing of a 100+ minutes movies.

- **In terms of participation:**

from NUS it was almost nil. Most of the viewers were expatriates, members of the diplomatic corps and very few locals from the art and business sector.

Except for the great success at the opening night at Apia's movie theatre Apollo Cinema, at NUS the maximum number of viewers was probably on Tuesday and Saturday, the first and the last movies. On Saturday, the numbers of viewers was more than 20 but only expatriates, just few locals.

María Inés Kappenberger

Honorary Consul of Chile

Samoa, 6 November 2014