



The Caribbean American Foundation of Texas
P.O. 420745
Houston, Texas 77242
www.caribbeanheritagetx.org

“Our Culture, Our Heritage, Our Caribbean”

January 15, 2018



Dear Potential Sponsor:

The Caribbean American Heritage Foundation of Texas (CAHFT) requests your support, financial or in-kind, for the third annual Houston Caribbean Film Festival (HCFF), which celebrates National Caribbean American Heritage Month, June 2018 in Houston. The funding will be used for but not limited to facilities rental, artist fees and marketing and promotion. National Caribbean American Heritage Month was established by President George W. Bush in 2006 with Presidential Proclamation 8026. HCFF will be held at The Midtown Arts & Theater Houston (MATCH) for the third consecutive year, June 20-23, 2018 and July 6-8, 2018. There are several sponsorship levels available. In lieu of a financial sponsorship, we ask that you consider purchasing an ad for our commemorative 2018 June National Caribbean American Heritage Month magazine.

The Houston Caribbean Film Festival is dedicated to Embracing and Promoting the Lush Caribbean Culture through the Eye of the Director's Lens. The mission is to promote, support, increase and heighten interest and awareness of Caribbean films, filmmakers, screen writers, producers and directors in the Caribbean Basin and the Diaspora in June, National Caribbean American Heritage Month and year-round with monthly film nights.

Houston has the distinction of being the most diverse city in the United States; and film festivals play a crucial role in promoting the many cultures in the Greater Houston Area. It is this diversity that binds us as an eclectic community. Moving into our third year, HCFF have had over twenty-five films that has screened at The MATCH. Films from over fifteen Caribbean nations has had the distinction of playing on the silver screen at The MATCH during National Caribbean American Heritage Month.

The screening of these films provides opportunities share their rich lush history of customs with a Houston population which thrives on diverse cultures and of worldwide heritage. CAHFT plays a pivotal role as one of the threads that binds the Caribbean community together, and continues to do so with the June film festival. The Houston Arts Community greatly benefits from such a diverse display of culture and heritage.

The Caribbean American Heritage Foundation of Texas (CAHFT), a 501(c)(3) cultural and arts nonprofit organization founded in 2010, was established exclusively to partner with, collaborate, and assist Texas' Caribbean Organizations to bring awareness to the rich, lush history of the Caribbean Culture and to promote their contributions to the diverse culture in Texas. CAHFT works with and assists Texas

Caribbean Organizations to achieve their cultural, community and arts objectives through strategic partnership and mutual collaborations with arts and cultural organizations in Texas, in the spirit of friendship. The Foundation works with, collaborates and has formed partnerships with organizations in Texas, the United States and the Caribbean to promote the West Indian culture and the contributions made Greater Houston community.

The Motion Picture Association of America (MPAA), in an October 19, 2017 article echoed these sentiments about film festivals. In their article, "*Why Film Festivals Matter*," MPAA observed that festivals are important not only in maintaining an exhibition platform for independent filmmakers and auteurs, but also in maintaining an audience for art and auteur cinema; their impact is evident across our culture. Film festivals are also important because:

- **A Platform for New Talent** - Each year, filmmakers submit their creations to a range of film festivals in the hopes of getting their work premiered. Film festivals have helped open doors for many of today's iconic filmmakers including Quentin Tarantino
- **Attracting New Audiences** - When a new or independent filmmaker brings a film to a festival, the viewers have the opportunity to connect with the story through experiencing the film firsthand
- **Encourage the Community** - Probably the best aspects to film festivals is the opportunity to meet like-minded people, discuss films and get to know people that audience members would not have otherwise had the opportunity to speak with
- **Promoting Tourism and the Local Economy** - Tourists spend money. A film festival will attract tourists and during their stay, they will most likely visit local stores and restaurants. Film festivals will also attract attendees from the local community as well.

The objective of our film festival is to provide our audiences films which highlight the rich Caribbean Culture: our customs, our stories, and our history! The Festival provides opportunities for our diverse audiences to not only to screen several films from many Caribbean nations, but to also interact with the film makers, producers, writers and directors in a series of Meet-and-Greets, and interviews throughout the Greater Houston Area. It is our hope that through The Houston Caribbean Film Festival, we will:

- Provide a platform that introduces Caribbean films to the broadest possible audience while assisting the filmmakers publicize their films chosen for the festival
- Foster greater understanding and support of our history,
- Make positive contributions to the Arts and Culture in our local communities
- Share the Caribbean's distinctive charms and unique historical and modern perspectives through the artistic eyes of our humble filmmakers.

A qualitative and quantitative evaluation will be conducted to determine the overall success of the 2018 Houston Caribbean Film Festival. Qualitatively, we will assess the quality of the experience of our audience to determine for example, what they gained from participation attending the festival.

Quantitatively, we will use the numerical outputs of the festival such as number of attendances for the three-day festival. Examples of our evaluation methods will include:

- **Research** - Including questionnaires, feedback groups and one to one interviews about the festival experience
- **One to One Interview** – Individual interviews will be held after each film attendees giving their opinions on camera or to members of the HCFF team
- **Documentation** - Photographs of guest speakers and audience members, events or video recordings of audience interactions, press cuttings, photographs and video interviews of our award winners
- **Observation** - Listen to the observations and opinions of the attendees in front of festival staff; attendees can also provide feedback on the ease of finding the venue, and their thoughts of the facilities and the films.

The Caribbean community is roughly eight percent of the population of the Greater Houston Area. There are over nineteen Caribbean cultural organizations and six Caribbean Consulates in Houston. The screening of films during National Caribbean American Heritage Month in Houston is a testimony to our diversity and the success of the festival demonstrates Houston's commitment to arts and culture.

Film festivals have not only proven effective in serving the interests of a community, but to also increase their reach to other groups. Film festivals have an ability to grow and to attract new and engaged audiences. Through the influence of compelling stories, film festivals can penetrate to the heart of what moves us and at the same time, reveal stories which we may not be able to see in other venues. It is therefore, because of your commitment to arts and culture and your dedication and generosity for general and project support that we asking for your consideration of our request for support.

We look forward to working with you on this, our third Annual Houston Caribbean Film Festival.

Very Best Regards,



Peter L. René
Chairman & CEO
prene@caribbeanheritagetx.org
713-783-5779